



FINSCOMS

Your Route to the Investor

www.finscoms.com

Overview

Finscoms offers bespoke communications, marketing, distribution and advisory services to help you in your route to the investor. We identify the market, define and tell your story, engage the right people.

“1bp increase in marketing expenses leads to 1% increase in a fund’s size.”

Study by University of Pennsylvania
and Southern California 2018



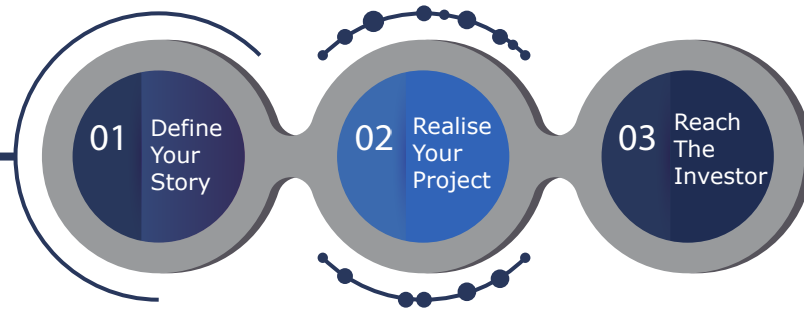
01 Define your story

Approaching potential institutional partners and investors is not as simple as it seems. You are convinced by your project, however investors may have different perspectives, objectives and criteria to evaluate if it is indeed worth partnering with you/investing in your idea. Because first impressions count, before approaching, we will identify the target audience's expectations and create a structured story that this target audience/investor buys into, engages with.

Our communications and marketing support will help:

- Define, create and write your story and detail how it is unique. Telling your story matters
- Design of marketing materials and writing of all communication which are required to approach potential partners
- Market this through all available channels, making best use of website, SEO, social media, your network.





02 Realise your project

Between the dream and the reality there is a huge gap. Mature an idea, select the best 'go to market' strategy, select the best suppliers and partners, jurisdiction, and more... **Finscoms** helps you navigate within the complexity of the financial world. **Finscoms** is your trusted partner to generate that all important interest in you and your project.

Our project management services will help

- Select the best strategy, structure, domicile and partners to support the financial side of your project
- Project manage all the process with all your partners, drive interest to a commitment stage.



03 Reach The Investor

The route to investors is congested. Having a good project and excellent story is not enough. You have to find the right match, the right partner to support you, who can provide you the right financial support at the right moment and share the same philosophy.

The role of **Finscoms** will be

- to communicate the opportunity to your and our network and broaden it to reach the right partner.
- to hone and calibrate the message and delivery, whilst leveraging on its extensive network of professionals, identify potential partners to ensure a smooth coordination between all parties.





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Disclaimer: **Finscoms** is a full services marketing and advisory agency specialising in fund and project marketing and communications. **Finscoms** does not provide investment advice, strategy, nor does not sell financial products.