YOUR
LOGO

**COMPANY NAME**

FUNDRAISING STRATEGY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your fundraising efforts. This proposal outlines our recommended approach to building and executing a comprehensive fundraising strategy tailored to your startup’s stage, industry, and capital needs.

# Project Objectives

The key objectives of this engagement are:

- Identify appropriate fundraising instruments and investor profiles
- Prepare your company for investor due diligence and pitch processes
- Develop compelling narratives and materials that align with market expectations
- Strategically manage outreach and negotiations for successful fundraising outcomes

# Proposed Services

Our fundraising strategy services include:

- Capital planning and round structuring guidance
- Investor targeting (VCs, angels, family offices)
- Pitch deck and data room review or development
- Financial model review and cap table alignment
- Outreach campaign planning and advisory

# Scope of Work

Scope includes:

- Assessment of current investor readiness
- Design of fundraising strategy by stage, structure, and valuation
- List building and investor segmentation by geography, vertical, and check size
- Coaching on meetings, follow-ups, and deal structuring
- Optional support during term sheet negotiation

# Timeline

Proposed engagement timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Target Date |
| Initial Discovery | Review materials and goals | [Start Date] |
| Strategy Design | Create roadmap, targets, and collateral plan | [Date] |
| Materials Prep | Finalize deck, financial model, data room | [Date] |
| Outreach & Follow-Up | Advise on meetings, tracking, and terms | [Completion Date] |

# Pricing

Estimated cost breakdown for strategic fundraising support:

|  |  |  |
| --- | --- | --- |
| Service | Description | Fee |
| Readiness Assessment | Audit of investor materials and round plan | [Amount] |
| Strategy Development | Investor targeting and pitch guidance | [Amount] |
| Material Support | Deck review, model review, data room prep | [Amount] |
| Advisory | Ongoing strategy and deal support | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a startup advisory firm that helps early- and growth-stage founders prepare for and execute effective fundraising campaigns.

- Experience: [X] years advising high-growth startups
- Expertise: Seed to Series C capital strategy, SAFE/note/VC structuring
- Mission: To give founders the clarity and tools they need to raise with confidence and close efficiently

# Case Studies / Testimonials

Case Study: [Client Example]

- Project: Series A strategy and investor targeting for SaaS startup
- Outcome: $4.5M raised in 4 months with oversubscription by 30%

Testimonial:
“[Your Company Name] helped us tell our story, sharpen our ask, and pitch the right people. They were essential to our success.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% at project start, 50% upon delivery of core materials or investor list.
Client Responsibilities: Provide accurate financials, product documentation, and access to leadership team.
Adjustments: Additional investor outreach support or due diligence assistance may be quoted separately.

# Acceptance

To approve this Fundraising Strategy Proposal and begin services, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client Name]
Title: [Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_