

SPFG
Your Access To Capital

INNOVATIVE CAPITAL RAISE

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ENGAGING INVESTORS AND MEETING THEIR NEEDS

SPFG's strategy utilizes precision deal targeting to fit the Investor's requested innovation and industry profile. SPFG develops deal search campaigns, which are nuanced, refined, tested, and optimized for finding new founders. Our process is regularly assessed and optimized to prepare founders to meet with and present to investors their disruptive and innovative technologies, products and services.

Institutions, Family Offices & Public Funds

SPFG has the expertise and experience to target all appropriate investors from family offices, endowments and foundations, public funds and other institutions with precision. Proper planning, positioning, messaging, and execution brings investors the greatest reach, and communicates the precise perception of your firm before personal contact. Our preparatory methodology brings you founders who are further on the path from being unaware of your investment criteria and its offerings, by fully informing with a positive impression, thus expediting the allocating process.

Accredited Investors

SPFG locates for our accredited investors founders that fit their "Investor Requested Client Profile". To curate a highly targeted founder for our investors, we on-board potential founders through our Platform Capital Accelerator Hub which uncovers all of their differentiating factors and benefits. This allows our team to teach founders business strategies with compelling on-target project plans that fit an investors industry portfolio. SPFG is always optimizing to serve the needs of investors.

Investor Profile

For all offerings, we segment our outreach campaigns. We begin by asking ourselves who the most likely investors are; describe them in detail of demographics and behavior. What specific projects/industries are they looking to engage? Are they fans? Brand evangelists? What type of market media following does the firm have and how extensive is its in-house database? What we are ultimately seeking is to present your best investor profile, to attract the most favorable deal, and then by being systematic and programmatic to scale our campaign with the optimal investor data to maximize effectiveness. Our thinking is always firmly on the balance of completing the offering, at the most efficient cost of capital.

Broker-Dealers Relationship Distinction

SPFG brings substantial projects and clients that fit our investors requirements to Broker-Dealers teams which handle the actual capital raise and escrow, AML suitability and other critical regulatory functions. Each relationship provides a streamlined digital experience.

INNOVATIVE CAPITAL RAISE – MEETING THE EXPECTATIONS OF THE INVESTOR WITH THE RIGHT CLIENT

"There is a new world of opportunities to raise equity and debt capital and for more investors to gain exposure to new, innovative investment opportunities and companies. SPFG serves the interest of the Investor to bring these two worlds together."

SPFG's strategy and process brings investors many new clients who are "within the Investors' portfolio requirements" – clients you have never met, at scale, and could not meet without our proprietary methodology and investor preparation techniques.

SPFG engages clients on behalf of Investors to determine if they will fulfill the requested criteria of the Investors' portfolio and industry.

SPFG utilizes Investors directives to provide the necessary direction to choose clients and projects that are fundable, provide excellent growth metrics and scalable returns for Investors.



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SPFG is a capital raise consultant firm. We assist investors in finding founders who fit their criteria. SPFG works closely with broker-dealers, lawyers and other compliance professionals to conform to all prevailing regulations. SPFG assists both investors and business owners in the capital raising process.

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WE RAISE CAPITAL for Businesses

Many disruptive technologies including recyclers, Saas, medical PPE Suppliers, artificial intelligence developers, and entrepreneurs are innovating their strategies to raise capital or assets for their business, projects and funds.

Some seeking capital will tap into portals that list many “investment opportunities” with the mindset that they are aggregations of opportunities, assuming that the right investors will find the right deals. SPFG believes listing your deal primarily benefits the portal, not you as the founder. They capture **your** data for **their** future use and bring few new interested and appropriate investors to you.

SPFG directly targets the precise investor segment desired: institutions, qualified accredited high net worth investors or the mass affluent without the noise associated with the dozens of deals listed on portals or the numerous, simultaneous offerings promoted by money raisers.

SPFG leverages a simple formula, bring the investor the project and client that will fill their industry portfolio criteria. This creates a win-win situation every time. The investor gets who they want and the business owners get what they need.

WHAT WE DO FOR YOU

We Prepare you to get in front of Investors

Investor Business Plan

- ▲ New Innovative Market Opportunities
- ▲ Why your solution is 10 times better
- ▲ Proof that you can sell and deliver
- ▲ Go-to-market plan
- ▲ Team Scalability

Multiple Pitch Decks

- ▲ Teaser Pitch
- ▲ 1-Page Biz Plan Pitch
- ▲ Initial & Online Presentation Pitch 10-20-30
- ▲ 17-Slide Invited Back Pitch

Financials and Projections

- ▲ Substantive, Viable, Must Create Demand
- ▲ Multiple Income Streams
- ▲ Contingency Plans
- ▲ Exit Strategies

Institutions

**Wealth
Families**

**Private
Placements**

Trusts

**Qualified
Investors**

As one of our SaaS clients now thoroughly understands, SPFG’s decision to target investors within their specialty who are accredited investors, brought them a “three-fer”: optimizing their efforts, bringing them both investors and clients, as well as some who became both. We have already found this strategy successful in many sectors including: real estate, entertainment, consumer products, software, AI and alternative energy.