

# GROWTH & FUNDRAISE NARRATIVE REVIEW™

WHERE YOUR GROWTH LOGIC MEETS INVESTOR REALITY



## Where your growth logic meets investor reality.

Good businesses fail to raise because of narrative gaps, not capability gaps. Even strong teams often struggle to convert because the story behind the numbers doesn't land.

**Founders don't always see these gaps.**

**Investors don't always have time to unpack them.**

Azoth offers a fast, precise audit that reveals where the narrative breaks — and how to fix it.

## What this Solves

A deck or growth narrative can be:

- complete yet not compelling
- data-rich but logic-thin
- ambitious but unanchored
- differentiated, yet poorly expressed

**We pinpoint the breaks — and how to rebuild the narrative strength.**

## Who is this for?

### VCS & PE FUNDS

- Faster deal screening
- Early detection of narrative risks

### FOUNDERS / CXOS

- Improved internal alignment
- Clearer external messaging

## What You Get (Core Deliverables)

### GENERAL AUDIT

**Narrative Logic Review**

**Storyline Coherence**

**Signal Assessment**

Strengths → Risks →  
Ambiguities → Missing pieces.

**Re-alignment Points**

### INVESTMENT LOGIC

**Investor Stress - Test**

**Capital Storyline**

**Ask + traction narrative**

Logic / traction narrative, fund utilisation clarity and valuation coherence.

### GROWTH LOGIC

**GTM Storyline**

Differentiation, expansion logic.

**Positioning & ICP**

Who it's for, why they buy

**Pricing Narrative**

**TAM/SAM/SOM Logic**

## Two outputs → two use cases. One narrative engine.

### FUNDRAISE NARRATIVE REVIEW™ (INVESTOR LENS)

Designed for: VCs, PEs, Family Offices

Output:

- Narrative red flags
- Market logic gaps
- Storyline strength
- Growth potential reading
- Risk signals
- Recommended corrections
- Investment readiness summary
- Perfect for first-pass screening.

### GROWTH NARRATIVE REVIEW™ (FOUNDER / CXO LENS)

Designed for: Growth-stage founders, CXOs, product teams

Output:

- Positioning logic
- Market narrative strength
- ICP + pricing clarity
- Differentiation
- GTM storyline
- Messaging refinement
- Growth narrative → 12-month focus
- Perfect before fundraising, expansion, or GTM shifts.

**Turnaround: 48 hours (standard) | 72 hours (enhanced)**

## Why Azoth

Azoth blends narrative intelligence, sector understanding, deal logic, and AI-assisted pattern analysis to sharpen stories for growth and capital.

We offer the external lens founders can't build internally — and investors rarely have time to construct.

## Optional Value-Adds

Available separately:

- Deck storytelling upgrade
- Pricing narrative refinement
- Extended GTM narrative
- Founder narrative articulation

These are extensions (beyond standard review) if deeper work is required

**Start your Narrative Review →**

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