



## Your capital readiness partner.

Tailwind enables entrepreneurs to be diligently prepared – to withstand the scrutiny of due diligence and secure capital, clearing the runway to create value and impact.

Tailwind applies finance, business, and marketing expertise in a holistic approach we call **diligent preparedness** to enable capital readiness and capital access.

We actively work with each client to strengthen the fundamentals and financials, and to construct an evidence-based narrative that demonstrates the competencies required to create value for investors.

## Check6™ Investor perception is reality. Learn how capital providers will evaluate you.

**Check6™** identifies critical blind spots that pose barriers to capital and growth, provides actionable recommendations, and illuminates strategic pathways to success.

### WHO IT'S FOR

**All Tailwind clients start here,** including companies who are:

**Preparing for a founder-led raise.**

Provides high-impact, affordable support to enable success.

**Seeking a facilitated raise or exit.**

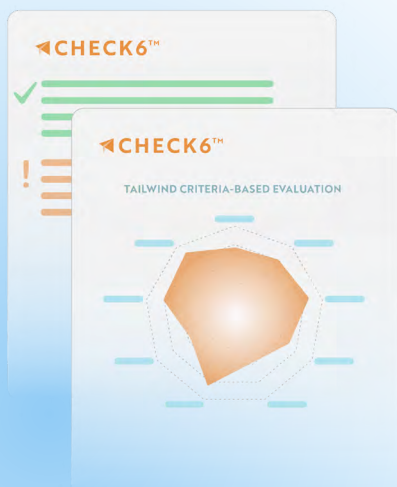
Evaluates best path forward, to FlightPlan™ or alternative.

### OUTCOMES

Over a two-week engagement, Tailwind conducts an analysis of your company from the perspective of a capital provider. We tell you what an investor sees, and arm you with data and concrete recommendations for success.

**Check6™ outcomes include:**

- An assessment of your company based on 10 specific criteria – the stuff that matters most to investors.
- An upside/downside assessment of those 10 criteria, highlighting areas of strength, and areas that need improvement.
- A breakdown of the key vulnerabilities that would pose a barrier during due diligence, and actionable steps to resolve them.
- Strategic recommendations on growth pathways. There is always more than one path to achieve your vision, and we'll illuminate your best options based on our analysis – it may be seeking venture capital, but it may include accessing grant funding, venture debt, strategic partnerships, or bootstrapping to hit a key milestone.
- A current market summary that captures the macro Venture Capital investment landscape.
- A transaction landscape analysis that contextualizes trends relevant to your company, industry, and fundraising environment.
- A list of relevant capital providers the Company may choose to reach out to upon resolving the key vulnerabilities and risks identified in Check6™.
- Best practices for engaging with capital providers.



**For earlier-stage companies, post-Check6™:**

## Consulting Ongoing support for your founder-led raise.

### **Earlier-stage investors want to hear from founders, not advisors.**

Tailwind works with you behind the scenes to supercharge your founder-led raise with expert guidance.

Regular touchpoints with a dedicated Tailwind Associate who provides active guidance as you:

- Address the vulnerabilities identified and become diligently prepared.
- Optimize your fundraising strategy and investor engagement.
- Navigate due diligence and negotiate term sheets.

Upon resolution of key vulnerabilities identified in Check6, Tailwind will make warm introductions to relevant capital providers to support your founder-led raise.

Access additional research and materials support (e.g. market sizing, pitch deck rebuild, financial modelling) as needed, on a project-fee basis. Available exclusively to Consulting clients.

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**For later-stage companies, post-Check6™:**

## FlightPlan™ The gold standard for diligent preparedness and capital readiness.

### **WHO IT'S FOR**

**For companies with a higher capital need,** and who would benefit from a **Tailwind-facilitated raise or exit transaction.**



### **OUTCOMES**

**FlightPlan™** reinforces the foundations and ensures the business has the requisite discipline and competencies to earn investor trust.

Over a 10-week engagement, Tailwind works collaboratively with your founding/ executive team to strengthen the fundamentals and financials, mitigate risks and vulnerabilities, and build a dynamic, evidence-based narrative that demonstrates ability to create impact and value.

**FlightPlan™** produces comprehensive materials that articulate the opportunity in the language of investors:

- Confidential Information Memorandum (CIM).
- Hosted Virtual Data Room (VDR).
- Deck and other supporting materials.

## Advisory Tailwind-facilitated raise or exit transaction.

### **Maximize the potential to successfully close a founder-friendly round.**

Tailwind's Advisory service markets your opportunity to our investment community, signaling that Tailwind has vetted and endorsed the company.

The Tailwind team leads the fundraising strategy and provides support through every step from launch to close.

For companies who have completed FlightPlan™.

- Outreach and introductions to capital providers.
- Deal structuring and transaction facilitation.
- Access to Tailwind's Aviator Network.
- Expert guidance through diligence and term sheet negotiation.
- Profile on Tailwind's Featured Ventures to boost visibility.



Book a call to learn how we can help you grow:

[info@tailwindventures.co](mailto:info@tailwindventures.co)