

Stand out. Step up. Scale up.

The **South East Investment Fund (SEIF)**, an initiative of the British Business Bank, is committing £210m of new funding to South East businesses, including Equity Finance of **up to £5 million**. Founders can apply directly to **SEIF – Maven Equity Finance**, managed by Maven Capital Partners. Investors back companies they can see, trust and believe in. If you're an ambitious **spinout, startup or scaleup** based in the South East 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.*

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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EvokedSet

“
WE BELIEVE THAT
GREAT PR
SHOULD OPEN MINDS
AND OPEN DOORS
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