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Why hire JCF?

Many entrepreneurs with a startup or emerging venture have limited resources and a tight operating budget, yet still require the assistance of an experienced financial professional or firm with significant capital raising experience and investor contacts.

A first impression with investors can be crucial to developing a relationship and creating momentum. Once investor interest has been created, post meeting support after an initial presentation can be as important to help bridge any gap between entrepreneur and investor in order to close on a transaction. More importantly, additional rounds of financing may be needed in order to build a product, become profitable, or even survive.

JCF provides a low cost alternative to hiring a full time CFO or broker-dealer to raise capital.

Know your odds?

First, raising capital can be by far one of the most unpleasant and drawn-out ordeals experienced by entrepreneurs that decide to go it alone. Without expert advice, entrepreneurs can find themselves wasting their personal resources and spending six to twelve months on average seeking funding. The majority of entrepreneurs and new ventures soon realize they were not even seriously considered for venture capital or angel investment.

Second, on average, the typical early stage venture capital firm invests in only one company out of every 500+ business plans it actually reviews. Thus, the odds of success in raising early stage funding are approximately 1:500. If pursuing angel and family office investors, the odds improve slightly, to approximately 1:200 (although no one knows the exact odds for certain).

Employing a targeted fund raising campaign with JCF support can substantially improve the odds of obtaining capital from the right investment source at acceptable terms to the investor and entrepreneur.

Why an upfront retainer?

Unlike contingent-only capital raisers, JCF provides an entrepreneur with a fully-disclosed, highly targeted investor contact list and fund raising campaign within one month of being retained along with 3-6 months of deal support at a fraction of the cost



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that most “finders” charge as a percentage of capital. Additionally, most “finders” only disclose investors that have expressed interest and tend to align more with the investor’s interest rather than the entrepreneur.

Our targeted investor and fund raising campaign, as a deliverable, becomes your property once delivered and can be used at any time in the future whether or not the current investment round closes. There are no non-circumvention or non-disclosure agreements needed unless required by the investor or entrepreneur.

JCF works diligently to create a highly targeted investor contact list and fund raising campaign for you and your company from the thousands of investor contacts within our network along with marketing and deal support over a 3-6 month period to close the transaction.

At JCF, we are highly selective in accepting new clients. We only accept clients that we believe have a good chance of success when supported with our advisory and investor network. Our reputation is dependent on bringing our investors deals that fit within their investment parameters and pre-screen to present only high quality deal flow.