

FAQs

General For Brands For Investors

Do I have to be raising capital to use Brandjectomy? —

No. In fact, Brandjectomy exists to help you tell your story and communicate with current and potential investors leading up to a capital raise to help you build momentum going into a raise.

What features of the platform are available as a free user? —

All profile building functions are accessible at no cost. Being visible on the platform to other users, posting updates, brands sharing information with investors, investors contacting brands, search, and more, requires a paid subscription.

What features of the platform are available as a paid user? —

Once active with a paid subscription, all features of the site based on your user type are enabled: post updates and build your story, discover and search for users, follow and connect with others, communicate via instant message or video chat, create or join groups, share documents, and more.

How much is a paid subscription? —

Introductory subscription rates are \$39/mo/user for brands, \$59/mo/user for investors.

What investment transactions are conducted on Brandjectomy? —

Brandjectomy does not conduct, support or facilitate financial transactions. Brandjectomy facilitates discovery, communication and information exchange between brands and investors. Brands and investors may conduct all transaction activities of their choosing outside of the site.

If I notice inappropriate speech or behavior, what action can I take? —

Users can flag inappropriate content, which are promptly reviewed by our team. To express other concerns, utilize the "Contact Us" link at the bottom of each page.

What type of files may I upload? Is there a file size and storage limit? —

PDF, Microsoft Office, Google Docs/Sheets/Slides, Image, and Video. Individual file size is limited to 25MB. Total file storage limit per user is 100MB before subscribing, 2GB after subscribing.

If I decide to close my account, what happens to my information? —

Deleting your account will remove your profile, posted content, and communications from the system. Brandjectomy maintains an archived copy of your profile for legal purposes.

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What type of information do I need to create and complete my profile? —

The brand profile includes general company location, contact and social media info, founder contact & social media information, executive team & adviser team info, business summary, selling proposition, market traction, product information, target consumer information, current ownership structure & investors, capital raise status & needs, 1 year historical and forecast revenue, gross margin & EBITDA, and of course your logo and a portrait picture. Not all fields are required.

What information in my profile is visible to other users? —

Investors can see most elements of a brand profile before connecting. The brand profile includes contact and social media info for the individual user and its company, a company overview, positioning & product information, team information, summary market traction, financials and capital raise information, a logo and a portrait picture. Not all fields are required. Documents of brands are only visible to an investor after the investor is an accepted connection. Upon receipt of a connection request from an investor, all investor profile information is visible to a brand for review. Brands cannot see profiles or posts of other brands.

How do I connect with investors? —

Investors must initiate a connection request with you. Once you receive a connection request, you have access to the investor's full profile to evaluate your decision. Brands cannot initiate a connection request with an investor.

What types of updates & information should I post? —

Founders are encouraged to post about your accomplishments in the market like achieving sales goals & revenue milestones, securing new account distribution, results from product demos or marketing campaigns, pictures from account or market event participation, adding new key team members, updates on your capital raise progress, and much more! When an investor follows or is connected to a brand, these updates are automatically posted in the investor's own newsfeed.

How can I communicate with investors? —

Communication with investors can occur in four ways: semi-public posts can be made in your personal newsfeed or group newsfeed, and instant message & video chat are private. When an investor visits your profile, they can see historical posts in your newsfeed. When an investor follows you, they receive your posts in their newsfeed as they occur. Private and direct communication with an investor requires you to be connected to the investor.

How much of my company's information can investors see? —

Before an investor is a connection, an investor can see your posts and all information across your profile about your company, except documents. Once an investor is a connection, they can access your documents.

How will investors know when I am raising capital? —

When a brand changes its "current raise status" to "Raising", all investor connections and followers receive a notification.

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How are investors screened before joining Brandjectory? –

Investors must complete an industry standard Investor Self Accreditation Questionnaire upon registering. Click [here](#) for an example of this document. Brandjectory retains a copy of submissions but does not verify the information.

Does it make sense to remove my profile once my raise is complete? –

Actually, there are three important reasons to maintain your Brandjectory profile even after you complete your raise: 1) Keep building your business story as it happens to keep future potential investors apprised of your growth; 2) the private group function on Brandjectory provides a repository and consolidation tool for all communications and file exchanges between investors & founders; 3) Continue to receive updates from your investor connections in between raises and stay up to date on their business.

My company hasn't launched yet. Can I still join Brandjectory? –

Yes. There is no revenue minimum to join Brandjectory, and you can create pre-launch buzz with potential future investors by building a profile and keeping them updated on your progress.

Can I communicate with other brands? –

Only if you are both in the same private group. No information in a brand's profile is visible to the other brand user when communicating.

How much of my company's information can other brands see? Can another brand see my pitch deck, financials, business plan, or other sensitive company information? –

No. Only your company name & founder name is visible to other brands.

Can I see who is following me? –

Investors following a brand are identified on your Connections page.

As a brand, who can I search for? –

Brands cannot search for other users.

As a brand, who can I follow and connect with? –

Brands cannot follow other users, whether brand or investor. Brands can be connected with investors who make a request for a connection. Brands cannot connect with other brands.

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How do I qualify to be registered as an investor on Brandjectory? —

Investors must complete an industry standard Investor Self Accreditation Questionnaire upon registering. [Click here for an example of this document.](#) Brandjectory retains a copy of submissions but does not verify the information.

What type of information do I need to create and complete my profile? —

As a first step, Investors must complete the Investor Self Accreditation Questionnaire upon registering. [Click here for an example of this document.](#) The investor profile includes contact and social media info for the individual user and its company, a company overview, a variety of investment criteria questions, the type of transaction(s) in which the investor engages, a logo and a portrait picture.

What information in my profile is visible to other users? —

The investor profile includes contact and social media info for the individual user and its company, a company overview, investment and transaction criteria, a logo and a portrait picture. Not all fields are required. Investors have field-level control over profile privacy settings. All profile information is visible to other investors regardless of connection status but depending on privacy settings. To a brand, before being connected, no profile information is visible. Upon submitting a connection request to a brand, all investor profile information is made available to that brand for review, regardless of the Investor's privacy settings.

How do I connect with brands? —

Investors must initiate a connection request with a brand. Brands cannot initiate a connection request with an investor. Once a brand receives a connection request, it has access to the investor's full profile to evaluate a decision, regardless of the Investor's privacy settings.

How can I communicate with brands? —

Private communication with brands can occur via instant message or video chat after both parties are connected. Semi-public communications occur through posts in your personal profile or a group newsfeed.

What brand information can I see? —

Before an investor is connected to a brand, all posts and information across a brand's profile about its company, except documents, are visible. Once you are connected, you have access to the brand's documents.

Are brand profiles, financials or business plans screened before being posted? —

No. All user content is self-moderated. Inappropriate content can be flagged by another user for prompt Brandjectory review.

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What kind of updates will I receive from brands? –

Founders are encouraged to post about their accomplishments in the market like achieving sales goals & revenue milestones, securing new account distribution, results from product demos or marketing campaigns, pictures from account or market event participation, adding new key team members, updates on their capital raise progress, and much more! When an investor follows or is connected to a brand, these updates are automatically posted in the investor's own newsfeed.

As an investor, who can I search for, follow, and connect with? –

Any active brand or investor. Criteria filters are available to narrow your search.

How do I connect with other investors? –

You may initiate a connection request to another investor, or another investor may initiate a connection request with you. Any user receiving a connection request has the option to accept or decline it. A lighter level of connection that does not require approval is the option of following an investor.

Can I communicate with other investors? –

Private communication with investors can occur via instant message or video chat after both parties are connected. Semi-public communications occur through posts in your personal newsfeed or a group newsfeed.

Can I join Brandjectory if I'm located outside of the United States? –

Yes, provided you meet the qualifications of the Investor Self Accreditation. Click [here](#) for an example of this document.