

Case Study:

Business Plan & Fundraising Pitch



**Centralized Online Platform for Outdoor Family Experiences
Selects  RTD INSIGHTS  for Business Plan & Fundraising Pitch
Development**

Company and Situation Overview

- Headquartered in Western U.S.
- Launch in August '18 with limited revenue; 1,000+ users
- Four founders seeking help with fundraising pitch development

Challenges without RTD Insights

- X Management team with demanding schedules and limited capacity to craft business plan and materials for fundraising launch
- X Required market sizing, business plan and fundraising pitch presentation
- X Limited insight into initial market penetration & user acquisition strategy

Results with RTD Insights

- ✓ RTD Insights crafted tailored fundraising pitch presentation in less than 6 weeks to meet launch deadline
- ✓ Worked closely with management team to create business plan and conduct investor outreach and introductions
- ✓ Developed initial go-to-market strategy and addressable market sizing