

# SoMark

DEVELOPMENT

The Match.com of Capital Raising. We'll get you the first dates.

So-Mark Development is a **boutique branding and capital raising firm**. We leverage social media, email marketing, websites, blogs, and analytics to get your message in front of your audience and identify the people most likely to invest in your business. We use our personal networks to connect with prospective investors who show the most interest in your business opportunity.

High net worth investors and family offices are bombarded with deal flow. **How do you break through all the noise to get your message in front of qualified investors?** It takes patience, process, knowledge, and consistent execution.



## So-Mark Will Execute on Your Behalf



You need to get your ideas in front of the investor community. Then, you need to identify and connect with the investors most likely to support your vision. You also need to be very careful about compliance while maintaining high credibility and a strong reputation.



We can build your website and blog. We continuously curate and post high-value content to your blog to convey your thought leadership and industry knowledge. We also educate your audience about the value of private equity and alternative investments.



Set up your social media channels and post daily to drive consistent activity and facilitate engagement. We leverage analytics to identify the articles getting the most traction. These top articles get posted to your blog.



We design and send high-value emails on a weekly basis to your database of contacts. These emails are based on the best content identified through analytics and engagement.



We also curate and maintain our own extensive database of family offices, high net worth investors, and wealthy individuals. We source contacts from our own database and add them to your campaign for an additional fee upon request.



After gaining traction with consistent web activity, we identify the best prospects through analytics, and reach out to the top potential investors to arrange introductions for you.

## Who We Are?

**Todd Colpron and Jim Anthony** are Indianapolis based business professionals with decades of sales, marketing and fund-raising experience in the high-tech and energy sectors. They've joined forces to combine their skills, knowledge, and personal networks to help emerging growth companies and venture funds build their web presence, find investors and raise capital.

## Why So-Mark?

- ▶ We have combined years of sales, marketing, and fund-raising experience into one laser focused process to build your brand on the web and use analytics to identify investors.
- ▶ We have a **sophisticated, high-tech process** combined with extensive personal networks we leverage to introduce you to prospects most likely to support your opportunity.
- ▶ We curate a large, segmented database of investors to add to your marketing campaign upon request. If you don't already have an audience, we will build one for you.

We are VIP Members of the Premier Community of Over 1500 Family Offices Investing Over \$45 Billion Per Year.