

How it Works

We know a founder's search for the right investors can be a full-time job. We also know investors want an advantage with deal flow that meets its criteria, early access to information, and timely communication with founders. For both parties, constant networking, hit or miss meetings, unresponsiveness to follow up communications, and truly understanding what information the other needs can be complicated, time-consuming and at times, frustrating.

Meet Brandjectory!

Brandjectory is a relationship building platform that connects brands and investors to accelerate a brand's growth trajectory. Brandjectory combines the best of social media, instant communication, and secure file distribution tools, to foster connections, communication, and document sharing between entrepreneurs and accredited investors focused on the natural food, beverage & wellness products industry.

Brandjectory is not a crowdfunding or transaction system. Brandjectory is designed to build, foster & develop relationships between brands & investors. Transactions occur outside of Brandjectory.

For brands, Brandjectory fuels your growth trajectory! For investors, Brandjectory is a brand directory! Continue reading to learn more or click [here](#) to register.

Liftoff in 4 simple steps

Step 1



Watch our introductory videos & read the FAQs

Step 2



Register your account

Step 3



Set up your profile

Step 4



Start building relationships

How Brands Benefit

- Brands are immediately & constantly exposed to a community of relevant investors without having to network or search for them
- Be discovered, followed, and connected to investors who want to know more about you
- Easily keep investor followers & connections up to date in real time on recent wins and successes
- Securely share documents with investors you permit to have access
- Post pictures, videos, and links to other media to enhance your story
- Build and shape your story as you grow
- Create momentum going into a capital raise
- Share your business case and funding needs in public posts or private communications

How Investors Benefit

- Investors can perform efficient and discreet searches to discover relevant targets, or use no filters and look at everything
- Receive timely and ongoing updates from founders and follow their progress anonymously or as an identified interested party
- Control inbound communication and connect directly with founders when ready to engage
- Gain secure access to relevant documents to support brand evaluation
- Collaborate & communicate with other investors

A Few Definitions

Discoverable



Brands are visible to investors. Investors are visible to other investors. Brands are not visible to other brands. The profile details of an investor are visible to other investors depending on the privacy settings each investor sets for itself.

Investors can see the full profile of a brand but can not access any privileged documents until the brand accepts the investor as a connection.

Follow



- If you are a brand, investors can follow you to receive your updates in their Brandjectomy newsfeed. You don't need to approve an investor as a follower. Brands can not follow other users.
- If you are an investor, other investors can follow you to receive your own updates in their Brandjectomy newsfeed. You don't need to approve an investor as a follower. Brands do not receive updates from investors in their newsfeed until the brand is your connection.

Connection



- If you are a brand, investors can request to be your connection. You can choose to accept or decline their request. When a connection request is made, you are granted access to the investor's full profile before making your decision. Once the investor is connected with you, the investor can access your documents & confidential information for more complete communication & information sharing. Brands can not initiate a connection request with an investor, nor request to be connected with other brands.
- If you are an investor, you must initiate a connection request to be connected with a brand. A brand can not initiate a connection request with an investor. An investor can initiate a connection request with another investor. Upon making your connection request, the other user will have full access to your profile and Brandjectory feed, as part of their connection acceptance evaluation process. The requested connection can choose to accept or decline your connection request. If your connection request is accepted by a brand, you will have access to their documents and confidential information for more complete communication and information exchange.