EvokedSet

PR & MARCOMS SUPPORT FOR EEIF EQUITY APPLICANTS

Stand out. Step up. Scale up.

Up to **£5M**

EEIF Equity Finance open to East of England firms

The **East of England Investment Fund (EEIF)**, an initiative of the British Business Bank, is committing £140m of new funding to East of England businesses, including Equity Finance of **up to £5 million**. Founders can apply directly to **EEIF – Equity Finance**, managed by Mercia Ventures. Investors back companies they can see, trust and believe in. If you're an ambitious **spinout, startup or scaleup** based in the East of England and you're thinking of applying, EvokedSet's director-level PR and marketing communications support can help you **stand out** – before, during and after your funding application.

YOUR PATH TO INVESTMENT READINESS AND BEYOND

01

PHASE 1

Visibility

Get investment-ready

- Messaging workshop to crystallise positioning
- Website, online and social presence optimisation
- Creation of high-quality marketing materials
- Media profile boost across target press for your company and founders

Investors find a confident company

02

PHASE 2

Credibility

Prepare your application

- Investor slide deck development support
- Sharper messaging and company storytelling
- Content that convinces with clarity and purpose
- Proof points: case studies, coverage, advocacy, endorsements

Your application tells a compelling story.

03

PHASE 3

Velocity

Power post-funding growth

- Funding announcement into continuous newsflow
- Issues leadership and authority building
- Demand and lead gen content programmes
- Media, analyst and speaker platforms to connect your message to key audiences

Funding becomes ongoing momentum.

EvokedSet provides PR and marketing communications support only and is not affiliated with the British Business Bank or EEIF – Mercia Ventures. Applications are made direct to EEIF's selected fund managers. Nothing here constitutes financial advice.

WHY IT MATTERS

Key benefits

01

Investor-ready story

A clear, compelling narrative and positioning that excites investors.

02

Stronger first impression

A polished public presence that builds confidence at first look.

03

Credible third-party proof

Media coverage, case studies and endorsements that back your ambition.

04

Momentum after funding

Continuous comms and opportunities to turn investment into growth.

Why EvokedSet?

- **Director-level expertise**
  Senior strategic counsel and hands-on delivery
- **Startup and scaleup specialists**
  Supporting fast-growth businesses for two decades
- **Strategy-led, results-driven**
  Harness our 5-step Outcome-Up Messaging Framework™
- **Stand-out PR and marcoms**
  We boost your profile, credibility and reputation

Here's what our clients say

"EvokedSet generated inspiring content that successfully showcased the strengths of White City Innovation District."

John Anderson

JOHN ANDERSON,
CHIEF INVESTMENT OFFICER
IMPERIAL COLLEGE LONDON

GET STARTED

Book your investment readiness review today

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