



IDC ACCELERATOR PROGRAM USE CASE

Attracting Investors

Challenge:

As an early-stage tech startup, the company was ready to expand into their next growth phase, but had already exhausted their initial investment. Having worked with IDC in the past to define their industry and go-to-market plan, they decided to reengage with the IDC CXO Advisors to develop a strategic action plan to seek out their next round of funding.

IDC Solution:

Through a series of tailored engagements, the IDC CXO Advisor was able to partner with their CEO and Head of Product to objectively make recommendations on how to enhance their investor strategy. The guidance from the CXO Advisor helped the customer:

- Shift their focus
- Transform their existing message
- Develop a newly formed narrative
- Define themselves as an interconnected platform

Outcome:

The IDC CXO Advisor was able to objectively validate their solution and assist with the storytelling of their new market category specifically to attract investors. The result was a new narrative and strategy that leveraged IDC data and messaging that enabled the company to become attractive to investors and secure a new round of funding.

“Our product created a new category, and we needed help developing the right introduction to investors on how our new category would enter the market. By working with IDC’s analysts and advisors, they have helped us develop a strategic business plan to reach investors.”

Attract Investors

Looking to develop a strategic plan to secure your own round of funding?

IDC’s Accelerator Program can help

[LEARN MORE](#)