

CASE STUDY: TURNING NARRATIVE INTO CAPITAL WITH **BoomPop**

CHALLENGES

As **BoomPop** moved through an active fundraising process, the team saw the need to sharpen their story and better align strategy with their next growth phase. After months of investor conversations, leadership sought a fresh perspective and partnered with **Thesis** to clarify performance drivers, strengthen investor materials, and define clear next steps in their capital raise.



“ WORKING WITH THE THESIS TEAM HAS BEEN A TRUE FORCE MULTIPLIER FOR OUR TEAM ”

– Healey Cypher ( BoomPop CEO)

OBJECTIVES

In partnership with BoomPop's leadership team, Thesis helped bring clarity and momentum to an active fundraising process by sharpening the narrative, strengthening investor materials, and positioning the business to engage the right capital partners. Key objectives included:

- **Storytelling & Strategic Narrative:** Refine the core story arc and fundraising narrative to clearly communicate BoomPop's vision, traction, and growth strategy.
- **Robust, Investor-Ready Data Room:** Build a comprehensive and well-organized data room, ensuring financials, metrics, and supporting materials told a cohesive and compelling story. This includes **Fundraising Infrastructure & CRM**, **Financial Clarity & Organization** and **Value-Add Investor Access**.
- **Executive-Level Support:** Partner directly with the CEO in preparing for and delivering investor presentations.



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SOLUTIONS

- **Defined a Clear Story Arc:** Developed a compelling fundraising narrative that aligned BoomPop's vision, traction, and financials into a cohesive story investors could quickly understand and support.
- **Identified the Right Investors:** Narrowed a broad investor universe to a focused group of serious, well-aligned investors, ensuring conversations were concentrated on partners who were the best strategic and financial fit.
- **Partnered in the Pitch & Close:** Worked side by side with the CEO throughout investor meetings and pitches, supporting live presentations and discussions, ultimately securing a term sheet and successfully closing the round.

“ IT FEELS LIKE HAVING A THOUGHT PARTNER WHO'S IN IT WITH YOU, NOT JUST FOR THE EASY WINS BUT ESPECIALLY WHEN THE PATH GETS MESSY ”



Images from BoomPop's website

CONCLUSION

Within **3 months**, BoomPop successfully closed its fundraising round with a strengthened narrative, a disciplined investor process, and clear financial positioning. The engagement resulted in:

\$17M in equity financing + **\$7M** in debt financing

Providing the capital needed to support the company's next phase of growth.

By aligning storytelling, data, and execution, **BoomPop** moved through the fundraising process with confidence and closed a transformative round on strong strategic terms.