

Helping Startups Raise Funds as an iSelfToken Consultant

If you know a startup with potential but it's not yet ready to raise funds, this is the perfect time to step in as a strategic consultant. At iSelfToken, you can help founders prepare to launch their fundraising page — and ensure a successful (commissioned) campaign with your support.

This presentation outlines a comprehensive approach to supporting founders from initial contact through to a successful fundraising campaign launch, providing you with the tools and strategies needed to add value as a consultant while earning commissions.

iSelfToken
Crowdfunding



Initial Assessment: Understanding the Startup



Problem Identification

Determine what specific problem the startup aims to solve and how their solution addresses market needs.



Development Stage

Assess whether the startup is in ideation, operation, or traction phase to tailor your guidance appropriately.



Current Assets

Evaluate existing MVP, revenue streams, or user base to understand the startup's current position.



Fundraising Goals

Clarify the funding target and specific allocation plans to ensure alignment with business objectives.



Organizing Essential Materials

Project Description

Guide the founder to create a clear, compelling description of their project and solution that resonates with potential investors. This should articulate the unique value proposition and market opportunity.

Presentation Assets

Help develop a professional pitch deck or PDF presentation that effectively communicates the business model, market analysis, and growth potential. Ensure visual consistency and narrative flow.

Team and Resource Planning

Assist in preparing founding team profiles with relevant backgrounds and a detailed resource usage plan that shows investors exactly how their funds will drive growth.



Legal Verification: Building Trust

The "Verified Startup" Seal

Explain how obtaining the "Verified Startup" seal significantly enhances investor confidence. This verification acts as a trust signal that the business has undergone proper legal scrutiny.

Guide founders through the document submission process, emphasizing that this step is crucial for establishing legitimacy in a crowded marketplace.



Legal verification creates a foundation of trust that dramatically improves conversion rates. Investors are more likely to commit funds when they see that proper due diligence has been completed.

Crafting a Compelling Startup Story



Strategic Launch Planning



Channel Promotion

Support the campaign through your professional networks and social media channels to create initial momentum and visibility.



Investor Outreach

Share the fundraising page link with potential investors who match the startup's industry and growth stage for targeted results.



Ongoing Communication

Maintain regular contact with the founder to gather updates and address investor questions promptly.



First Token Sales

Leverage your network to drive initial token sales, creating momentum that attracts additional investors.



Value Proposition for Consultants

Commission Structure

As an iSelfToken consultant, you earn commissions on successful fundraising campaigns you help launch. The better structured the campaign, the higher your potential earnings.

Relationship Building

Develop long-term relationships with promising startups, potentially leading to advisory roles or other business opportunities beyond the initial fundraising.

Portfolio Development

Build a portfolio of successful startup campaigns that demonstrates your expertise and attracts more founders seeking your consultation services.



Case Study: Successful iSelfToken Campaigns



Tech Innovation Startup

A software startup raised 150% of their target by following the structured approach outlined in this guide. The consultant earned substantial commissions while helping the company secure necessary growth capital.



Sustainable Products Company

An eco-friendly product company leveraged storytelling techniques to connect with impact investors, resulting in a fully funded campaign within just two weeks of launch.



Healthcare Innovation

A healthcare startup used legal verification to build credibility with specialized investors, leading to partnerships beyond just funding that accelerated their market entry.

Common Challenges and Solutions



Incomplete Documentation

Create a comprehensive checklist for founders to ensure all necessary materials are prepared before attempting to launch the fundraising page.



Unclear Value Proposition

Work with founders to refine their messaging through targeted exercises that identify their unique selling points and competitive advantages.



Timing Issues

Develop a realistic timeline that accounts for preparation, verification, and strategic launch windows to maximize investor attention.

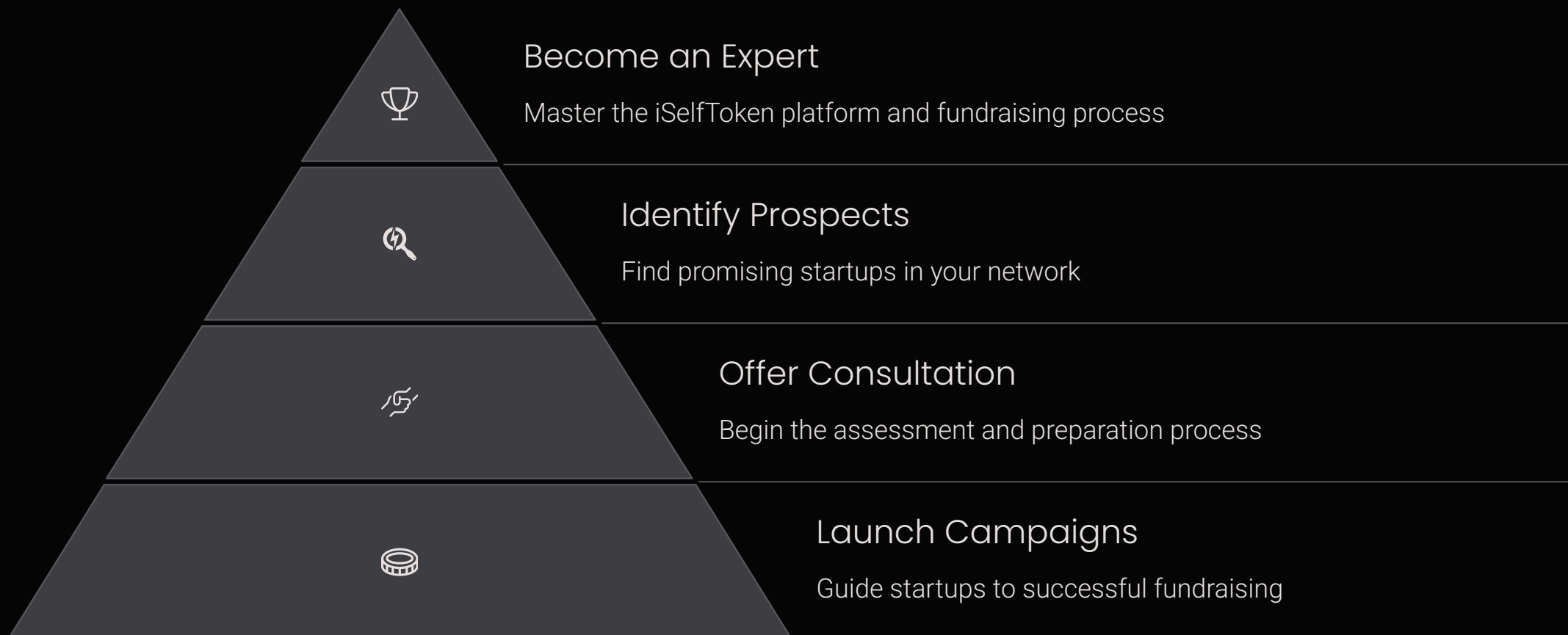


Limited Network

Leverage iSelfToken's investor community while simultaneously helping founders expand their own networks through strategic introductions and events.



Next Steps for iSelfToken Consultants



Helping startups prepare to raise funds with iSelfToken is a high-value service that benefits both the founder and you as a consultant. By following this structured approach, you can guide startups to fundraising success while building a rewarding consulting practice.