

equations

**HOW CAN RIGHT VISIBILITY HELP STARTUPS
RAISE FUNDS IN 90 DAYS**



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WHY 90 DAYS MATTER



MOMENTUM MAKES MONEY

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**.

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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.

[BOOK YOUR FREE STRATEGY CALL TODAY](#)