

# Founder's Guide to Building an Online Presence



Summary by



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# Overview

Navigating the fundraising landscape as a founder can be challenging, but having the right tools and strategies in place can give you a significant edge. Olly, co-founder of fingertip.com, shares key insights on how founders can streamline their online presence, engage investors effectively, and create a seamless fundraising experience. From crafting a compelling website to ensuring easy investor access and maintaining brand consistency across platforms, these actionable tips will help you stand out in a competitive market. Whether you're pitching to investors or strengthening your digital footprint, this guide will equip you with the essentials to maximize your success.

## 20-Point Summary:

- **Introduction of Olly and fingertip.com:** Olly is the co-founder of fingertip.com, described as the ultimate toolbox for small businesses, creators, and founders to enhance their online presence.
- **Core Service - Website Builder:** Fingertip.com primarily offers a website building service but extends much beyond that.
- **Extended Tools and Features:** The platform includes appointment scheduling, invoicing, and options to sell both online and physical products.
- **Designed for Efficiency:** Fingertip is crafted to save time, increase earnings, and facilitate engagement with users' networks, providing a competitive edge.
- **Professional Online Presence:** Founders should maintain a clear, concise website that effectively tells their story and showcases their traction to attract investors.
- **Easy Meeting Access:** After presenting information, the platform makes it effortless for investors to book meetings without the hassle of chasing them via SMS or email.
- **Investor-Focused Content:** Specific sections should be dedicated to pitch decks, traction results, media mentions, and contact information to clarify investment opportunities.
- **Clear Call to Action:** Features like 'Meet the Team', 'Join Waitlist', and 'Request More Info' are available to make next steps straightforward and actionable.
- **Consistency Across Platforms:** Ensure uniformity across various platforms like LinkedIn, Twitter, Instagram, and the website to maintain a cohesive brand.

- **Cohesive Branding Through Fingertip:** The platform helps in creating a unified brand that can be added to Apple Wallets and shared across different networks.
- **Engagement Strategies:** Strategies to engage with investors through multiple platforms ensuring the brand message is consistent and clear.
- **User Engagement Tools:** Tools that help in engaging with the network effectively to maximize outreach and impact.
- **Selling Online and Physical Products:** The platform supports both online and physical sales, broadening the scope for business transactions.
- **Save Time and Make Money:** The platform's tools are designed to enhance efficiency and profitability.
- **Streamlined Communication:** The appointment scheduling tool aids in streamlining communication with potential investors.
- **Investor Accessibility:** Making it easy for investors to understand the business and get in touch directly through the platform.
- **Actionable Insights for Founders:** Providing founders with actionable insights to improve their business approach and investor interactions.
- **Enhanced Online Visibility:** Emphasizing the importance of having a professional online presence to attract and engage with investors.
- **Comprehensive Tool Suite:** Highlighting the comprehensive suite of tools available on [fingertip.com](http://fingertip.com) that cater to various business needs.
- **Advantage in Investor Engagement:** Offering founders an edge in engaging with investors through effective tools and strategies.