

The
**CAMPAIGNER
GUIDEBOOK**

Uniting Visionaries with Financial Backers

BY:  BeeezCrowd

WWW.BEEEZCROWD.COM

INTRODUCTION

BeeezCrowd is an innovative Jordanian FinTech Platform that aims to empower visionaries, entrepreneurs, startups, and SMEs by providing a dynamic funding platform where concepts flourish through the collective support of a global crowd.

BeeezCrowd aims to revolutionize the investment landscape by providing beginner and expert investors with unprecedented access to high-growth businesses. BeeezCrowd offers a secure and transparent environment for businesses to raise funds while enabling investors to purchase digital partnership shares. BeeezCrowd is on a journey to achieve financial inclusion that changes the lives of many.

Requirements Checklist

List your campaign, conquer milestones. These are the pre-requisites and a list of what is needed:

Checklist

- Fill out a "Raise Funds" form
- Compile your official papers
- Be ready with the pitch deck
- Prepare your financials
- Have your marketing speak for you

More information follows

PHASE ONE

Pre-Launch

This is where you tell BeeezCrowd about your business. Create your pitch deck, identify your business's unique selling points, what is your investor hook, and decide your terms to set your launch up for success.

1- Prepare your official documents:

Nothing complicated; keep your company formation certificate ready as you need to submit it to BeeezCrowd before launch.

Must Provide Legal accepted paper for authorized signatory and acceptance of all business owners from the authorized association and ministries.

The company must have a clean legal and tax record.

Pre-Launch

2- Prepare your **GOLDEN** elevator pitch:

That's a simple 4 - 9 words that tell the reader why your project is amazing. Focus on explaining the value that you bring to the world. Keep it as clear as possible.



Keep your wording simple. Do not use industry jargon. This one-liner gives investors their first impression of your company. It should immediately make sense to create utmost interest.



Example: Leading hospitality into the age of AI and Automation. Solving a \$1T Problem

Pre-Launch

3- Write your business highlights:

Those are the FACTS that will convince investors to fund your project. Keep them in the form of bullet points. Stick to 4 - 8 points.

Using short sentences, tell investors why people want what you're offering, offer a proof to why your vision is true, talk about your distinguished team, and why your project is special.



Talk about your growth, endorsers, clients, strong brands that support you or work with you, your company's revenues, your team or board members if they play an instrumental role in your industry, or anything that reflects your strength and business attractiveness.



Example: Amazing 90% repeat clients rate

Pre-Launch

4- Create your pitch deck:

This is where you elaborate. Tell investors all the details about your business, your vision, the opportunity and how you're grabbing it.

A pitch deck is used to convince investors to fund your project.



Use a factual approach when writing your pitch deck. Use graphs, bullet points, infographs. Use a clear language, to the point sentences. Avoid complicating your pitch and keep a strong flow of ideas. Take a look at top pitch decks in your industry (Google), and listen to educational videos (YouTube).



BeeezCrowd prepared a pitch deck template for an extra help.

Pre-Launch

5- Choose your cover image:

The goal of the cover image is to make investors feel they know you, and feel good about you.

It is important that the image says something about you or your project. You can take a pic of yourself with the product, or of your team, or of your product.



Files should be high resolution, size 16 x 9.

No text over the image. Don't use a pic of just your logo, unless you have a very strong brand that is widely recognizable.

Pre-Launch

6- Prepare your video:

Help investors get to know you. Investors crave connection and trust. Sharing your story through video will forge that bond, driving support for your vision. Unleash the power of storytelling now, and let your story shine.

Option 1:

Record yourself presenting the pitch deck as if you're live pitching to investors. Show authenticity and build trust with investors by speaking about your project, what value is it adding, why is it a great investment, etc. Avoid cartoons and stock photos. Use your phone or webcam, sharing your company's vision with powerful simplicity and eye contact. Make a lasting impression



Best video duration:
1-5 minutes

Aspect Ratio:
Landscape (16x9)

Resolution: 1080p or
higher

Make sure you have
the right background
and a front facing
lighting

Pre-Launch

Option 2:

After you're done with option 1, elevate your pitch by supplementing it with exclusive footage offering investors a deeper insight into your company. Showcase your founding team and customers, unveil behind-the-scenes product or space glimpses, and provide a comprehensive view of your venture. Make your video a compelling visual journey, revealing your identity, company's purpose, and future direction.



Remember,

There are ways to up your video, you can add captions or music, or you can hire a professional video creator to do a unique video that stands out.

Pre-Launch

7- Submit the financials:

A vital part of your campaign in the financial part. Use the financial sheets to show investors where the funds will be spent and what are the expected returns.

Make sure you include the financial indicators to reflect the viability of your project. This is an instrumental tool to convince investors to fund your project.



Study your finances well. Investors look for a high return on their investment, but you need to be realistic in your numbers. Those investors will soon be your partners whom you will communicate achievements with.



BeeezCrowd prepared a financial template for an extra help.

Pre-Launch

8- Prepare your Company Brief:

This is the brief that investors will read. Keep your focus on delivering enough information to help the investors take the decision to invest with you, but keep it short enough so that investors skim through it.