

The image features a dark, textured background with a subtle grid and a dashed line graph with circular data points. In the center, the text 'VX Associates' is displayed in a white serif font. The 'VX' is enclosed in a thin orange square. Below the main text, three stacks of coins are shown, each with a small green plant growing out of it. The plants increase in size from left to right. The text 'VX Associates' is also written in a white sans-serif font across the middle of the coin stacks.

VX Associates

VX Associates

**Fundraising Advisory Services**

PRIVATE EQUITY | VENTURE CAPITAL | MARKET RESEARCH | FINANCIAL ADVISORY

SUSTAINABILITY FINANCING | ESG RATING ADVISORY

## Who We Are?

### VX Associates

- **VX Associates is a diversified financial advisory company engaged in growth strategy and financing solutions, private equity & venture capital advisory, sustainability advisory, and market research activities**
- We offer deep financial expertise, strong local market knowledge, and broad advisory capabilities to companies in all business stages
- We guide companies, along with their owners, through their most critical strategic opportunities and challenges. As experts in capital fundraising, our goal is to deliver world class advice and flawless execution whether we are representing a start-up in Series A or in a pre-IPO phase
- We strive to deliver excellence to our clients by identifying and capturing opportunities in a rapidly changing world where sustainability has become a business imperative

**VX Associates, an independent financial advisory company, was founded in 2020 to address the need for expertise and advice in financial industry**

### Our Mission

Our mission is to provide clients with expert perspectives to help them make important strategic decisions with confidence. We take a multi-dimensional approach to problem-solving and formulate effective solutions to address your needs, while helping you create value

## What Can You Expect From Us?

### When partnering with VX Associates you can expect:

- Outstanding commitment from veteran dealmakers & capital raisers;
- First-class transaction execution;
- The highest standard of integrity, confidentiality and discretion;
- Putting your interests first;
- Acting with conviction informed by deep structural research and analysis;
- Embracing innovative solutions in solving various challenges;
- Unbiased help and advice in every step of your way

**VX Associates helps its clients in achieving superior results by producing introspective, thoughtful advice while having honesty and integrity at the core of our values**



**In VX Associates we gather multi-functional teams to yield specific tailored advice on each task, while leveraging our extensive global network to deliver the best solutions**



**In VX Associates we truly believe that our people are our greatest asset, so we bring together the brightest and most talented individuals to deliver exceptional service to all of our clients**

How can we help you to scale your business

## Scaling a Business is tough...

**But it is easier when you have someone to help show you the path**

**Here is how VX Associates can assist you to successfully fundraise:**



- We will help you choose the right way to investment
- We will help you illustrate a proposition that really retains and captures investors
- We will help you design your pitch, as well as develop marketing edge to make you stand out
- We will help you to choose the best possible investor match, and
- Our end to end fundraising advisory services will help you find the right investment quickly and easily

**Our goal is to work with start-ups to produce a complete investment strategy and capturing investment proposition, then familiarize them with relevant investors to execute lucrative and successful fundraising process**

**VX Associates** is the bridge between international top tier capital markets and vibrant companies.  
We help bold founders to scale more quickly in a sustainable and profitable way.

# Prosperous Fundraising as a Service with VX Associates

Even if you are raising €500K or €50M we can help you. Here is how:

## I) Get Investor Fit

- We will secure you with fundraising strategic plans, data forecasting and valuation
- We will make sure that your numbers and figures are resilient, and your presentation vigorous
- We work with you to create to phenomenal investment collaterals: the pitch deck, financial model, and all the necessary investment documents
- We are here to present you to the investors in the best possible and suited way in a tailor-made execution

## II) Find Investors

- VC Investors demand a lot before they just give their money. They want strong and robust numbers and figures, as well as bullet-proof answers about your strategy and future plans
- They also want to invest in a business and a CEO in who they can believe in, someone who will flourish their capital
- However, you to want to have the right and trusted partner for your business
- We can assist you in bringing the perfectly-matched, equal partners together who can grow together and achieve big things

**Securing funding from VC Funds is competitive, hard and challenging, and we are here to assist you to tell the right future growth story for your business**

# How Exactly are We Going to Help You in Becoming Investor Fit?

The key for the successful fundraising is being prepared and armed with data, knowing what investors look for, avoid not knowing the questions from the investors, and create the strongest possible investment rationale for their involvement

We will help you create the most efficient fundraising strategies, and put them into action. Here is how:

## I) Developing Your Investment Strategy

- We will work with you in defining the proposition before defining investor targets, timelines, exit strategies, etc. The proposition is key to defining a rewarding investment strategy that raises capital for your startup

## II) Knowing Your Numbers & Data

- We will manufacture the detailed financial analysis to help you understand the numbers investors need and help you answer their questions with clarity and concision

## III) Creating Your Investment Thesis & Making a Perfect Pitch

- A great pitch deck makes your presentation beautifully simple yet razor sharp. VX Associates will merge your strategy, figures and your existing brand edge to help you develop a pitch deck that delivers the vision, ambition and detail investors expect and want to see. We will work with you to sell your pitch, anticipate questions and prepare answers in order to inspire investors confidence and excitement in you

# How Exactly are We Going to Help You Find the Investors?

We tend to make scaling and growing simple. One of the ways we do that is by making it easier to raise capital. And together with you we will work out which investment path to take, to establish your case and prepare the perfect pitch to capture the investors

We will help you to find investors in every step of the way. Here is how:

## I) Defining the Challenge & Opportunity

- What funding do you need to raise? What's the right path to take to raise it? What are the key points of attraction/interest for investors? And how could you make life easier for investors to invest? From valuation to funding path assessment, we will lay out the road to investment success

## II) Creating Investors Assets

- We will create a deck and video to help you stand out amidst the crowd; we will also help you prepare the perfect in-person pitch so you can face your investors equipped with answers and confidence

## III) Driving Engagement & Critical Decision

- We will supervise your fundraising campaign, ensuring you reach the right potential investors and managing the flow of communication to maintain momentum
- With a wide range of interested investors to partner with, we will help you make the right choice for your business

Why us?

## Why VX Associates?

The fundraising process can be tough and filled with many challenges. That is especially the case when you find out that your proposition is not as powerful as you thought it was and your numbers and figures being ripped apart by rigorous investors

- **VX Associates** have great experience in fundraising. We are veterans of securing startup and growth investment across a wide range of sectors. We have secured millions of dollars worth of investment from multiple fundraising rounds. We can do the same thing for you
- For startups at Series A+ stage, when you are preparing to face your potential VC investors, take us with you – **We are your Partners in Raising Capital**
- We take the fundraising path with you, from getting you investment ready to getting you funded by the right investors and partners
- We are a team of entrepreneurs and investors, we know the blind spots, risks and challenges– we take you through our detailed and precised fundraising processes
- We Analyse, Support and Execute everything with you and for you

**Do you want your business to be a success story?**



## Team and Contact Details

# Our Team – VX Associates

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**MIRNA MAROVIC**  
CEO & Founder



**ANTE KRISTO**  
M&A Advisor



**KARLO JURIC**  
Associate

- 
- Over 25 years of investment banking and private equity experience
  - Former Structured Finance Executive at Bank of America Merrill Lynch
  - Former Corporate Finance Officer at BNP Paribas and Credit Agricole Indosuez
  - Former Assistant Minister of Foreign Affairs and European Integration in Croatia
  - INSEAD MBA, London School of Economics BSc (Econ), postgraduate education at London Business School and Harvard Business School, PhD in Progress
- 2 years of experience in M&A
  - M&A at Deutsche Telekom Group (HT)
  - Former Deloitte Associate
  - University of Zagreb, best in class (GPA 5) Masters in Finance Graduate
- Former Investment Banking Intern at Privredna banka Zagreb (Intesa Sanpaolo)
  - Former EY Advisory Intern
  - Former World Bank Consulting Intern
  - University of Zagreb Graduate

For further contact, queries and information please contact only:

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