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Overview



Problems We Solve

- 1 Most corporate finance functions (investment, financing & payout) involve laborious and manual processes.
- 2 The result is a set of overly complicated spreadsheets, **making it harder for the decision makers to focus on the most important data elements.**
- 3 The process is inherently expensive and slow due to the amount of manual work and lack of data integration. There is little learning from previous decisions and few insights into the current analysis.

SowFin is here to change all that.



What is SowFin?

A SaaS platform offering strategic financial analysis, analytics, and productivity tools to large corporations. This helps them make **faster** and **insightful** decisions. It provides –

- **Agile tools** for capital budgeting, financing, payout, internal valuation, and M&A analysis
- Links between corporate functions for **integrated decision-making**
- Multiple sources for **real-time data connectivity** speed up the analysis





Differentiation & The Market

Scenario Analysis

Allows users to visualize various scenarios

Efficiency

Reduce strategic finance analysis & decision time to just a couple of weeks!

Data Visualization

Strong data visualization & graphics to facilitate decision making!

Error Elimination

Eliminating the scope for human errors provides additional confidence to CFO & leadership team



Differentiation & The Market

Unlike other financial products in the market, our cloud-based product also offers:

Quality

Fully tested financial analysis tools to eliminate the scope for human errors

Agility

Multiple sources for real-time data connectivity speed up the analysis

Flexibility

Insights, visualization, graphics & modeling of various scenarios at fingertips



Business Objectives

1. Increase revenue by signing new clients
2. Generate awareness for SowFin among potential customers
3. Become leaders and experts in the SaaS finance space



Communications Purpose

Our goal is to meet business objectives by developing well-executed and integrated communications campaigns with a focus on social media, thought leadership, and events.

A close-up photograph of green leaves, likely from a plant like a peace lily, covered in numerous water droplets. The droplets are of various sizes and are scattered across the surface of the leaves, which are a vibrant green color. The lighting is soft, creating a gentle glow on the leaves and highlighting the texture of the water droplets. The word "Brand" is overlaid in white, bold, sans-serif font on the left side of the image.

Brand



Guidelines

01 - Consistency Matters

With a start-up, every employee's voice matters. Everything they say about SowFin matters. The key is **consistency**.

Our goal is to create one clear message that answers –

- What we do
- Why SowFin
- What's our story

Website

02 – Colors, Etc.

SITE COLORS

MAIN COLOR



MAIN COLOR
#A8CC43



SECONDARY COLOR
#118A66



THIRD COLOR
#161616

COLOR MODE

Light & Tinted

Edit



- SowFin is built for growth. Between scaling the product and growing customer capabilities – growth is everywhere.
- **Green is used to stimulate a positive perception of content. It can also represent growth, wealth, and prosperity.**
- Strong color combos include green x violet x orange, green x brown x white, and green x yellow x white.

Read more: [Here](#).

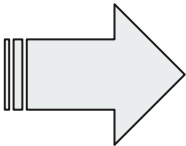


Website

03 – Logo

- Keep the same logo in all contexts!
- Easy to identify
- Use png format with background removed
- Invert green colors when showing on green background





Website

04 – Sample



Services

Exceeding Your Expectations



Phase 1

- Capital budgeting
- Capital structure
- Cost of capital
- Payout policy
- Internal valuation



Phase 2

- External market links
- Internal DB links
- M&A analysis
- Hedging



Phase 3

- Market models
- Pricing models
- Cost models
- Deep learning

HOME Plans & Pricing Blog About Services Contact Clients Careers FAQ

SowFin

Improving corporate finance decisions



[Link](#)



Website

05 – SEO

- The SowFin site should take into account digital analytics that provide insights into its users.
- Consider bounce rate, sessions, time on page, exit page, etc.,
- Optimize headlines, URLs, search engine rankings, etc.

Read more: [Here](#).



Website

06 – Mobile

- 50% of B2B inquiries being made on mobile last year.
- The SowFin comms plan and website should have mobile at its core
- Consider preview text, mobile UX, etc.
- According to Google's Mobile-Friendly Test, SowFin is “mobile-friendly,” which is a good start.

A close-up photograph of green leaves, likely from a plant like a peace lily, covered in numerous water droplets. The droplets are of various sizes and are scattered across the surface of the leaves, which are a vibrant green color. The lighting is soft, creating a gentle glow on the water droplets and the leaves. The overall composition is a dense, textured background of green and white.

Editorial



Tone & Voice

We are calm. We are experts. We are thoughtful. We help executives by making their life easier. We are SowFin.

Editorial

01 – Founder Story

- Founder & CEO Ishtiaque Mohammad will be the company's key spokesperson
 - Supported by Senior Director, Suhel Ahmed
- “Seasoned professional and passionate leader with 20+ years experience in IT industry thriving at the intersection of corporate strategy, finance and business development.”
- LinkedIn profiles should be up-to-date, including photos, URL, and SowFin information.





Editorial

02 – Content Pillars

Expertise in finance

This content will help
SowFin become a
respected leader in the
space

Company culture

This content will help
attract new talent
while recognizing the
critical work of current
employees



Editorial

03 – Content Types

Expertise in finance

- Events
- Blog posts
- Earned media
- Social media

Company culture

- Social media
- Word of mouth
- Employee events

Press release format
Guidelines in
Appendix



Editorial

04 – Press Release Guidelines

- Don't bury the lede; get important information up front
- Press releases should capture all pertinent information
- Two quotes are ideal, one internal and one external

More information for startups: [Here](#).



Editorial

05 – Pitching Guidelines

- Pitching should be done intentionally, with journalists in mind
- Relationships should be developed with purpose
- Pitches should be focused, clear, and with engaging subject lines
- Have a strong writer and editor develop high-quality pitches.



Editorial

06 – Earned Media x Journalist List

We recommend building a [Twitter list](#) to keep an eye on all their content.

- [Stephanie Flanders, Senior Executive Editor, Bloomberg](#)
- [Paul Krugman, Op-Ed Columnist, New York Times](#)
- [Jesse Eisinger, Senior Reporter and Editor, ProPublica](#)
- [Trish Regan, Award-winning Journalist, Publisher](#)
- [Rebecca Jarvis, ABC News Chief Business and Economics Correspondent](#)
- [Gretchen Morgenson, Senior Financial Reporter, NBC News Investigations](#)
- [Andrew Ross Sorkin, Columnist/Editor, New York Times](#)



Editorial

07 – Blog Guidelines

Re-post & advertise posts
on social media!

- Write the way you speak. A conversational tone will help break down complicated topics.
- Consider republishing previously high-performing content to maximize low-lift reach.
- URLs matter!

- Thought leadership
- Event Takeaways
- Product
- Q&A



Editorial

08 – Editorial Calendar

- Work ahead
- Plan, plan, plan.
- Solicit content from employees if you’re running low on ideas.

Channel	Monday	Tuesday	Wednesday	Thursday	Friday
	1-May	2-May	3-May	4-May	5-May
Social Media	LinkedIn/ Twitter share from company page		Evergreen Twitter/Linked In post about company offerings with CTA to site	ICYMI Future of Finance post	Company culture posts
Ishtiaque Social Media	Ishtiaque share or reshare of company posts			ICYMI Future of Finance post	
Website	Publish Ishtiaque blog post on the Future of Finance		Prep following blog (URL, SEO, etc.)		
Earned Media	Prep journalist pitches for following blog post				



Editorial

09 – Community Management

- How SowFin interacts with its communities online
- What to do for reputational and external crises
- Hiring a community manager
- Escalation and response processes
- Documentation

A close-up photograph of several large, vibrant green leaves, likely from a tropical plant like a Philodendfon. The leaves are covered in numerous clear, glistening water droplets of various sizes, suggesting they have been recently watered or are in a humid environment. The lighting is soft, highlighting the texture of the leaves and the reflective surfaces of the droplets. The overall color palette is a range of greens, from deep forest green to bright, saturated green.

Social Media



Social

01 – Why is Social crucial?

- Creates strong connection between branding and company (paid social)
- Enables a specific focus on a target market; personalized marketing brings in the right audience (paid social)
- Increases website traffic
- Ability to use a variety of digital mediums & tools (i.e. video, GIFs)



Social

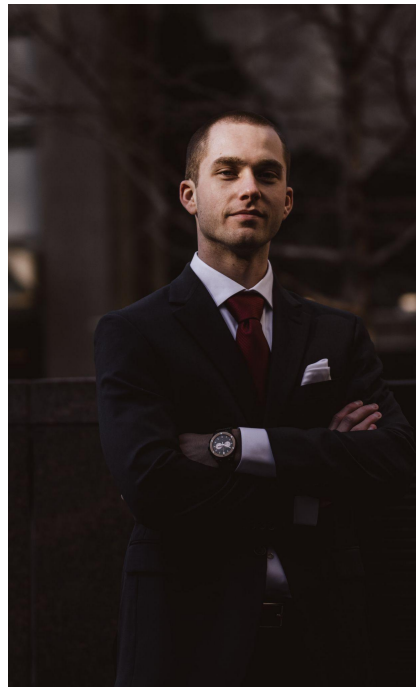
02 – Target Audience

These are typically men in metro areas, 40-60, and with an interest in finance and will help grow an engaged audience online.

01 | Investors

02 | Potential customers

03 | Finance enthusiasts





Social

03 – Sample Persona

Name: Karl Blaggard

Age: 42

City: San Francisco, CA

Job: VP, Corporate Finance

Interests: Personal finance, NFTs, squash, day trading

Social media platforms: Twitter, LinkedIn, YouTube, Reddit





Social

04 – KPIs

KPIs to consider –

1. Share of voice
2. Audience growth rate
3. Click through rate
4. Revenue*



Social

05 – Channels & Content

Social media presence is a great way to promote your products for free!

1. LinkedIn –

- a. Audience: Investors, marketing leads, talent
- b. Content: Thought leadership, company culture

2. Twitter –

- a. Audience: Finance enthusiasts, investors
- b. Content: Resharing, community management, engaging with experts



Social

06 – Channels & Content

Social media presence is a great way to promote your products for free!

1. Ishtiaque's LinkedIn –

- a. Audience: Investors, marketing leads
- b. Content: Thought leadership, events, expertise in finance

2. Employee LinkedIn –

- a. Audience: Talent
- b. Content: Company culture



Social

07 – Paid Ideas

1. [Boosted LinkedIn](#) posts
 2. [Promoted Tweets](#)
 3. [Google Ads](#) - can target specific audiences
- Work closely with the reps from these platforms to ensure tight audience targeting
 - Consider making a more detailed Budget plan for future campaigns & ads

Social

09 – Samples

SowFin LinkedIn

- Claim SowFin handles.
- LinkedIn is ideal for reaching SowFin's target audiences.
- Photos should be real, not stock, when possible and show people's faces.



Social

09 – Samples

Ishtiaque LinkedIn

- Ishtiaque's LinkedIn profile should be *fully* updated before beginning this activation.
- Respond to comments and ask questions.



Social

09 – Samples

Employee LinkedIn

- Share content via internal newsletters or Slack channels.
- Share some pre-written copy ideas with employees.

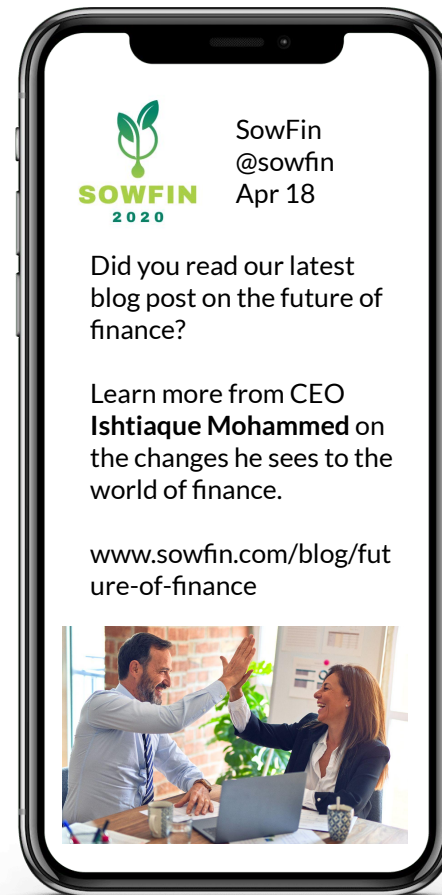


Social

09 – Samples

SowFin Twitter

- Check links & character counts on Twitter when posting.
- [UTM codes](#) can be used to track link usage by platform.





Events



Events

01 – Guidelines

- Consider branding materials, posters, pens, stickers, etc. as these will help attendees remember the brand.
- Network through business cards and LinkedIn invites. Keep a list.
 - Use the LinkedIn invite message to explain why you're connecting.
- Produce content before, during, and after these events.
 - If you're low on staff, do your best, but *always* get photos.



Appendix, Resources, & Ideas



Appendix

01 – Product Launch Guidelines

1. Initial planning – settle on SowFin name and branding, meet with legal
2. Pre-launch activities – social media launch, editorial calendar, investor pitches
3. Sales prep and channel launch readiness – prepare for customers and marketing efforts based around launch
4. Launch day – social media, earned media, and other communications/PR efforts
5. Post-launch follow-up – communications measurement, report out success of launch day



Appendix

02 – Resources

1. [LinkedIn best practices](#)
2. [Twitter best practices](#)
3. [4 Ways Founders Can Build Their Social Media Presence](#)
4. [Twitter ads](#)
5. [LinkedIn ads](#)
6. [How to Build a Social Media Strategy for Your Startup](#)

Appendix

03 – Blog Ideas

- **Thought Leadership:**
 - “The future of Finance”
 - “Finance after COVID-19”
- **Event Takeaways:**
 - “3 things we learned at Gartner CFO”
 - “SowFin’s First Event; A success!”
- **Product:**
 - “3 things we learned while building SowFin”
- **Q&A:**
 - “Sitting down with SowFin’s Founder & CEO: Ishtiaque Mohammad”
 - “Get to know our newest team members!”



The Future of Finance

By Ishtiaque Mohammed

May 1, 2022

Finance is changing

COVID-19 has changed the world of finance. And it's time for companies to take the next step in innovation. Corporate finance solutions can help.

Here's how...



Appendix

04 – Elements of an Investor Pitch

- Cover slide
- Problem & solution
- Company & vision
- Key pillars – Team, Market opportunity, Technology explainer, Go-to-market strategy
- Financial validation
- The Ask



Appendix

05 – Press Release Sample

Remember that URLs
matter for SEO!

SowFin Launches New Corporate Finance Tool for Mid-Size Firms

NEWS PROVIDED BY

SowFin

Apr 18, 2022, 13:15 ET

SHARE THIS ARTICLE



SowFin, a new corporate finance SaaS solution, hits the market today as a way to speed up finance decisions and analysis.

SAN FRANCISCO, CA, May 1, 2022 /PRNewswire/ -- SowFin has launched its inaugural finance tool to help mid-size firms speed up and smooth out otherwise complicated financial analyses.

The California-based start-up aims to use the cloud to help finance executives move beyond Excel and human error to something bigger and better...

Read more: [Here](#).



Appendix

06 – Social Media Accessibility

1. Make text accessible
2. Provide descriptive image captions
3. Include video captions
4. Add video descriptions
5. Use a color contrast of at least 4.5:1
6. Don't rely on color to convey meaning
7. Stay informed about accessibility tools
8. Promote positive inclusion
9. Welcome and embrace feedback



Appendix

07 – Event Recommendations

To attend:

1. [Gartner CFO & Finance Executive Conference](#), June 6 – 7, 2022
2. [Global Achievers Entrepreneurship Finance Conference](#), 17 - 19 May 2022
3. [The Future of Fintech, Stripe Sessions](#), May 24th 2022

To host:

4. SowFin “Launch” Event
5. Workshops for clients to demonstrate product - individualized & customized for each customer
6. Employee events



Appendix

09 – Key Terms

Beta Calculation

Capital Budgeting

Capital Structure

Comparables

Cost of Capital

Cost Synergies

Coverage Ratios

DCF (Discounted Cash Flow)

Debt Ranking

Dividends vs. Buybacks

EBITA

EBITDA

Enterprise Value

Equity value

FCF (Free Cash Flow)

Internal Valuation

Investor Preferences

IRR (Internal Rate of Return)

Long-Term Value Creation

M&A (Mergers & Acquisitions)

Market Synergies

Multiples

NPV (Net Present Value)

Payout Policy

Project Valuation & Ranking

Real Options

ROIC

ROIC (Return on Invested Capital)

Scenario Analysis

Sensitivity Analysis

Signaling

WACC



What's Ahead



What's Ahead

01 – Future Social

1. [Reddit AMA](#) – “Ask Me Anything”, interactive Q&A platform
2. [LinkedIn Live](#) – Stream live video of product demos and future Q&As with Sowfin members and other experts in the field
3. [Twitter Spaces](#) communities – Potential to attract more customers
4. [TikTok](#) – Quick facts or demos of product; TikTok is one of the most visited platforms today



What's Ahead

01 – Next Steps

- Test & iterate
- Long-term planning (IPO, etc.)
- Hiring plan
- Advertising & agency partners

