

Case Study

How Strategic Fundraising Support Helped TriNANO Secure a Lead-Investor Term Sheet and Additional Non-Dilutive Capital

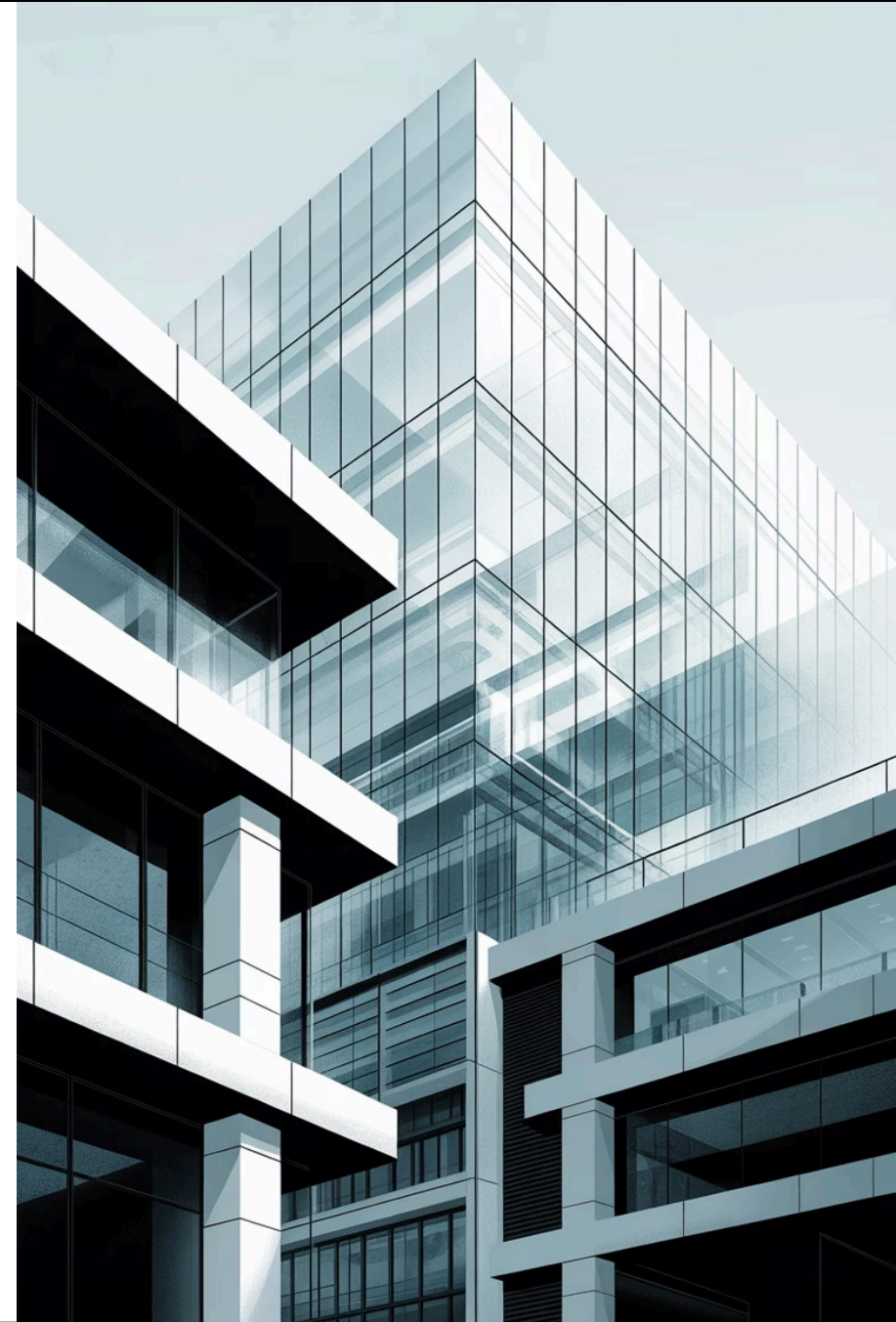
Investor targeting, relationship management, deal support, grants, and valuation readiness



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The Challenge TriNANO Faced



TriNANO Technologies, a Climate Tech startup, required structured, high-quality fundraising support across multiple fronts simultaneously.

- Despite 28+ years of global entrepreneurial experience, Dr. Harsh was navigating the Indian fundraising ecosystem as an outsider
- Had been actively attempting to raise capital in India for approximately 2 years without success before engaging Senya Solutions
- Lacked a structured, targeted approach to investor identification and outreach
- Investor relationships were not being cultivated effectively, limiting conversion from interest to action
- Deal terms and negotiation required experienced external support
- Pitch deck, data room, and valuation narrative needed strengthening to hold up under investor scrutiny

About the Founder: Dr. Harsh Sethi is an experienced innovator, technologist, and business pioneer with 28+ years of running profitable technology companies across India, Thailand, and the US. He stepped back into entrepreneurship to build TriNANO Technologies with trusted nanotechnology advisors and researchers from leading institutes. Despite his deep experience, he was an outsider to the Indian fundraising ecosystem and had been actively trying to raise capital in India for approximately 2 years before engaging Senya Solutions.

Investor Outreach

Needed a targeted approach to identify and engage well-aligned investors, rather than broad, unfocused outreach.

Relationship Management

Required consistent follow-up and genuine relationship-building to convert investor interest into actionable conversations.

Deal Structuring

Needed experienced support in negotiating and structuring terms that protected the company's interests and aligned with its vision.

Valuation and Materials

Pitch deck and data room required strengthening to support a credible valuation narrative ahead of investor conversations.

What Senya Solutions Did

Support spanned four core areas, each executed with consistent follow-through and strategic judgement.



Investor Targeting and Outreach

Applied a highly targeted account-based approach, identifying and prioritising investors with genuine strategic alignment to streamline outreach and improve conversion quality.



Relationship Management

Personally established and maintained strategic points of contact with potential investors. Cultivated genuine relationships and enabled effective, timely follow-up throughout the process.



Negotiation and Deal Support

Played a crucial role in the negotiation and structuring of deal terms, helping safeguard company interests and supporting term sheet outcomes aligned with TriNANO's vision.



Proposals, Partnerships, and Valuation Readiness

Prepared proposal documentation for partners including Tata, supported customer diversification through relationships with SolarSquare, and proactively improved the pitch deck and data room to strengthen valuation justification.

What Senya Added That Was Missing Before

Beyond introductions – the strategic layer that changed the outcome.

Account Prioritisation

Replaced broad, unfocused outreach with a disciplined account-based approach – identifying and prioritising investors with genuine strategic alignment, so effort was concentrated where conviction and conversion were most likely.

Strategic Relationship Mapping

Personally identified and established the right points of contact within investor organisations – then maintained those relationships with consistent, purposeful follow-up that kept TriNANO front of mind.

Proactive Deal Shaping

Brought experienced deal judgement to term sheet negotiations – helping structure terms that protected TriNANO's long-term interests, reflected its strategic value, and moved conversations from interest to commitment.

Investor-Ready Pipeline Structuring

Consolidated LOIs and commercial interactions into a structured, investor-ready view of traction – organising the pipeline into clear categories: Pilot, LOI, Expected First Order Value, and Total Order Value. This gave investors a credible, forward-looking picture of customer momentum, commercial proof, and revenue potential for a clear picture of valuation.

Strategic Extension Beyond Fundraising

Prepared structured proposals for enterprise partners including Tata, and supported early commercial pipeline development through SolarSquare – strengthening both the revenue narrative and the strategic credibility of the business for investors.

Follow-Through Beyond the Engagement

Continued to support follow-up queries, compliance clarifications, and investor communication even after the formal engagement ended – demonstrating a commitment to outcomes, not just deliverables.

- ❑ Senya's involvement continued beyond the formal engagement period – supporting follow-up queries and compliance clarifications as outcomes unfolded. This is what genuine partnership looks like.

OUTCOMES DELIVERED

Results Across Capital, Partnerships, and Recognition

\$12M

Pre-Money Valuation Negotiated

Helped negotiate and align investors around a \$12M pre-money valuation for an early-stage deeptech climate company with less than \$10K in revenue, materially strengthening the company's financing position.

\$375K

Lead Investor Funding Closed

Helped move an approximately \$375K lead-investor opportunity from term sheet to funding, while also strategically bringing that investor on board as Lead Investor.

\$44.5K

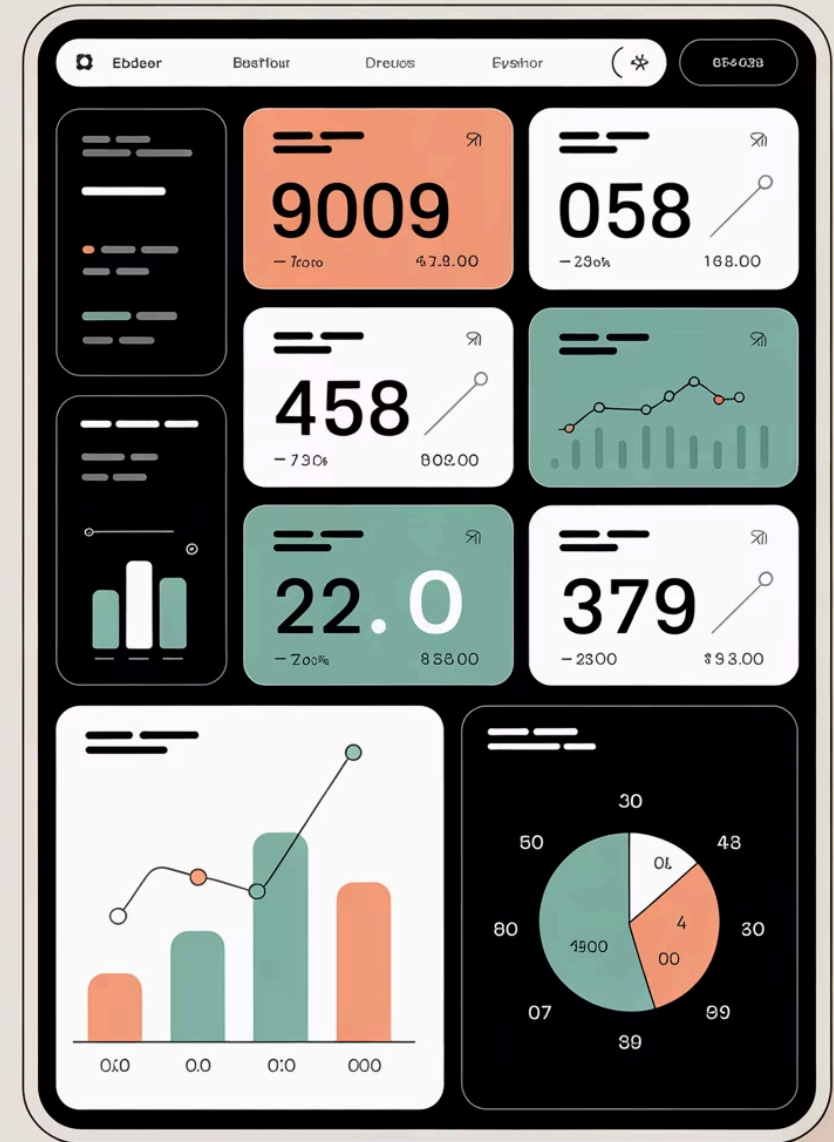
Non-Dilutive Capital Secured

Helped secure and support approximately \$44.5K in grant capital across multiple grant opportunities, strengthening TriNANO's non-dilutive capital base.

\$12K

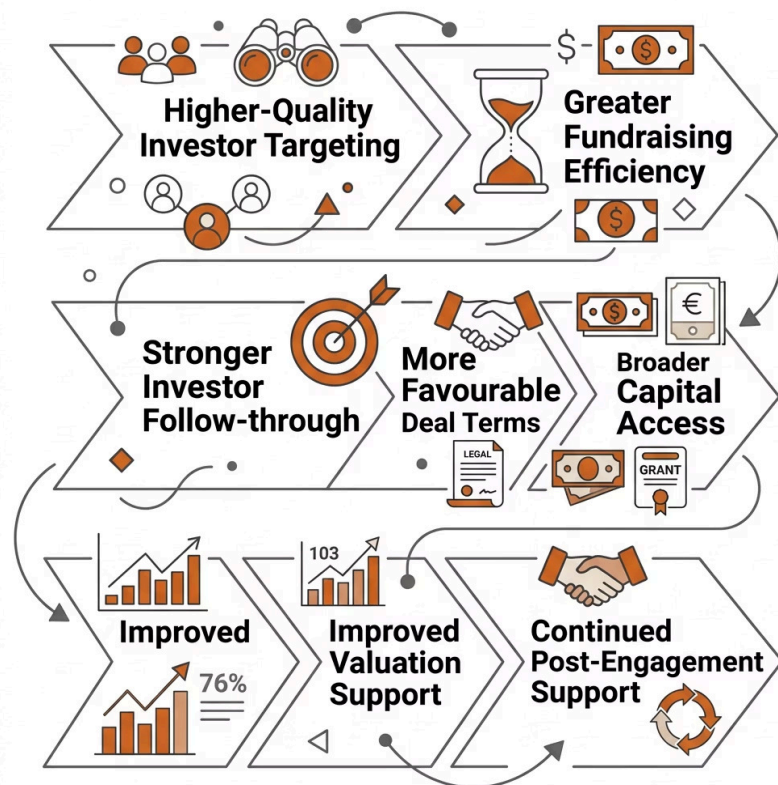
Competition Win

Contributed significantly to TriNANO's first-place win at IEEMA Electraverse 2024 at BID 2024 (India's Largest Electrical and Electronics Manufacturing Association Event), including an approximately \$12K prize.



Why This Mattered

Each outcome translated into a measurable strategic advantage for TriNANO at a critical stage of its growth.



Beyond the Engagement Period

Senya Solutions continued to support follow-up clarifications and compliance-related queries even after the formal engagement ended, demonstrating a commitment to outcomes, not just deliverables.

More Than Investor Introductions

The value delivered spanned investor research, targeting, relationship management, negotiation, fundraising materials, grant applications, proposal support, and financial-story alignment. This is what high-involvement fundraising partnership looks like.

CLIENT TESTIMONIAL

In the Founder's Own Words



"Salil was instrumental in leading and executing fundraising efforts for TriNANO Technologies. His strategic insight, initiative, and negotiation skills were key to securing investment and grants. He streamlined our capital-raising through targeted investor engagement and continued to provide valuable support even after the formal engagement ended."

Dr. Harsh Sethi

Founder, Director and CEO
TriNANO Technologies Private Limited

TriNANO Technologies has explicitly authorised the use of this recommendation as a testimonial for Senya Solutions Private Limited.

Investor Targeting

Deal Structuring

Grant Support

Valuation Readiness

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