CONVENE · FOR FOUNDERS & LEADERSHIP TEAMS

Make your company impossible to ignore.

Spear Campaigns put your company at the center of the trends reshaping your industry, turning that attention into qualified leads and momentum that carry you to your next stage.

PROVEN TRACK RECORD

Together, we've achieved:

$2M–$5M	$1.5M+	$100M	NYSE IPO	300%	Millions
Raises	**MRR**	**Exit**	**Listing**	**Increased Exposure**	**Audience Reach**
CAPITAL SECURED	GROWN FROM $30K	ACQUISITION	PUBLIC OFFERING	MEDIA SURGE	GLOBAL IMPACT

Convene is a partnership:

01 The gap you're in

You have the capital, or the traction, but the market doesn't visibly believe it yet.

Every funded company lives in the same gap: between what it has achieved and what the market believes about it. Your next investor, buyer, or partner doesn't act on what you've told them. They act on the momentum they can see.

Closing that gap is what moves a company to its next stage. It takes a different shape at each stage, so every Spear Campaign is built for the one you're in.

RECENTLY FUNDED

Attention decay

The funding announcement felt like the peak. The silence that follows is where hard-won momentum slips away.

SEED

The proof gap

Your fundraising story is bigger than your numbers. You need visible traction proving the trajectory before you raise again.

SERIES A

The category question

A Series B rewards the category leader, not just a good product. If the market sees you as just another feature, that's how you'll be valued.

SERIES B+

Visibility to the few

Your next chapter is decided by a short list of acquirers and strategic partners. You need to be top-of-mind with them.

Not raising right now? Entering a new market, repositioning a product, or preparing for a strategic partnership moves you ahead. The same approach applies.

02 What a Spear Campaign does

We don't just market your product. We put your company at the center of your industry's bigger story.

Most marketing asks people to pay attention to a product. A Spear Campaign starts with something your market already cares about: a real shift reshaping your industry. We name it as an initiative, make your company its convener and your product its flagship, and run it as a focused, time-boxed campaign. The people who join become your pipeline.

01 ASSEMBLE

Find the shift & build around it

Your input and AI trend analysis pinpoint a shift you can lead. We name the initiative, invite partners, and craft the story.

02 ACTIVATE

Launch everywhere at once

Synchronized launch across press, live events, email, and partner channels. A fixed window creates urgency to act now.

03 ABSORB

Turn attention into pipeline

We score engagement and deliver qualified leads into your CRM against agreed targets for your sales team to close.

CASE STUDY · CONSUMER SLEEP APP (ANONYMIZED)

Global Sleep Fix

A freemium sleep app convened a global initiative around sleep health, with the app at its center:

- ✓ **ASSEMBLE:** Named the initiative around a problem the market already prioritized.
- ✓ **ACTIVATE:** Launched globally, positioning the app as the authoritative convener.
- ✓ **ABSORB:** Converted initiative participants directly into active app users.

+40% freemium app downloads over a 3-month campaign

03 Find your stage

Each stage asks you to prove a different kind of fit. Each Spear Campaign is built to prove it.

STAGE	WHAT YOU NEED TO PROVE, AND HOW WE GET YOU THERE
01 Recently funded Within ~1 month of raise	**FIT TO PROVE: COMPANY-REPUTATION FIT** *"You announced the round three weeks ago. Have you noticed how quiet it's gotten since?"* We turn the announcement into sustained momentum before the window closes. PACKAGE: MOMENTUM ARC ↓
02 Seed 12–18 months post-raise	**FIT TO PROVE: PRODUCT-MARKET FIT** *"You've got six months of runway and a fundraising story you can't back up with numbers."* We generate the visible traction that backs up your fundraising story. PACKAGE: TRACTION STORY ↓
03 Series A 18–24 months post-raise	**FIT TO PROVE: INDUSTRY-LEADERSHIP FIT** *"Your initial growth chart claims you're a category leader, but your sales numbers have leveled off."* We reframe you from "solution" to the company defining the category. PACKAGE: CATEGORY CONVENER ↓
04 Series B+ 24–28 months post-raise	**FIT TO PROVE: STRATEGIC FIT (PARTNERSHIPS, NEW MARKETS, ACQUISITIONS)** *"You face 15 people whose shortlists decide your next chapter. What do they see?"* We put you in front of decision-makers and generate inbound market demand first. PACKAGE: STRATEGIC VISIBILITY ↓

04 What your company gains

Momentum the market can see and pipeline your team can close.

A stronger next round

Visible momentum and engagement data your next investors can see for themselves, not just a pitch deck claim.

A bigger valuation frame

Defining the category rather than acting as a feature shifts how investors size your addressable market and strategic weight.

Qualified pipeline, not clippings

Every campaign delivers qualified leads into your CRM against concrete targets agreed upon before we start.

Authority that outlasts the campaign

A named initiative, earned media coverage, and partner ties that remain associated with your company long after launch.

Lower-risk market entry

Test a new geography or vertical by generating inbound demand first before committing to expensive local hiring.

Strategic reach without signaling

When the target is an acquirer or partner, we convene the market they monitor. They come to you, without you looking for sale.

WHY IT WORKS

- ✓ **A movement, not a pitch**
  People join something bigger than a vendor sales call, lowering immediate defenses.
- ✓ **Real urgency**
  A fixed start and end date gives your target market a concrete reason to act immediately.
- ✓ **Proof, not just narrative**
  Participation signals become undeniable evidence to show board members, partners, and VCs.

05 Working with Convene

Focused, time-boxed, and built around your company's calendar.

Phase by phase or all at once

Assemble, Activate, and Absorb function independently. Engage one phase or commit to all three based on your objectives.

Timed to your milestones

Every campaign runs within a fixed duration, customized to your upcoming milestones and runway requirements.

Built with you, run by us

We rely on your core domain insight. Convene and its partners handle research, creative, PR, video, and execution.

Clear goals, clean handoff

We establish qualified lead targets upfront. We generate and score the demand; your team closes the deals.

06 Next step

Start with a complimentary Narrative Health Audit.

We will examine how your current messaging registers with your next investor, buyer, or partner, and pinpoint the industry narrative that can reframe it. Yours to keep, with zero obligation.

1 **Discovery call**
30 minutes
Your stage, current positioning, and the market fit you need to prove next.

2 **Your audit**
30-minute 1:1 · Free
How your story reads today and the specific macro shift your company can convene.

3 **Your proposal**
If you proceed
A comprehensive scope detailing phases, lead targets, and required investment.

Book a call →

STAGE DETAILS · RECENTLY FUNDED

Momentum Arc

Recently funded · Within ~1 month of raise · **Fit to prove: Company-reputation fit**

01 Where you are

> *"You announced the round three weeks ago. Have you noticed how quiet it's gotten since?"*

Your round is the strongest signal you've sent so far, but a funding announcement has a brief lifecycle: coverage peaks quickly and attention fades just as capital deployment begins.

The weeks right after a raise determine whether the market sees your company as a category leader to follow or just another headline.

02 What this campaign is built to prove

That the market believes your team can deliver on what your investors backed. It converts a single news cycle into ongoing commercial momentum and measurable proof points for your board.

03 How the arc plays out at your stage

ASSEMBLE	We move fast, anchoring the campaign to the macro industry problem your round was raised to solve.

ACTIVATE	We launch while your name is fresh, making the round the opening chapter of a named initiative rather than a one-off story.
ABSORB	We convert attention into qualified pipeline and a clear traction story for early board reports.

Emphasis at this stage: Speed. The window after a raise is narrow; execution begins immediately while the announcement still carries weight.

Also suited for: Major product rollouts, partnership announcements, or territory expansions.

04 What you get

- ✓ Validated industry anchor and full narrative architecture
- ✓ A named initiative with a founding advisory cohort
- ✓ Flagship benchmark, index, report, or diagnostic tool
- ✓ Dedicated initiative portal with CRM tracking & routing
- ✓ Press kit, direct media outreach, and executive video content
- ✓ Synchronized multichannel launch (press, webinar, social, email)
- ✓ Sustained market engagement throughout the campaign window
- ✓ Fully scored, context-rich leads delivered to your CRM
- ✓ Comprehensive campaign attribution and next-arc roadmaps

05 How it runs

PHASE	WHAT HAPPENS	WHAT WE NEED FROM YOU
Discovery	Confirm objectives, agree on scope, establish lead metrics.	Strategic priorities, existing assets, and stakeholders
Assemble	Establish anchor, name initiative, build narrative assets.	Narrative input and approval of initiative naming
Activate	Synchronized multi-channel campaign launch.	Spokesperson availability for media and event session
Absorb	Nurture founding group, score and route leads.	Sales capacity prepared to follow up on pipeline

06 How success is measured

- ✓ Qualified inbound leads delivered against agreed targets
- ✓ Earned media reach and engagement continuing beyond the initial press release
- ✓ Verifiable commercial momentum metrics for investor reporting

Convene generates and qualifies engagement; your commercial team retains ownership of closing deals.

NEXT STEP

Your tailored proposal, detailing timeline, deliverables, and investment scope.

STAGE DETAILS · SEED

Traction Story

Seed · 12–18 months post-raise **Fit to prove: Product-market fit**

01 Where you are

> *“You've got six months of runway and a fundraising story you can't back up with numbers. The right buyers still haven't shown up.”*

Your next investor will ask whether the broader market is actively adopting your vision. Without clear, visible demand from enterprise buyers, your pitch deck remains hypothetical.

02 What this campaign is built to prove

Product-market fit: visible, measurable demand from key buyers ahead of your next financing round so real traction backs up your valuation story.

03 How the arc plays out at your stage

ASSEMBLE	We anchor the campaign around acute pain points your target buyers already feel, making initiative sign-up an obvious first step toward your product.
ACTIVATE	We gather those buyers into an exclusive founding group with a time-limited window, producing verified intent rather than passive clicks.
ABSORB	We route qualified leads into your CRM alongside engagement datasets that serve as your traction proof for Series A partners.

Emphasis at this stage: Evidence. Every asset is engineered to yield quantifiable metrics you can put before institutional investors.

Also suited for: Repositioning an existing platform into a new vertical market.

04 What you get

- ✓ Validated commercial anchor and supporting narrative
- ✓ Named initiative and customer founding council
- ✓ Flagship data asset, assessment, or industry index
- ✓ Dedicated initiative site with integrated CRM routing
- ✓ Media outreach, PR assets, and high-production video
- ✓ Coordinated launch: live panel, PR, email, and partner push
- ✓ High-touch campaign management throughout the window
- ✓ Fully scored, context-rich leads delivered to your pipeline
- ✓ Comprehensive campaign report and next-stage roadmap

05 How it runs

PHASE	WHAT HAPPENS	WHAT WE NEED FROM YOU
Discovery	Define pipeline goals, scope requirements, and KPIs.	Current metrics, buyer personas, and business targets
Assemble	Structure the industry anchor and build launch assets.	Domain feedback and sign-off on narrative collateral
Activate	Deploy the synchronized campaign across all channels.	Leadership presence for launch and media events
Absorb	Engage prospects and transfer qualified demand.	An active sales process ready to run demos and close

06 How success is measured

- ✓ Targeted enterprise leads delivered against committed volume
- ✓ Direct engagement and participation from ideal customer profiles
- ✓ Concrete buyer interest data for upcoming pitch decks

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NEXT STEP

Your tailored proposal, detailing timeline, deliverables, and investment scope.

STAGE DETAILS · SERIES A

Category Convener

Series A · 18–24 months post-raise **Fit to prove: Industry-leadership fit**

01 Where you are

> *“Your initial growth chart claims you're a category leader, but your sales numbers have leveled off. One of these will set your Series B valuation.”*

You have proven product viability. The subsequent hurdle is harder: are you viewed merely as an optional feature, or the definitive market leader?

Series B funds award premiums to category owners. Industry opinion forms well before formal term sheets are exchanged.

02 What this campaign is built to prove

Industry leadership: proving you define and lead the category, not just offer a competent solution. This shift redefines how growth funds evaluate your total market size and long-term value.

03 How the arc plays out at your stage

ASSEMBLE	We identify and coin the category-level shift, establishing your brand as its primary benchmark alongside respected industry authorities.
ACTIVATE	We launch across trade publications, industry events, and partner ecosystems with your executive team convening the market discussion.
ABSORB	We turn high-level participation into scalable pipeline and enduring authority for your growth teams.

Emphasis at this stage: Authority. The campaign makes your brand synonymous with the evolving sector.

Also suited for: Repositioning an existing product line out of commoditized feature competition.

04 What you get

- ✓ Category narrative anchor and positioning playbook
- ✓ Named category initiative built around your team
- ✓ Flagship category report, benchmark, or index
- ✓ Interactive initiative portal with automated CRM handoffs
- ✓ Press releases, targeted tier-1 trade outreach, and media assets
- ✓ Synchronized launch (virtual roundtable, PR, direct outreach)
- ✓ Ongoing market participation and brand cultivation
- ✓ Qualified sales leads routed directly to account executives
- ✓ Full performance reporting, attribution, and next-arc plans

05 How it runs

PHASE	WHAT HAPPENS	WHAT WE NEED FROM YOU
Discovery	Align on category narrative, milestone objectives, and scope.	Current market strategy and core executive perspectives
Assemble	Formulate the category thesis and assemble launch assets.	Story reviews and approval of anchor frameworks
Activate	Execute widespread launch across media and ecosystem partners.	Executive availability for high-profile interviews and panels
Absorb	Cultivate executive relationships and deliver qualified pipeline.	Sustained commercial follow-up from sales leadership

06 How success is measured

- ✓ Qualified enterprise leads meeting agreed quarterly criteria
- ✓ Consistent citations in category conversations: tier-1 press, keynotes, partner ecosystems
- ✓ Definitive market position that growth investors can see firsthand

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NEXT STEP

Your tailored proposal, detailing timeline, deliverables, and investment scope.

STAGE DETAILS · SERIES B+

Strategic Visibility

Series B+ · 24–28 months post-raise **Fit to prove: Strategic fit: partnerships, new markets, acquisitions**

01 Where you are

> *“You face 15 people whose shortlists decide your next chapter. What do they see when your company's name comes up?”*

At this stage, your market condenses to a select group: key corporate development leaders, enterprise acquirers, and institutional partners whose decisions determine your exit or expansion.

These stakeholders are evaluating your company continuously, whether you are directly in contact with them or not.

02 What this campaign is built to prove

Strategic fit: positioning your firm as the natural partner, acquisition target, or regional entrant. We place you front-of-mind with critical gatekeepers and establish demand in new markets before capital-intensive expansion.

03 How the arc plays out at your stage

ASSEMBLE	We map target stakeholders and the industry channels they monitor, anchoring the initiative around that agenda without signaling a formal transaction.
ACTIVATE	A high-touch launch featuring invitation-only roundtables and targeted outreach designed for influence rather than mass volume.
ABSORB	Inbound inquiries from strategic targets and validated demand in new territories under evaluation.

Emphasis at this stage: Discretion. Explicitly declaring you seek acquisition weakens your leverage. We convene the space your acquirers monitor, bringing them to you.

Also suited for: Entering new international markets prior to hiring dedicated on-the-ground sales teams.

04 What you get

- ✓ Strategic narrative anchor tailored to key gatekeepers
- ✓ High-level initiative built around industry evolution
- ✓ Strategic index, benchmarking report, or proprietary analysis
- ✓ Discreet initiative platform with confidential routing
- ✓ Precision PR campaign, executive thought leadership, and video
- ✓ Curated rollout (invite-only roundtables, 1:1 engagement)
- ✓ Continuous executive contact cultivation across the window
- ✓ Qualified accounts and strategic conversations delivered
- ✓ Strategic market report, intent data, and ongoing roadmaps

05 How it runs

PHASE	WHAT HAPPENS	WHAT WE NEED FROM YOU
Discovery	Establish target account accounts, milestones, and deliverables.	Target corporate development list and commercial objectives
Assemble	Develop narrative framing and invite-only event structures.	Strategic narrative reviews and executive sign-off
Activate	Execute high-touch outreach and executive roundtables.	C-suite participation in high-level discussions
Absorb	Deliver inbound inquiries and qualified demand metrics.	Executive readiness to lead strategic partnership calls

06 How success is measured

- ✓ Direct pipeline and relationship development with target accounts
- ✓ Measurable interaction with named acquirers and partners
- ✓ Validated inbound demand signals in target markets prior to local expansion

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NEXT STEP

Your tailored proposal, detailing timeline, deliverables, and investment scope.

Contact

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