

Our Services vs. Competitive Offerings

There are many individuals/companies that offer specific services related to fundraising, ranging from writing your business plan to making introductions to investors on a commission basis. Our philosophy is that a successful fundraising campaign begins with a solid strategy, a clear understanding of the market opportunity and a carefully selected list of potential investors. These are not activities that we believe should be done independently of management. Our responsibility is to support and guide management through the intricacies of the fundraising process, not to take the place of management as the company spokesperson. The following are some examples of how we differ from other service providers.

Business Plan Writing vs. Developing a Business Plan

A well-written business plan does not necessarily meet the requirements of an investor. A successful business plan is the result of a well thought out and designed strategy, solid market analysis, and realistic financial projections, among other factors. The process of developing these components requires a close collaboration between Acceleration Partners, management and other key employees. An outside party that offers to “write your business plan for you” is likely to include representations that may be inaccurate or that cannot be verified by management and to have only a cursory understanding of your business.

Clear Expectations

Acceleration Partners chooses to work with companies that we believe will be successful. However, we do not make specific promises to our clients with respect to their ability to raise capital, valuation, etc. These promises are often made to companies in an attempt to win your business, however it is our belief that a third party cannot in good faith make these representations. After being introduced to an investor, a company’s ability to raise capital is based on the merits of its business plan and the ability of company management and the investors to reach a mutually acceptable deal.

Investor Introductions vs. an Intermediary

At Acceleration Partners, we have many connections and personal contacts in the venture capital and private equity markets. As a courtesy, we are happy to make personal introductions to an investor when we believe there is an appropriate fit with a client. This approach differs from individuals/firms who offer to help you raise money on a commissioned basis. Many of these individuals are known for misrepresenting the extent of their personal contacts and sending numerous unsolicited plans to venture firms. It is our experience that traditional early stage investors avoid investment opportunities introduced to them by unknown intermediaries. These investors want to hear from and have their questions answered by company management, not from an intermediary who may or may not understand the company’s business. Investors are also often wary of portions of an early stage investment being directed away from the company’s core operations.