

equations

How Can **Right Visibility** Help Startups
RAISE FUNDS IN 90 DAYS



WHY 90 DAYS MATTER



Investors form early opinions fast sometimes within 30–60 days of seeing a brand show up. A little buzz, a few wins, and **consistent visibility** can change how fundable you look.

Even startups like Fello built early trust simply by sharing small but steady traction updates. You don't have to be the biggest, you just have to **look like you're rising.**



BE SEEN, BE FUNDED

PR Builds Trust Before the Pitch



You can't raise money in silence. A single strong story in the **right publication** can shift investor perception overnight.

Startups that appear in even 1 Category-A feature often see a **2-3x spike** in inbound investor queries within the next **7-14 days** not because the fundamentals changed, but because visibility did.

THE SOCIAL MEDIA PULSE



Traction That Shows Up in the Feed Investors now scan your social presence before your pitch deck. Simple, consistent updates signal **speed, clarity, and execution.**

One sharp moment online can create more momentum than months of traditional marketing. Founders with an active public presence typically see **30–40% higher engagement** from investors on cold outreach.



One Viral Spark Can Turn Into A Million Dollar Cheque.



LABUBU

Overnight collectible craze, resale markets booming.



STANLEY CUPS

Social hype + UGC = sold out everywhere, became a lifestyle brand



PRIME ENERGY DRINK

Influencer-led storytelling → went from launch to global shelves



OURA RING

merged wellness trend with sleek branding → investor darling



BIRKENSTOCK

Once niche, became a global phenomenon after celebrity culture picked it up.

Lesson: Investors chase traction where culture + commerce collide

Startups that ride trends + PR + social buzz can raise faster than those who rely only on business plans



YOUR NEXT MOVE: TURN ATTENTION INTO IMPACT

At Equations PR & Media, we have helped 200+ startups transform visibility into credibility and traction into tangible opportunities. No more random outreach, just smart PR that gets you noticed by the right investors at the right time.

Here's what a 30-minute session with me looks like:

- ✔ **10 minutes** — Understanding your hurdles
Identify what's holding back your brand from standing out and getting visibility
- ✔ **10 minutes** — How Equations can build 5X visibility for your company
Real-world examples of startups we've helped gain visibility, attract investors, and build lasting trust.
- ✔ **10 minutes** — A tailor-made action plan for your brand
A simple, customized roadmap to amplify your presence, spark engagement, and position your startup as the next big opportunity.

The right story doesn't just get noticed, it drives growth, builds authority, and opens doors. Don't let your next big announcement go unheard.

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