

RISO CAPITAL

CLIENT PERSPECTIVE

RiSo Capital, LLC

Sri Purisai, Founder & Partner

“Golden Impressions helped launch RiSo Capital in our targeted markets of India and Silicon Valley.

GI acts as our virtual marketing team since 2020. They research marketing opportunities and present us with the optimum mix of marketing channels to meet our growth goals.

The Golden Impression team has been essential to helping us create our logo and branding, website messaging and responsive design, in addition to lead generation and investment due diligence analytics.

Our awareness in Silicon Valley and India has provided us with a plethora of investment and investor opportunities to fuel Fund creation.”

The Challenge

RiSo Capital was just launching in early 2020, with the mission of finding, investing in and helping India companies penetrate the global market.

RiSo needed to find their initial Indian investment candidates, investor prospects, and then establish their \$20M Fund 1 while laying the groundwork for the subsequent \$50M Fund 2.

RiSo had no website or prospect list and needed to start from scratch to build visibility in India and Silicon Valley. RiSo’s founder and partners had a lot of ideas, but no plan.

By mid-2020 RiSo’s Founder and Partner retained Golden Impressions to strengthen their investor story, enhance visibility and branding, while sourcing investment and investor prospects.

Our solution

Golden Impressions created the company identity, logo, and branding and positioned the company to reach target markets including Enterprise, Logistics, Health, FinTech and CleanTech.

In parallel, Golden Impressions developed the RiSo Capital website storefront with Call-to-Actions to engage the visitor. We created the website’s look and feel, messaging and positioning, in addition to all the content. We designed the website to be scalable from the initial portfolio company to the current 12 portfolio companies.

Concurrently we built a prospect base of both investment companies plus Family Fund investors leads. Golden Impressions launched an investment analytics program and investor prospect lead generation campaign, SEO, LinkedIn social outreach, plus created a database of 5,000 investors for future reference.



The results

Today RiSo Capital has become a well-known entity in Silicon Valley and India. RiSo has successfully created its \$20M Fund 1 and is establishing a \$50M Fund 2 and just continues to grow meeting its business goals. Golden Impressions' analytics and lead generation programs have produced extremely high-quality investment and investor candidates, that RiSo can reapproach as more Funds are created.

Additionally, the Golden Impressions Analytics helped RiSo identify market tested early-stage companies with proven traction, all for no extra due diligence cost. This has enabled RiSo to spot the right investments for their portfolio.

RiSo's SEO, blog, and LinkedIn social outreach continue to drive visitors to the website. The site receives hundreds of qualified visitors and SEO rankings are high. The internal database now exceeds 5,000 and promotions continue with regular outreach campaigns.