neonvest

SAMPLE · CLIENT AND INVESTOR DETAILS REDACTED

INVESTOR PROFILE · TARGETING APPROACH

Who should back [redacted]

The investor profile for a freight execution platform raising a seed bridge

What an investor needs to see, the profile that ranks a name to the top, and the order we would open the routes in. Nova applies this profile across 100,000+ global investors and ranks them on what they have actually funded.

THE SIGNAL THAT RANKS

Freight literacy and a vertical-software read, together

You are a brokerage that became a software company, and pricing that needs both reads at once. An investor who knows only freight prices the business on a services multiple. One who knows only software asks why you run a brokerage. The ones who read both are rare, and they go to the top.

PREPARED BY

neonVest Deal Team · November 2026

WHAT AN INVESTOR NEEDS TO SEE

Four things decide this round

1 · THE SOFTWARE LINE

Paying customers, not pilots

The round is raised on the software, so the paying customers and what they pay are the first thing priced.

2 · THE NETWORK AS DISTRIBUTION

The buyers are already on the books

The carriers and shippers you move freight for are the customer list. Say how many of the paying customers came from it.

3 · THE EXCEPTION HISTORY

Seven years of what went wrong, with the outcome

The loads that go to plan are the part anyone can automate. The value is the exceptions, and you have them against your own P&L.

4 · ONE SET OF NUMBERS

Revenue, instrument and burn, stated once

Every figure the same in the deck, the one-pager and the call. Burn is what tells an investor what the bridge buys.

The profile

WHAT WE LOOK FOR	WHY IT MATTERS FOR YOU	WHERE WE READ IT
Freight literacy and a vertical-software read, together	The pairing that prices you correctly. It counts most when it is in the investor's own thesis or in a company they actually hold, and less when it is only a box ticked on a form.	Thesis, portfolio
Discretionary capital	Angels, operators and family offices can write into a bridge today. Institutional funds mostly lead the round after it.	Firm type
Pre-seed to Series A	The band a seed bridge sits in.	Declared stage
Mobility or fleet technology	Already understands trucks, carriers and the economics of a load.	Thesis, sectors
Writes directly at this size	A minimum cheque above half the bridge rules a firm out of this round, however good the fit.	Cheque data
Industrial technology · a US mandate	Physical-operations investors, and a mandate that covers a US company.	Thesis, geography
Deliberately not counted	An AI thesis on its own. Nearly every investor now claims one, so it cannot tell one investor from another.	—

THE ROUTES, IN THE ORDER WE WOULD OPEN THEM

Two lists, because the round makes two conversations

Some investors can fund this bridge. Others are the right lead for the round after it and have nothing to buy on this one. They need different conversations, so they get different sequences.

ROUTE	WHEN IT OPENS	THE CONVERSATION
1 · Can fill the bridge, and reads both freight and software	First	Discretionary capital with both reads. They can fund the bridge today and do not need the next round explained.
2 · Can fill the bridge, software read only	Weeks 1–2	They can price the software and will need the carrier network explained, which is the pitch anyway.
3 · Can lead the next round	In parallel	Funds with the sector evidence. The conversation is the priced round that follows, and a relationship now.
4 · Capital type unclear	On the call	Ask before framing an ask, so the investor lands on the right list.

How the work runs

- **Warm Supercharger introductions go first,** for feedback on the deck, the narrative and the positioning, before any targeted outreach.
- **Week 1:** your answers, the screen, and the first matched routes back to you for approval.
- **Week 2:** targeted outreach starts on the approved names. You see each investor and the ask before an introduction is made.
- **Monthly reviews:** what was sent, who replied, what was booked, and what changes. What investors say on the calls sharpens this profile, and the ranking is re-run against it.

FOUR THINGS TO HAVE READY

One revenue figure, the same everywhere. **The instrument**, settled. **Monthly net burn**, which is the answer to what the bridge buys. **How many paying customers came from the freight network**, which is the proof for the whole distribution thesis.

A real targeting approach with the company, its figures and every investor name removed. The full version ranks named investors within each route.