

Heyraise



Earn trust at first glance and *crush* your next raise

Rise up and Raise more

heyraisecreative.com

“

If people like you, they
will listen to you. If they
trust you, they will do
business with you.”

Zig Ziglar

H

Heyraise was built to build trust

Through elevated design and personalized marketing strategies, Heyraise provides a full service solution to build and scale your private equity brand.

Heyraise

We are experts at crafting **AUTHENTIC** brand identities, social content that **ATTRACTS**, and marketing assets that **CONVERT**.

Our Areas of Expertise



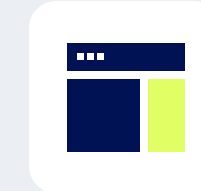
Brand Identity

The visual elements that together convey the essence, personality, and values of your brand.



Social Content Creation

A derivative process to stuff your social media calendar full of your own ideas and words.



Web Design

A modern site strategically crafted to make you look like the million bucks you're raising.



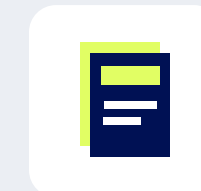
Pitch Deck

A thoughtfully organized presentation leaving investors with the utmost confidence in you and your deal!



Email Marketing

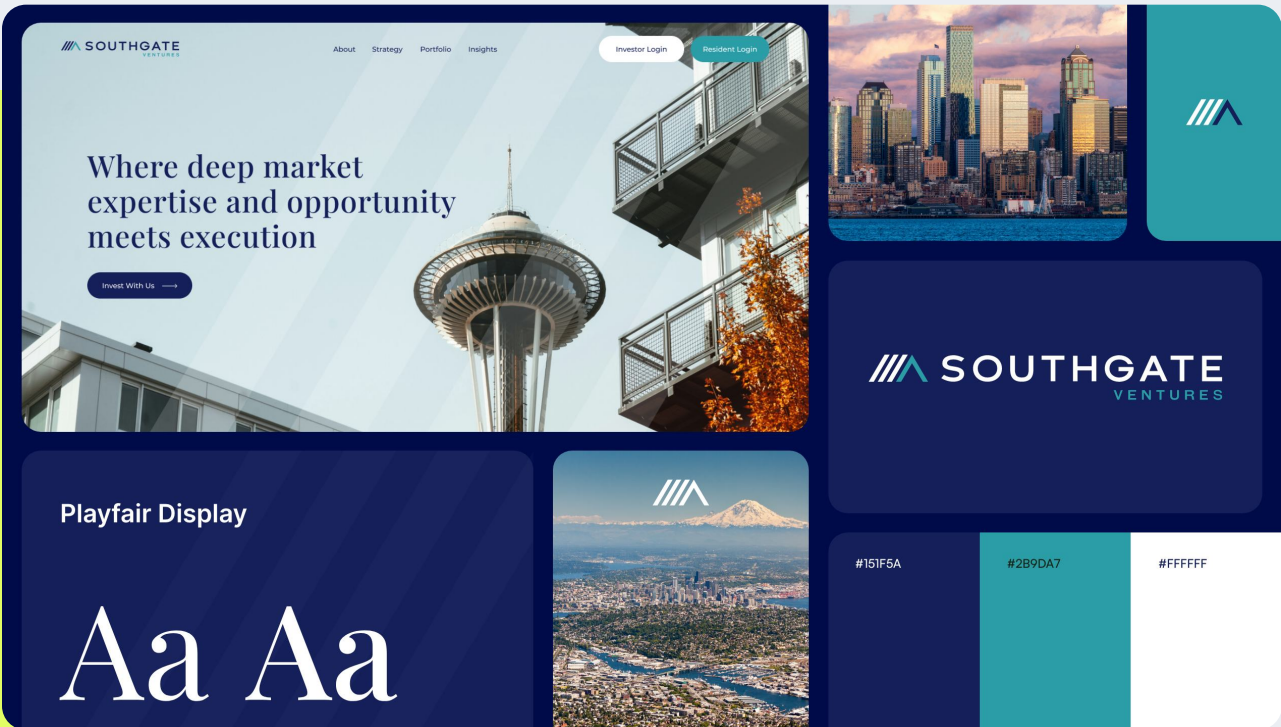
Pipelines that track and sequences that inspire for a new deal or segmented nurture campaigns.



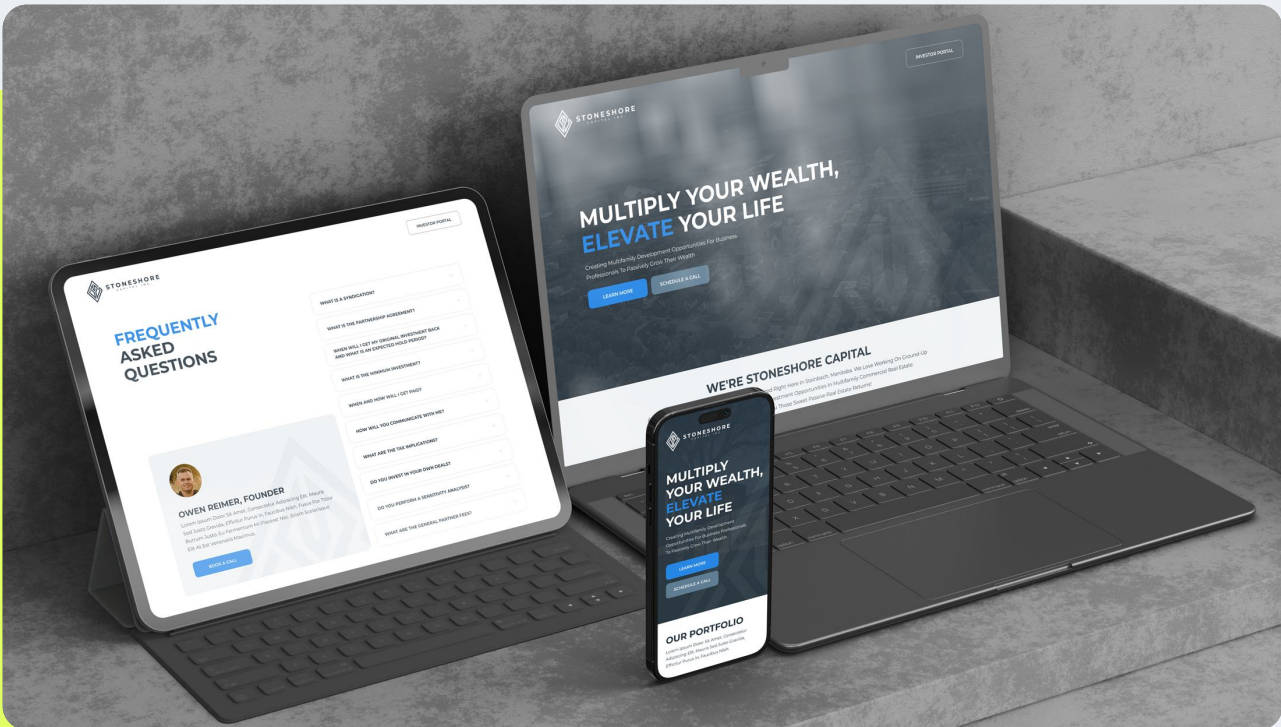
Ghostwriting

Hands off copywriting, capturing your unique voice in newsletters, lead magnets, LinkedIn posts—if it's got words, we got you.

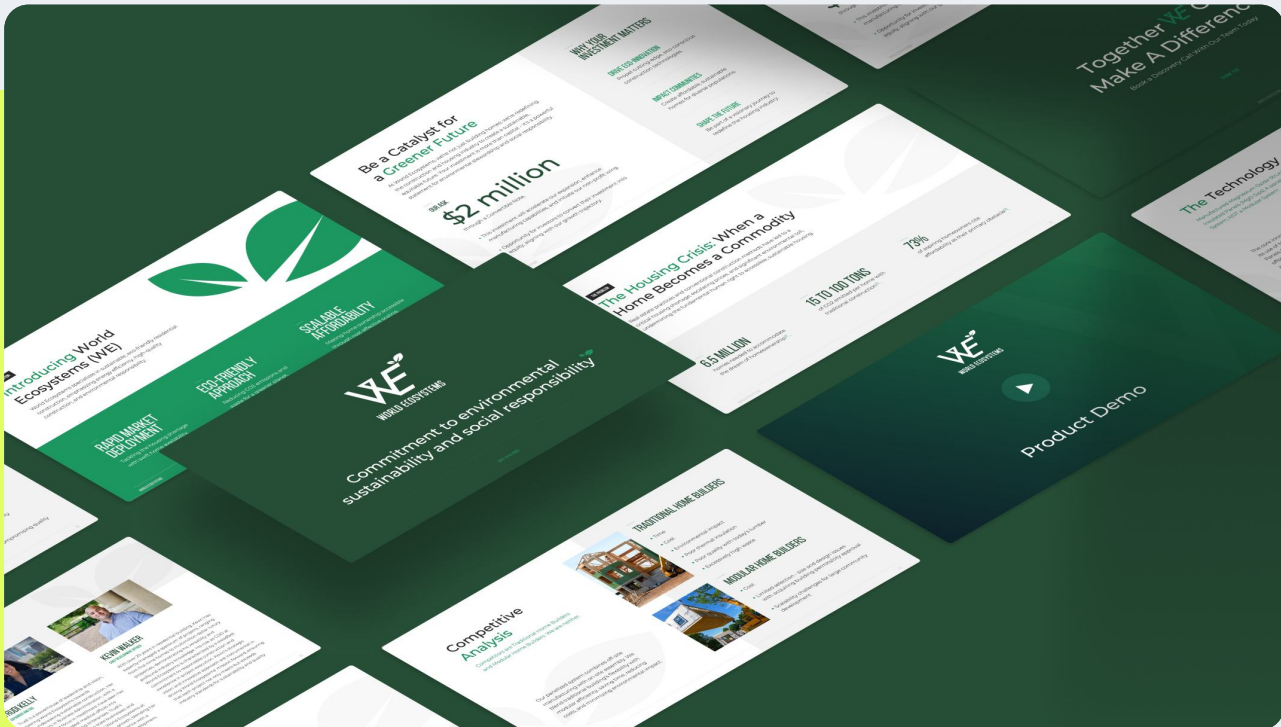
Portfolio



Branding



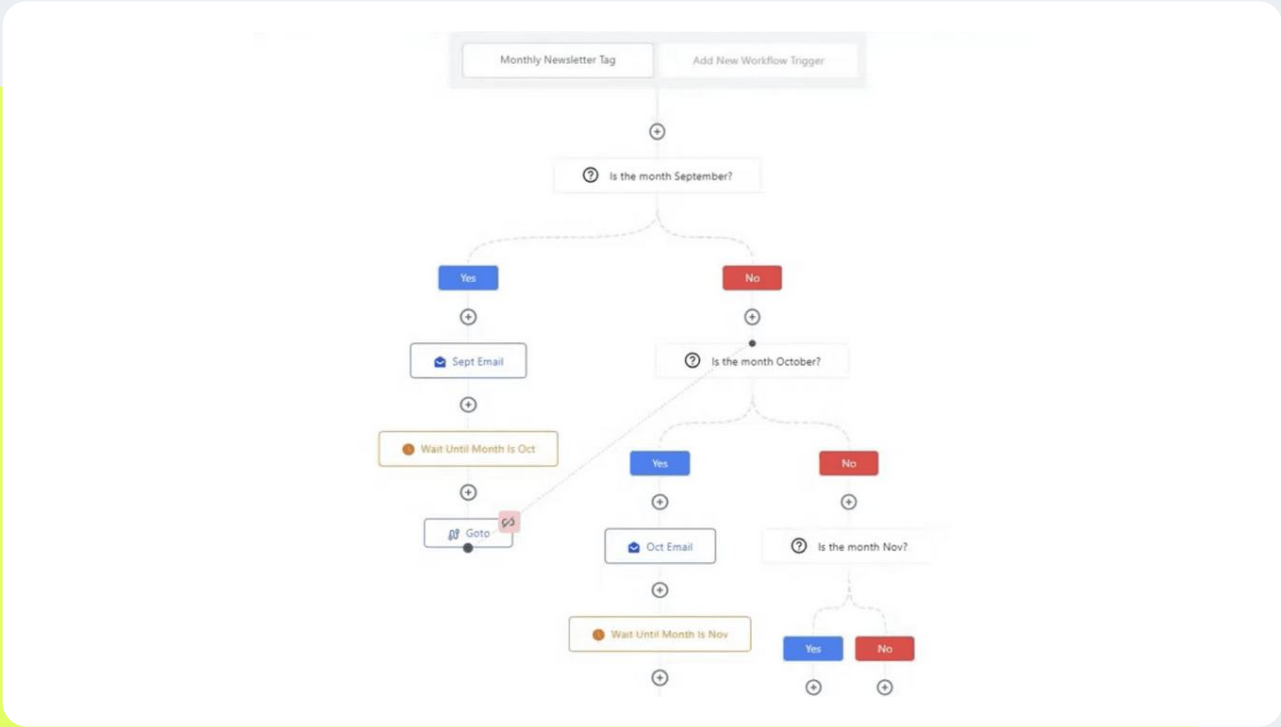
Web Design



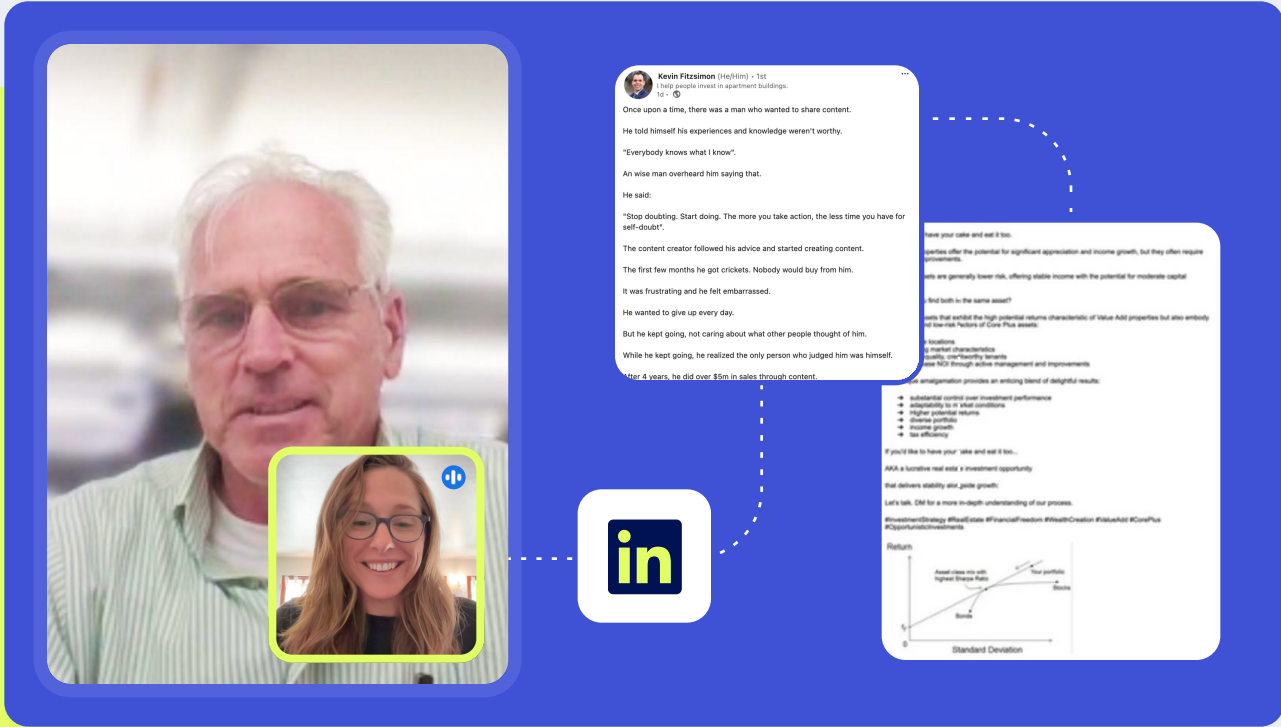
Pitch Deck + Deal Landing Pages



Social Content



Email Marketing



Ghostwriting

Case Study | Southgate Ventures

Brand Identity

Web Development

Pitch Deck

BEFORE Heyraise



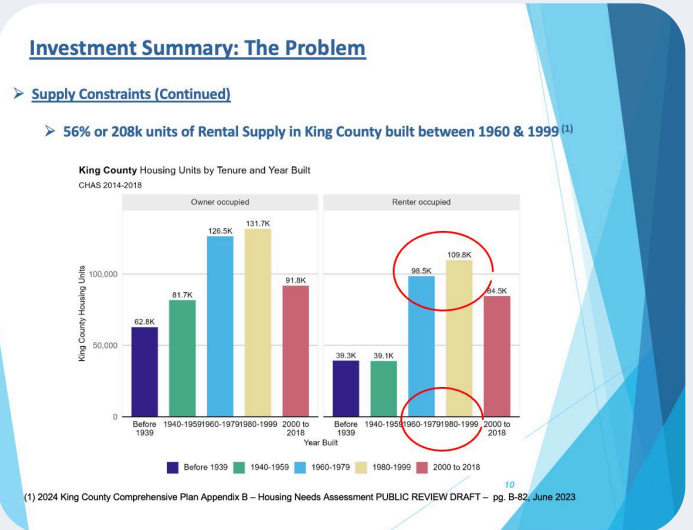
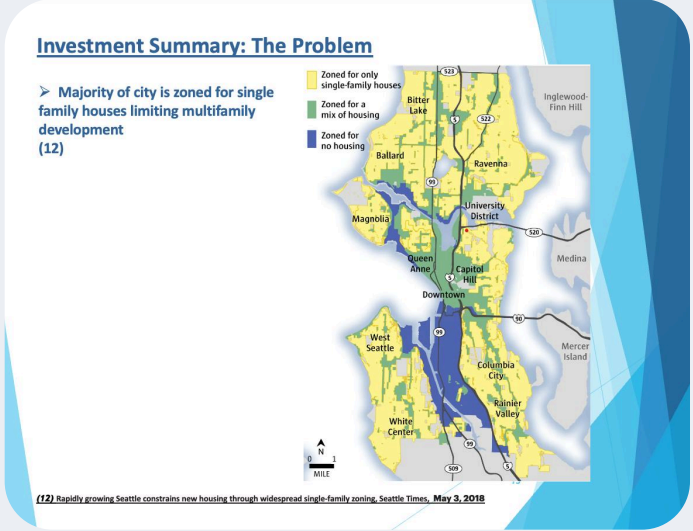
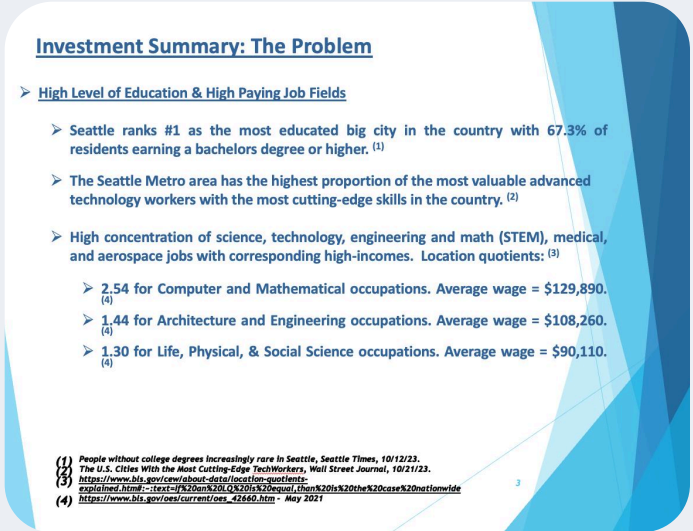
Challenge

Southgate Real Estate Ventures wanted to expand their investor base by appealing to millennial high earners based along the west coast in the tech industry without alienating their current investors, primarily east coast based, HNW professionals with whom they've had long standing relationships.

Old website



old pitch deck



Mission:

To provide investors with opportunities in a primary gateway market for long-term wealth creation via multifamily value-add and covered-land-play strategies that offer downside protection as well as upside through forced appreciation and potential redevelopment.

Investment Summary: Why now?

➤ Once in a generation opportunity to capture a healthy amount of market share of aging assets that have not traded over last 15 to 30 years.

County	Units per building	# of units in last 15 years (2007-2022)	# of properties (if of properties)		# of properties (if of properties)	
			not sold in last 15 years (2007-2022)	not sold in last 30 years (1997-2022)	not sold in last 15 years (2007-2022)	not sold in last 30 years (1997-2022)
King County	10-20	22,127	777	542	253	161
	21-40	17,687	528	391	213	151
	41-60	14,317	244	186	75	55
	61-80	12,111	97	80	35	25
	81-100	9,346	77	60	20	15
	101-150	8,343	399	323	31	21
	Total	109,231	1,892	1,338	645	445
Snohomish County	10-20	391	176	134	40	30
	21-40	194	87	41	20	15
	41-60	110	62	44	11	8
	61-80	27	7	7	1	1
	81-100	130	15	15	1	1
	101-150	172	52	44	20	15
	Total	1,094	366	271	107	75
Pierce County	10-20	697	181	106	46	30
	21-40	440	100	51	21	15
	41-60	33	14	8	1	1
	61-80	24	14	8	1	1
	81-100	135	14	14	8	8
	101-150	480	15	15	8	8
	Total	2,357	414	207	100	70

(1) www.intsource.com (a Corelogic company) as of 9/12/2022

Case Study | Southgate Ventures

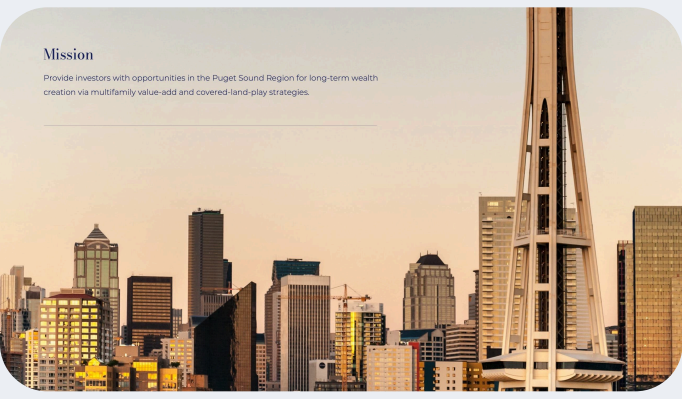
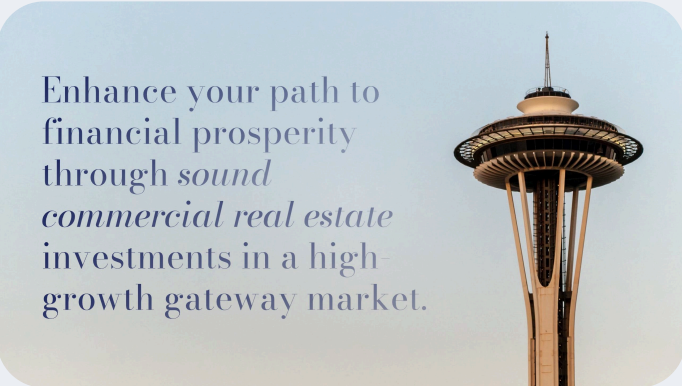
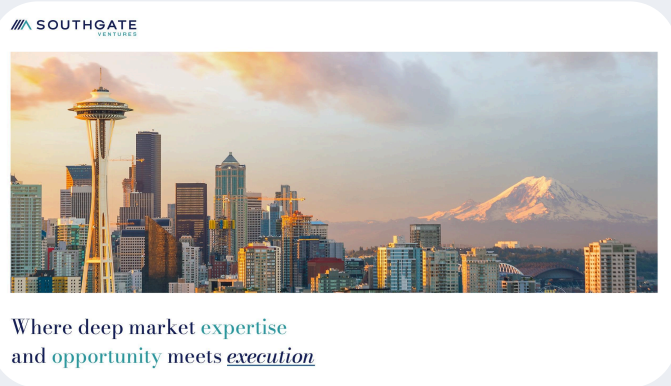
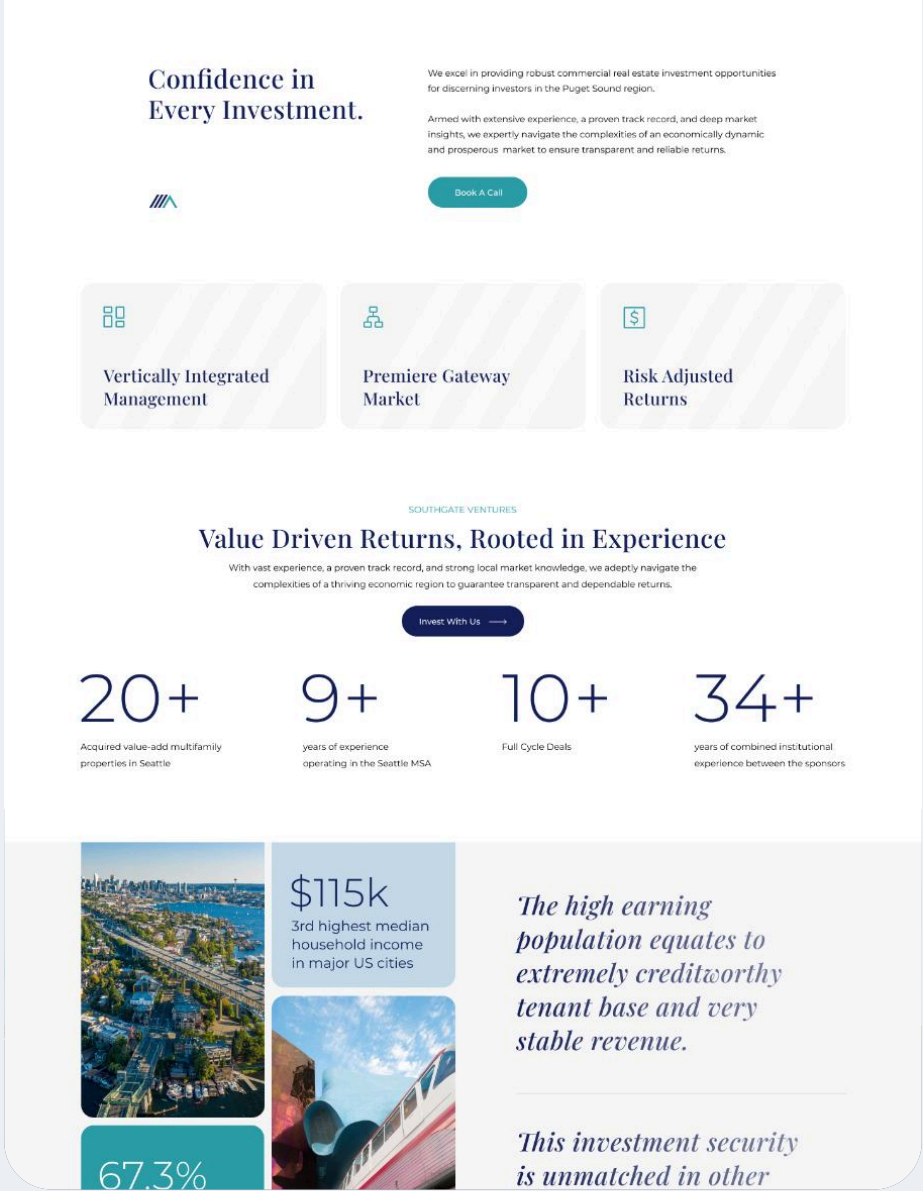
AFTER Heyraise

- Brand Identity
- Web Development
- Pitch Deck

Solution

Heyraise developed a fresh brand identity that felt modern, elevated and approachable. Additional assets included a company deck to pitch their team’s experience and investment strategy to potential investors, along with a modern website including striking visuals and compelling copy.

NEW Website!



NEW Pitch deck!

World Ecosystems

Pitch Deck

Marketing Assets

“

Adrian has an exceptional ability to ask the right questions, ensuring that every aspect of our branding was perfectly aligned with our vision. Her insights were invaluable, which helped us convey our message effectively and with impact.”


Trudi Kelly, Co-Founder & COO of World Ecosystems



Commitment to environmental sustainability and social responsibility


Competitive Analysis

Competitors are Traditional Home Builders and Modular Home Builders. We are neither.



TRADITIONAL HOME BUILDERS

- Time-consuming
- High costs
- Environmental impact
- Poor insulation
- Lumber quality issues
- High waste




MODULAR HOME BUILDERS

- Cost
- Limited design options
- Scalability issues
- Space-intensive
- Delays in delivery
- Customization Limits
- On-site utility challenges
- Transport damage risk

Our panelized system combines off-site manufacturing with on-site assembly. We blend traditional building's flexibility with modular efficiency, saving time, reducing costs, and minimizing environmental impact.


Meet the Change Makers



LUCAS KELLY

President


With over two and a half decades in commercial construction, Lucas brings expertise from a diverse background spanning multi-family, hospitality, medical facilities, industrial projects, class A offices, and infrastructure. Beyond his technical expertise, Lucas introduces groundbreaking ideas and creative problem-solving skills, inspiring a generation of change agents to build a sustainable future.



TRUDI KELLY

Co-Founder

Trudi is a powerhouse of leadership and vision, steering World Ecosystems towards groundbreaking sustainable construction. Her 20+ years in Business Administration, with a specialized focus in Healthcare, have seen her transform modest medical offices into renowned, thriving enterprises. Trudi's exceptional ability to scale businesses and inspire teams positions World Ecosystems at the forefront of innovative growth, blending her passion for operational excellence with a commitment to sustainable development.



THE HOU

The Housing Crisis: When a Home Becomes a Commodity

Real estate practices and conventional construction methods have led to a critical housing shortage, escalating prices, and significant environmental toll, undermining the fundamental human right to accessible, sustainable housing.

6.5 MILLION

homes needed to accommodate the dream of homeownership¹.

15 TO 100 TONS

of CO2 emitted per home with traditional construction².

73%

of aspiring homeowners cite affordability as their primary obstacle³.

The Technology

Manufactured Magnesium Oxide Structural Insulated Panels (MgO Sips). These panels are prefabricated offsite, NOT a Modular System.

The core innovation of World Ecosystems lies in its use of Magnesium Oxide Structural Insulated Panels (MgO Sips). These panels are prefabricated offsite and then delivered for efficient on-site assembly. This method significantly streamlines the construction process, making it not only more efficient but also more cost-effective compared to traditional construction methods. Additionally, MgO is an environmentally friendly material choice, being a naturally occurring mineral that is fire-resistant and does not emit volatile organic compounds (VOCs).

ECO-FRIENDLY

Minimizes environmental impact

QUICK CONSTRUCTION

Rapid manufacturing and assembly

NEAR-ZERO WASTE

Reduces material wastage

MOLD, FIRE & TERMITE RESISTANT

Ensures durability

THERMAL INSULATION


Offers high-performance insulation


SUPERIOR STRENGTH

Exceptional structural integrity

COST-EFFECTIVE


Cost savings without compromising quality





Product Demo

WORLD ECOSYSTEMS



WORLD ECOSYSTEMS

GREEN, STRONG AFFORDABLE BUILDS

World Ecosystems

Building the Future of Sustainable, Resilient, and Affordable Homes

Residential Building Construction · Houston, Texas

Message

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Empty Nest Capital

Creative Direction

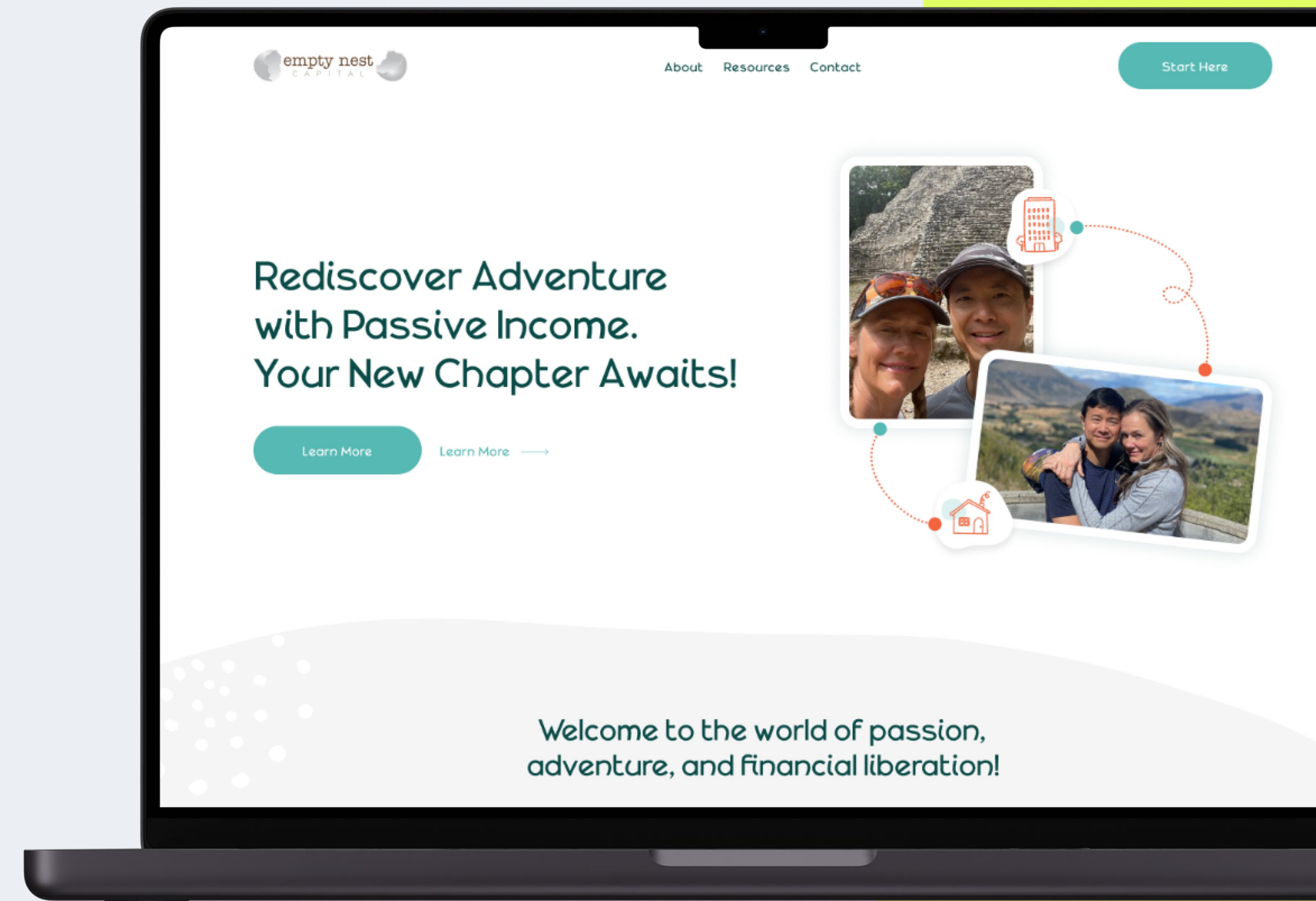
Web Design

Copywriting



I needed a liaison to act as an intermediary with the company I hired to design a website. I knew that Adrian was a pro and super patient! She's got a keen eye for details and I knew she could work with them to fine tune my website. She took the project and ran with it from start to finish. I was able to tell her what I needed and she got the job done. It was such a relief to have Adrian handle the details of the project and it more than exceeded expectations!"

Rebecca Berg, founder of Empty Nest Capital



A word from our founder, Adrian Rae.

It's my personal mission to expand knowledge and access to wealth generating assets found outside of the stock market.

And being that effective marketing strategies have long influenced human behavior, I am dedicated to helping you create an authentically defined capital raising brand complemented by an organic communication strategy that establishes trust and inspires action.

As a result, your brand awareness grows, your influences expands, and you raise more capital, thereby spreading knowledge and increasing access to folks seeking alternative investment opportunities. And that is synergistic alignment!

My 15 years spent in advertising and media production paired with my knowledge of real estate investing provides me with a well rounded perspective that drives my unique ability to craft compelling brands truly reflecting their founders. along with marketing assets that resonate with their target audience. My team and I are eager to collaborate with you to help you achieve your goals.



Adrian's expertise is backed by collaborations with the following brands:

 TARGET

 LEVI'S

 alo

BANANA REPUBLIC

 ★ macy's

 OLD NAVY

 amazon

Working with Heyraise is Easy

À la carte

One off requests to get you exactly what you need

- ✓ Brand Identity
- ✓ Web Design
- ✓ Lead magnets
- ✓ Copywriting
- ✓ One Sheet
- ✓ Capital Raising Landing Page
- ✓ Pitch Deck

Retainer

Custom retainer packages crafted and priced to suit your specific needs in the following areas:

- ✓ Ghostwriting
- ✓ Email Marketing
- ✓ CRM Set Up and Maintenance
- ✓ Social Media Management
- ✓ Hosting + Site Maintenance
- ✓ Tracking + Analytics
- ✓ Fractional CMO

Ready to Rise Up and Raise More?

[Book Your Free Consultation Today](#)

Many thanks from the Heyraise team!
info@heyraisecreative.com

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