neonvest

SAMPLE · CLIENT AND INVESTOR DETAILS REDACTED

MEETING ANALYTICS · OCTOBER 2026

It is the round size, not the company

[redacted] · Meeting analytics, October 2026

Nova analyzed every investor call and reply this month. The best outbound month on the book: 320 investor leads reached and 26 replies, an 8.12% reply rate. Six investor meetings held, five of them scored, averaging 3.84 against a book average of 3.69. The recurring objection is not the company: it is the size of the round against the cheque these investors write.

REPORTING PERIOD

October 2026

Outbound figures keyed on the date each message was sent. Meetings dated from the call record.

PREPARED BY

neonVest Deal Team · November 2026

SNAPSHOT

Where the month landed

6	320	26	8.12%	11
meetings held	investor leads reached	replies in October	October reply rate	investors in the pipeline

INVESTOR RATINGS

How investors are scoring you

Every investor who meets a neonVest client scores the company 1–5 on five dimensions. Five of the six October meetings returned a score.

3.84
all-time average, five scorecards

ABOVE THE BOOK, AND THE SPREAD SAYS WHERE TO WORK

The book average across rated neonVest companies is 3.69. More useful than the headline is the spread: Team scores 4.40 and Traction 3.20. Five investors, scoring independently, put the team well ahead of the evidence behind it, which is what three of them also said on the calls.

4.00	4.00	4.40	3.20	3.60
Market opportunity	Product differentiation	Team	Traction	Investability

4.0+	3.50 – 3.99	3.01 – 3.49	BELOW 3.0
High conviction	**Fundraising ready**	**Development stage**	**Not yet ready**
Expanded coverage and priority placement.	Supported through the full process.	Work on positioning and metrics first.	Key gaps close before campaigns.

What October told us

- **The round size, not the company, is what keeps closing conversations.** Four independent records say the same thing: the bridge sits below where those firms usually enter. None of them objected to the product.
- **The strongest thing October produced was distribution, not capital.** A corporate investor named three enterprise-shipper routes unprompted, including a named introduction. For a freight business, a route to a customer may be worth more than the cheque.
- **One number is being quoted two ways.** Revenue appears as two figures in the deck, and freight volume was stated differently on a call than in the company's own record. Two investors comparing notes will find it before we correct it.

MEETINGS HELD

Six meetings, and three corporate routes

INVESTOR	DATE	TYPE	STATUS	WHAT THE MEETING ESTABLISHED
[redacted]	20 Oct	Corporate venture	ROUTES NAMED	Three named corporate routes into enterprise shippers, including an introduction to a chief supply chain officer. The vehicle itself cannot invest in this round.
[redacted]	19 Oct	Angel network	REFERRED ON	Offered to refer the company into the angel group and into overseas investors and distributors. Asked for the deck.
[redacted]	22 Oct	Venture fund	IN REVIEW	Asked for the current deck and will share notes. Sharpest question of the month: what prevents scaling from ten software customers to a hundred?
[redacted]	30 Oct	Venture fund	IN REVIEW	A genuine sector match, but every published portfolio company is Series C or later. Information requested.
[redacted]	14 Oct	Venture fund	FOLLOW-UP OPEN	Early-stage enterprise and infrastructure investor. Being picked up directly; outcome reported next month.
[redacted]	22 Oct	Venture fund	FOLLOW-UP OPEN	Pre-seed and Series A, hands-on. Being picked up directly; outcome reported next month.

CAMPAIGN ANALYTICS

Outbound by channel

A lead is a named investor reached, counted once however many times we wrote. A reply is a human reply, with bounces and out-of-office excluded.



Next month

- **Test minimum cheque before a firm enters the list,** so the round-size objection does not recur.
- **Open corporate venture as its own route,** with a deployment ask rather than an investment ask.
- **Settle the revenue and freight-volume figures** before any further material goes out.
- **Lead with the software line** and use the operating history as the proof.

A real monthly report with the company, every investor and identifying figures removed. The full report also carries the open pipeline, declines and the targeting model.