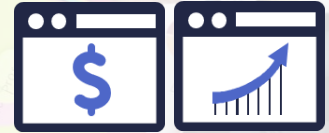


Case Study:

Fundraising Support & CFO Services



Two Silicon Valley Accelerator-Backed Sensor Technology Companies Select  **RTD INSIGHTS**  for Fundraising Support and CFO Services

Company and Situation Overview

- Two companies headquartered in Western U.S.
- One company raised \$100K in seed funding to-date
- Second company raised \$300K seed funding to-date; seeking \$5M+

Challenges without RTD Insights

- X Lean teams largely with technology and scientific background with no existing CFO and COO function
- X Assistance needed to structure initial capitalization table and ownership structure and documentation
- X Desire to find additional funding and investors for growth plans

Results with RTD Insights

- ✓ Worked closely with founders, management, and accelerator team to create fundraising materials and assist in initial outreach
- ✓ Created and implemented capitalization structure and documentation related to company formation
- ✓ Assisted in market segmentation & analyses to understand opportunities