

Private tech companies in unprecedented times

What you need to know
about Investor Relations

Venture
Growth
Pre-IPO

AcceLLency

Do you have an Investor Relations strategy?

Not having an Investor Relations strategy has tremendous consequences and can lead to failed capital transactions, value impairment and eventually operational failure

Increasing market volatility and macro uncertainty have demonstrated how investor relations is a **critical value driver** for private tech companies.



Alexandra Prigent-Labeis
MANAGING PARTNER

Make sure you aren't on the losing side

Tech investors are picking 'winners' right now

As markets normalise, companies now have the opportunity to shine if they harness the power of investor relations to highlight their strengths, differentiate themselves from the field and protect their value.



Thomas Delanglade
PARTNER

Interest rates set to rise; normalisation is here.

US and European central banks are tightening their monetary policy to curb high inflation. The increase in interest rates, showing no signs of abating, is quickly reducing the amount of free cash which has supported equity assets for so long.

Clearer definition between 'good' and 'bad' tech assets.

With central banks' control of asset prices fading, values will start to reflect true asset fundamentals as capital becomes more scarce and investors increasingly scrutinise investment opportunities.

A comprehensive investor relations strategy is required to tackle headwinds.

Private tech companies in particular are facing a market slowdown and will need to articulate and communicate their strong fundamentals like never before.

A robust investor relations programme, incorporating a compelling equity story supported by strong KPIs, will be essential for tech companies to separate themselves from the crowd, attract and retain capital and protect and even boost their valuation.

Three common mistakes of private tech companies

Dangerous misconceptions about investor engagement

Being visible but unprepared is a potential catastrophe.

Presenting to investors without a clear investor relations strategy and delivery coaching can cause irreparable damage.



Emily Meara
DIRECTOR

MISTAKE #1

Media coverage does not equal investor relations

Journalists prioritise clicks whereas investors prioritise returns, relying on specialist sources to form investment decisions.

Relying on Public Relations is not sufficient to engage meaningfully with the wider investment community.

MISTAKE #2

A charismatic CEO is not enough to secure commitment

Potential investors need to remember the company's equity story, not just the CEO.

An equity story needs to be convincing on its own merits in order to guarantee long term investor support.

MISTAKE #3

Investor relations is not just relevant before transactions

An ongoing IR strategy ensures greater investor loyalty through good times and bad.

Prioritising investor engagement before, during and after transactions reduces risks and maximises upside.

Tech investor priorities at every stage

to shape your investor strategy and boost valuation



Private company investor relations in action

Defining your equity story



Accellency's 8-step systematic approach to equity story repositioning

...Test your equity story today

The equity story is the foundation of an investor relations strategy and the cornerstone of a company's valuation.

A strong equity story is vital to achieving a full valuation and should be conveyed to investors and broader stakeholders through multiple formats and channels.

Our 8-step systematic approach is the result of 20 years of experience in investor relations and capital markets and is specifically designed to identify investment triggers.

Venture checklist

Leverage investor relations to boost company valuation during fund raises



Equity Story

Turn your business case into a compelling financial narrative which triggers positive investment decisions



Leadership delivery coaching

Ensure market-facing leaders are fully prepared to answer key investor questions regarding business model, growth, peers, markets and macroeconomic outlook



Investor teaser

Develop a key information document conveying strategy, team and track record to share at meetings and events



Elevator pitch

Succinctly summarise your investment case for both written and oral delivery



Competitor tracker

Monitor the financial communications and KPIs of direct and indirect peers, including larger, aspirational sector leaders



Digital investor relations

Launch specific digital strategy tailored to investor community (not just customers) with video content to bring your story to life

Growth stage checklist

Leverage investor relations to boost company valuation during all liquidity events



Active comms channels

Build relationships and reputation and mitigate potential negative reactions to events by maintaining a regular news flow



Investor targeting

Research which investors to target and identify their trigger points. Do they invest in companies of your scale and sector? What do they value?



Analyst coverage

Consider company-specific reporting from industry analysts e.g. Forrester and Gartner, to boost visibility in the right markets



Investor events

Exploit events, conferences and platforms connecting potential investors with growing private companies



Specialist media

Ensure articles on company success stories such as results, new product launches and new markets appear in specialist media sources favoured by investors



Thought leadership

Reinforce expertise and key messages and showcase your business and talent pool by creating thought leadership pieces

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A strong Investor Relations strategy is an absolute must for private tech companies today, as increasing market volatility and macro uncertainty make access to capital more scarce and precious than ever.

We help executive teams and private equity owners to review and reinvigorate their investment case, investor materials, communication strategies and delivery techniques to help them **stand out from the crowd, boost their valuation and achieve long-term success.**



Romain Richemont
PARTNER

Critical role of Investor Relations for private companies

What are the benefits?



Ensuring a full valuation

Convey messages which mean you secure the best possible terms - fully recognising company value - in fundraising rounds, debt issuances and any ultimate IPO or sale.



Minimising finance costs

Tailor your content to address specific bondholder priorities and concerns, ultimately leading to a lower cost of capital.

Controlling the narrative

Ensure that the financial community receives the right information at the right time, avoiding ill-informed assumptions which could damage market perception and valuation.



Building a broad investor base

Adapt communication content and format to suit an increasingly diverse range of investors e.g. institutions, private equity, family offices and retail.

Boosting reputation and loyalty

Instil long-term investor loyalty with transparent investor engagement during good times and bad to support companies through economic cycles.

Creating consistent KPIs

Define key value drivers and demonstrate progress by drawing on market and competitor insights to develop a suite of consistent financial and non-financial KPIs.



Accellency is a strategic consultancy
dedicated to **Investor Relations** and **Capital Markets**.

We advise investment funds and portfolio companies on strategy, content and delivery to raise capital, increase investor engagement or boost valuation. Our team brings together highly experienced professionals in investment banking, capital markets, institutional sales, investor relations and corporate strategy.

Our mandates range from lower mid-cap private exits to large IPOs and listed companies in Europe and in the US. Our sectorial expertise covers tech and innovation, representing over 50% of our mandates, as well as retail and consumer goods, energy & infrastructure and financial services.

LONDON

48 Warwick street
London, Mayfair
W1J 5AW

PARIS

161 rue Montmartre
75002 Paris

www.accellency.eu