YOUR  
LOGO

**COMPANY NAME**

STARTUP FUNDING ADVISORY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Firm Name] as your funding advisory partner. We help startups prepare for and navigate the capital raising process with strategic planning, financial preparation, and investor outreach.  
  
This proposal outlines how we will support [Startup Name] in achieving its fundraising goals.

# Problem or Opportunity

[Startup Name] is seeking external capital to fuel growth, hire key talent, or scale operations, but requires expert guidance to build investor-ready materials and connect with the right partners.

# Proposed Solution

We propose a startup funding advisory engagement that includes capital strategy development, pitch deck refinement, financial modeling, and investor targeting.  
  
Key Benefits:  
- Increased investor interest and confidence  
- Clear, compelling story and materials  
- Strategic guidance through each fundraising stage

# Scope of Work

Our startup funding advisory services include:  
  
- Capital strategy and fundraise planning  
- Pitch deck and executive summary creation or refinement  
- Financial modeling and valuation guidance  
- Investor list building and outreach strategy  
- Coaching for investor meetings and due diligence  
- Optional warm introductions (when applicable)

# Timeline

Estimated timeline for planning, preparation, and investor outreach support:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Kickoff & Discovery | Align on goals and capital needs | [Start Date] |
| Materials Preparation | Refine deck, model, summary | [Date] |
| Investor Outreach | Begin strategic introductions | [Date] |
| Support & Close | Negotiation and closing support | [Completion Date] |

# Pricing

Estimated pricing and optional success fee for fundraising advisory:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Advisory Fee | Capital strategy, pitch, modeling | [Amount] |
| Success Fee | Contingent % of funds raised | [Percentage] |
| Additional Services | Optional extended support | [Optional] |
| Total (Est.) |  | [Total] |

# About Our Firm

[Your Firm Name] supports early-stage and growth-stage companies in securing the right capital from the right partners.  
  
- Experience: [X] years supporting venture-backed startups  
- Expertise: Capital raising, pitch strategy, investor relations  
- Mission: To empower founders with tools and guidance to raise smart capital

# Case Studies / Testimonials

Case Study: [Startup Client Name]  
  
- Project: Seed fundraising readiness  
- Outcome: $750K pre-seed raised in 3 months with VC participation  
  
Testimonial:  
“[Your Firm Name] helped us craft our story and connect with the right investors. We couldn’t have done it without them.” — [Founder Name], [Startup]

# Terms and Conditions

Payment Terms: Fixed advisory fee + optional success fee (% of capital raised).  
Confidentiality: All financial and investor materials remain confidential.  
Engagement Period: Initial [X]-month period with option to extend.

# Acceptance

To begin the startup funding advisory engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_