



Key Tools to Raise Equity

If you are raising up to \$100M in equity, RealConnex is the platform for you.

Prepare for A Successful Equity Raise

An equity raise is a process. It can be accelerated by deploying tools which aim to optimize this process and position you for success. Review the items and feel free to explore any of these on this system.

Step 1: Set up an appointment with a RealConnex Capital Expert. They will help set you up for your raise, guide you through the steps for success and advise you on the best capital raising methods.

In the meantime, explore the steps below;

Step	What	Details	
1	Complete your Profile	Your personal brand	A completed profile is a prerequisite to attract investors. It tells them who you are, your skill and track record.
		Track Record	A strong track record is important, make sure the track record section of your profile is completed. Showcase all your projects and holdings (V4).
2	Project & Equity Details	Have Us Post your deal	Complete your deal summary and set your equity / capital requirement. This will be reviewed by Open Source Capital
3	Build Credibility / Your Brand	Investors invest with credible sponsors. Explore our range of focused tools designed to get you there!	
		Get Verified	Verification is a prerequisite to posting a deal on RealConnex

		Get rated	Upload your contact lists and ask your friends to rate you
		Publish / Post to the newsfeed	Posting to the newsfeed serves 2 purposes <ul style="list-style-type: none"> • Credible articles or content helps position you as an expert • Posting your “need” could attract the right partner.
		Time & Activity on Site	Your time as an active member of RealConnex becomes an important credibility asset. The more you engage on RealConnex, the more you rise in the rankings and the more effective RealConnex will be in promoting you to the right investors, opportunities and partners
		Start a discussion	<ul style="list-style-type: none"> • Leading a discussion about your project or related subject helps raise your profile and attracts investors and JV partners.
4	Build your Network	Connect	Build your network. Connect with investors and other partners on RealConnex. The more people on your network, the better. Your connections can track and follow your activity. This build confidence and credibility
		Follow	Follow investors and other developers. This will alert them to you and tempts them to follow you and your activity. It's great for prospecting
5	Market Your Deal	Invite Investors	Your RealConnex concierge will automatically connect your deal to the right investors. You should also search for partners and invite them to view your deal postings.
		Communication Centre	Use the sophisticated marketing and email tools contact your community and monitor their engagement with you or your communications.
		Data Room and collaboration	Open Source Capital will post your Offering Documents in a confidential data room, and selectively allow investors to view documents and collaborate
		Sponsor a section of RealConnex	
		Showcase your deal	