

# MODERN TENDER

VENTURE BUILDING ● MARKET BUILDING ● CAPITAL STRATEGIES

# ABOUT MODERN TENDER

WE'RE A COLLABORATIVE PRACTICE EMPOWERING MISSION-DRIVEN FOUNDERS AND FUNDERS TO BUILD SCALABLE POSITIVE IMPACT. WE WORK ACROSS THREE MAIN AREAS:



## MARKET BUILDING

We're committed to closing the gap between what's possible and what's predictable. We've spent years building new categories and ecosystems, driving winning campaigns, and implementing data-driven engagement strategies.



## VENTURE BUILDING

With a background in advising 800+ early-stage ventures, we provide holistic guidance on key business areas including customer discovery, product development, marketing, and operations. Our expertise spans consumer, hardware, healthtech, maritime, robotics, software, social ventures, and marketplace sectors.



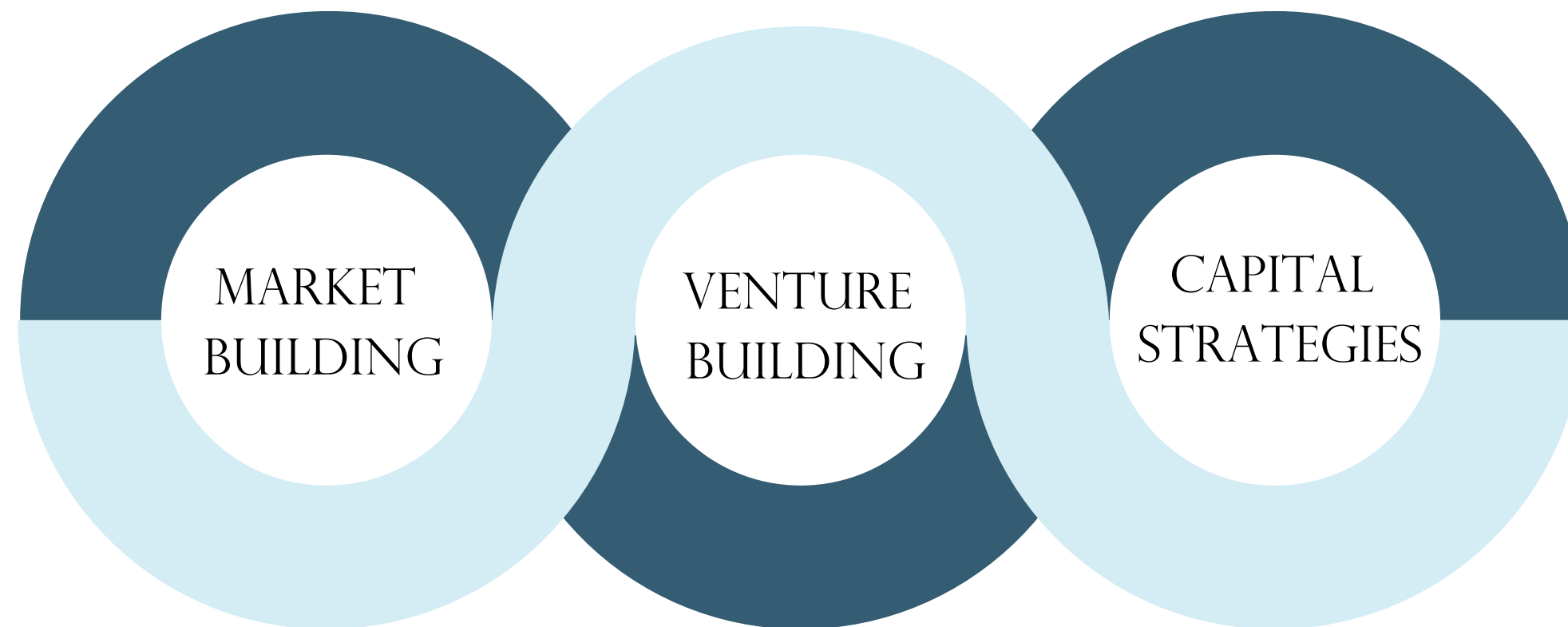
## CAPITAL STRATEGIES

We excel in structuring the right kinds of capital stacks for innovative, mission-driven and/or hybrid models for profits and purpose. We've partnered with funders and founders building across the capital spectrum, including Conscious Ventures Lab, Cura Health Fund, Techstars (in partnership with Equitech, and JP Morgan), University Arts London, Village Capital, and others.

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# OUR VISION & APPROACH

Our goal is systemic change from “business as usual” to systems that include and reflect the brilliance of innovators across the world – for a world that works for everyone. To achieve this, we work in concert to: build an irresistible market of actionable opportunities; support ventures building an equitable future; and align capital for purpose and profit.

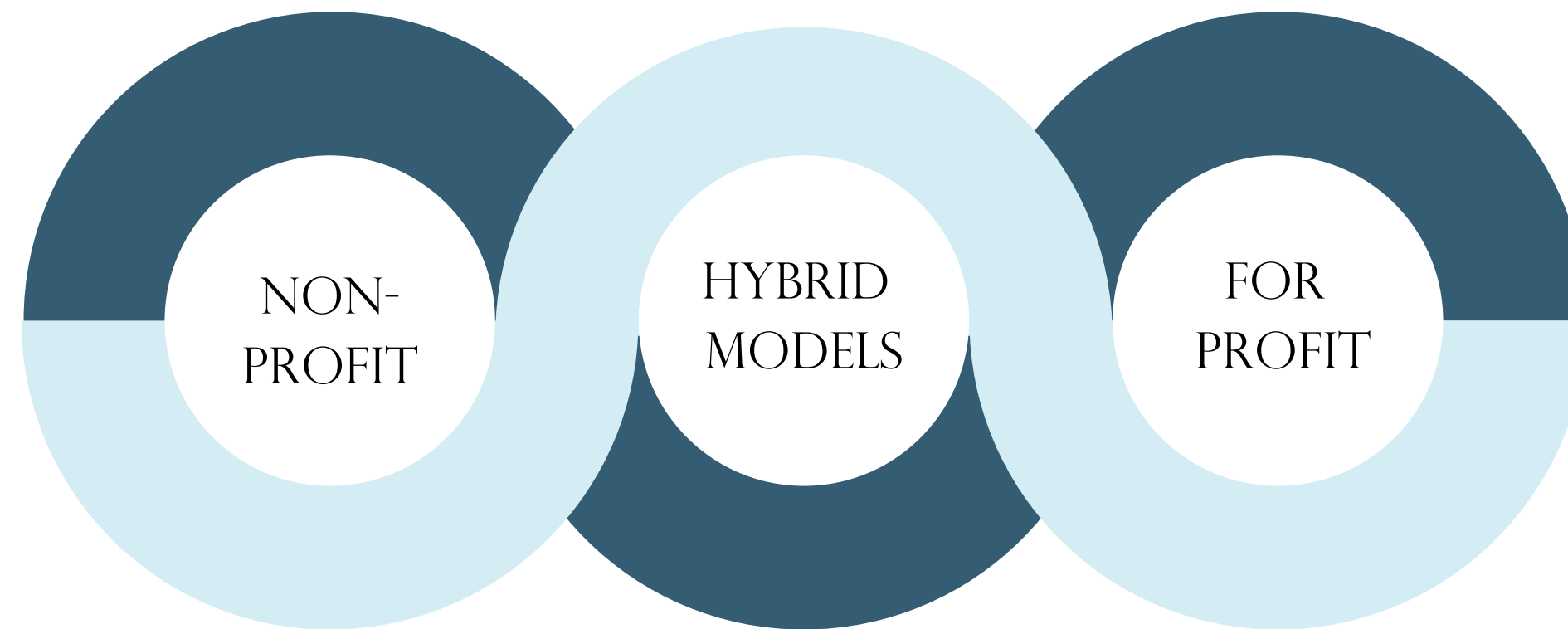


Through our multidisciplinary approach, we create synergistic insights and connections that propel our partners.

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# OUR UNIQUE ADVANTAGE

Our unique advantage comes from working across sectors, organizational and governance structures, and the spectrum of capital.

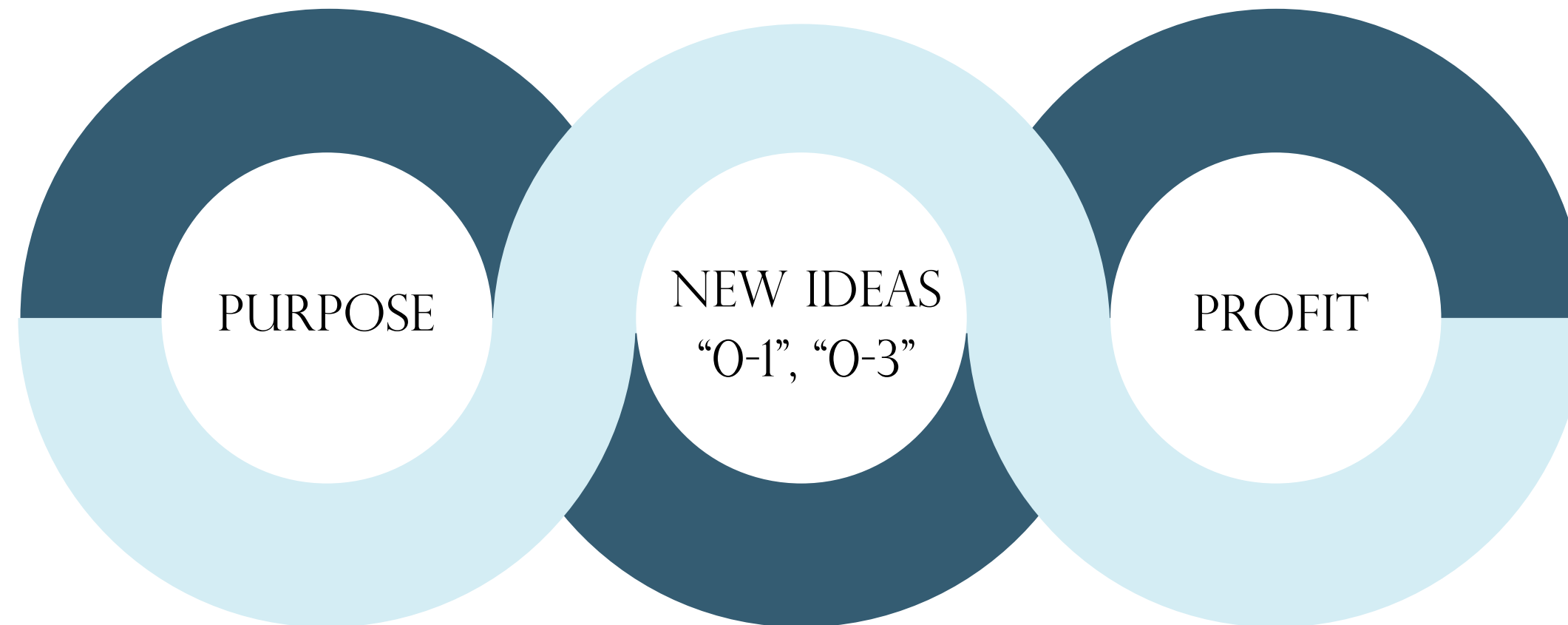


Where another actor's knowledge may be limited to “one side of the house”, we deeply understand the distinct and complementary opportunities, tensions, and limitations of hybrid models. We pride ourselves on helping clients navigate what's possible, while also being honest about when it's unlikely, inappropriate or even harmful to try to “have our cake and eat it, too”.

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# WHO WE WORK WITH

We work with innovators exploring new opportunities at the intersection of purpose and profits.



Non-Profits, NGOs, Charities,  
Foundations seeking to scale their  
impact through revenue-generation,  
including impact investing



Eco-System Builders,  
Intermediaries, Storytellers,  
& Allies building the field  
and market opportunities



For-Profits, Startups,  
Accelerators, ESOs &  
Allocators pursuing tech for  
good & impact-linked financing

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# SELECT PARTNERS

We're proud to have worked across sectors with amazing partners including:



# BY THE NUMBERS



800+

Ventures advanced across sectors,  
portfolios & as the founder of  
Female Founders TX (acq. 2023)



\$1MM+

Earned Media Secured in TV,  
Print, Digital in 50+ outlets in  
English and Spanish



\$40MM+

Raised & Advised in Impact  
Capital across asset classes  
Philanthropy, PAC, Angel  
Investment, Venture Capital

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# OUR STORY

Our mission is to enable and fund entrepreneurs tackling today's pressing issues — inequality, economic mobility, health, the environment — so they can solve problems within their communities and globally, and we can help amplify their stories and success.

Drawing from over two decades of experience, Modern Tender stands at the forefront of driving high-growth, mission-driven campaigns and ventures. We are strong advocates for the transformative potential of designing from first principles, which we harness to improve systems, markets, and ventures. Our commitment to diversity, equity and inclusion is reflected in our collaborative efforts with diverse stakeholders to identify, fund, and advance historically-excluded leaders and use-cases across sectors. From supporting candidates with diverse lived experiences to partnering with innovative founders, we strive to align capital allocation for dual financial and impact returns across the spectrum of capital.

We've built a community of experts to support impact innovators like you with bold, data-driven strategies to meet the challenges of our time. If you agree, let's explore what's possible!

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# HOW WE WORK

THERE ARE TWO MAIN WAYS WE WORK WITH PARTNERS:

## Advising & Training

Drawing from extensive experience with hundreds of ventures, market builders, and capital providers, we offer advising and training for individuals, ESOs and portfolios, on a range of topics including:

- A wide range of Startup Strategy
- Customer Discovery & Go-To-Market Plans
- Fundraising and Alternative Financing
- Communications, Storytelling & Pitch Coaching
- "Founder Whispering"

Enquire about ad hoc, ongoing, or specific engagements.



AD HOC



ONGOING &  
PORTFOLIOS



CUSTOM

## Sprints & Special Projects

We partner with innovators, organizations and allocators on specific sprints and longer-term design challenges or special projects tailored to specific needs, deliverables, timelines, and budgets. Popular sprints include:

- Identifying your Impact Financing Plan
- Defining your 18 month-3 year Startup Strategy
- Discovering your Customers & Market Strategy
- Creating your winning pitch deck

On a short, free discovery call we'll review your needs and goals for an engagement. We'll provide a proposal for a sprint or special project that outlines a clear plan, deliverables, timelines, resources and costs.



DISCOVERY &  
DIAGNOSTIC



RECOMMENDED  
PLAN OF ACTION



NEXT  
STEPS

# SERVICES ON OFFER

## Strategy

- “Ask Me Anything” Advising
- Impact & Adoption Goals
- Theory of Change/Hypothesis
- Impact KPIs & Metrics
- Alignment w/ existing frameworks (SDG, Standards)

## Design

- Product & Program Design
- Customer Discovery
- Experiment Design
- Go-To-Market Strategies
- Landscape Mapping
- Ecosystem, Market & Category Building
- Communications, Storytelling & Pitching

## Execution, Review & Reporting

- New Product Development
- Stakeholder Engagement
- Message Testing
- Communications & PR
- Impact Measurement including Surveying End Beneficiaries

# PRODUCTS ON OFFER

We currently use these to support our services. Capital Explorer is live, public-facing and available for free [here](#).



DISCOVER  
ALTERNATIVE  
FINANCING

## Capital Explorer

In this free tool developed in partnership with Village Capital and Aunnie Patton Power, discover which of up to 16 different financing instruments might be right for your model.



FIND  
ALIGNED  
FUNDERS

## Impact Financing Funder Database

Currently in closed beta, we are building a searchable global database of impact-linked financing. To become a beta tester, let us know.

	Organization Name	Headquarter Country	Type of Organisation	Sectors of Focus	Regional Focus	Capital Deployment Type
	8 Miles	United Kingdom	Private Equity Fund	Agriculture	Africa	Equity
	Acumen Fund	United States of America	Impact Investor	Healthcare	North America	Equity, Debt, Grants
	African Development Bank	Côte d'Ivoire	Development Finance Institution	Agriculture	Africa	Equity, Debt, Grants
	Africinvest	Tunisia	Private Equity Fund	Financial Inclusion	Africa	Equity
	ALCB Fund	Mauritius	Private Equity Fund	Financial Inclusion	Africa	Equity, Grants, Loan
	AlphaMundi	Switzerland	Private Equity Fund	Agriculture	Asia	Debt, Equity
	Big Issue Invest	United Kingdom	Impact Investor	Education	Europe	Debt
	Big Society Capital	United Kingdom	Impact Investor	Financial Inclusion	Europe	Grants, Equity, Debt

# STANDARD\* PRICING & PROCESS

## 1:1 ADVISING/ASK ME ANYTHING (“AMA”):

[BOOK SESSIONS HERE](#)

Startups (pre-rev-\$1mm)

SMEs (\$1mm-\$50mm)

Enterprise & Funds

@ £175/\$225/hr

@ £225/\$275/hr

Inquire

## TRAINING:

Starting @ £900/\$1,200

INTRO CALL

PROPOSAL

ENGAGEMENT

## PORTFOLIO ADVISING:

Starting @ £4,000/\$5,000+

/month for ~20 hours

INTRO CALL

PROPOSAL

ENGAGEMENT (PER COHORT OR ONGOING)

## SPRINTS & SPECIAL PROJECTS:

Starting @ £4,800/\$5,760

INTRO CALL

PROPOSAL

ENGAGEMENT (4+ WEEKS)

\*Adjusted rates possible for non-profits, historically marginalized communities, and engagements with significant volume.

# ADDITIONAL PRICING & PROCESSES

Please do not hesitate to reach out with special requests.  
Together, we'll look at what's possible.

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TEAM

# LEADERSHIP



Meet our Founder & Managing Director, Laurie Felker Jones, M.Sc.

Laurie is an impact-driven innovator who specialises in hybrid ventures, alternative financing, and cross-sector ecosystem-building. Committed to inclusive design, Laurie regularly collaborates with funders, founders, and institutions to drive global impact through innovation and aligned capital structures.

Laurie currently works with a portfolio of clients including as an Entrepreneur In Residence for Techstars in their "Equitech" portfolio based in Baltimore, Maryland, the Washington D.C. portfolio funded by JPMorgan, and Abu Dhabi portfolio funded by Hub71. Along with Aunnie Patton Power and the innovation team at Village Capital, she co-developed "Capital Explorer" a diagnostic tool for founders to discover which of up to 16 different financing instruments might be right for their models. Other notable engagements include working with Cura Health Fund, Conscious Venture Lab, and the 100x Impact Accelerator.

Before transitioning to impact finance, Laurie led startups focusing on tech for good across diverse sectors such as consumer, hardware, healthtech, maritime, marketplaces, robotics, software, and social ventures. Laurie started her career as a political organizer, campaigner and fundraiser for Annie's List, Gloria Steinem's PAC, MoveOn.org, NARAL Pro-Choice Texas, and Planned Parenthood. Her work electing 40+ women in Texas and advancing historically excluded founders and use cases in the startup ecosystem has been recognized through two government appointments, and by SXSW, The Chicago Tribune, IDEO.org, and others.

Laurie holds a Masters Social Business and Entrepreneurship from the London School of Economics and a Bachelor's degree in Government and Gender Studies from the University of Texas at Austin. She is also a graduate of the Oxford Impact Finance Innovations Programme at the Saïd Business School. As a global citizen and former live-aboard sailor, she splits her time between Baltimore, Austin, and London, where she nurtures her garden and shares a home with her husband, two young children, and beloved pets.



# TRUSTED COLLABORATORS

To fulfill upon the needs of a variety of interested parties and special projects, we recommend and collaborate with the following practitioners who are each leading in their areas of expertise.



Morgan Duffy-Granville

Venture Building,  
Strategic Operations:  
People, Planning, & Programs



Christen Brandt

Venture Building:  
Organizational Design  
& Impact Measurement



Esme Verity

Capital Strategies:  
Alternative Finance &  
Iternative Funding School



Elsa Mikaelian

Capital Strategies - UK Legal Team:  
Legal Support to Charities, Impact  
Founders & Impact Funders



Ada Ryland

Venture & Market Building:  
Community of Practice;  
training for ESOs, long-  
game founders



Elisa Sepulveda

Venture Building:  
Venture Investing &  
Go-To-Market Strategies



Michael Vice

Capital Strategies:  
Impact Finance &  
Fund Creation



Chintan Panchal

Capital Strategies - US Legal Team:  
Impact Finance Structures, Fund  
Formation & Term Sheets





# PORTFOLIO OVERVIEW

# MARKET BUILDING



CATEGORY BUILDING  
& GO-TO-MARKET

Purposefully defining your own category is a proven way to get out of the comparison game and start owning a new conversation. With a North Star of systems change, we provide targeted, practical, engaging next steps that bridge the gap from the world as it is and one that could be.



ECOSYSTEM  
& FIELD BUILDING

We have worked across sectors and with partners to design and execute ecosystem, community and field-building efforts, and for-profit engagement strategies. This includes building a 700+ member community of Female Founders (acq. 2023), 1400+ person “Equitech” community at SXSW, and numerous human-centered sales funnels and funding strategies that have resulted in \$40mm in capital allocated.



STRATEGIC  
COMMUNICATIONS

We have also worked 1:1 to help leaders and organizations craft compelling calls to action including campaigns, fundraising and media pitches, editorial calendars, engagement ladders, and prepare for high stakes events.



BROADCAST &  
EARNED MEDIA

Laurie is also well known as a compelling, strategic, empathetic and entertaining speaker, and thought-leader. She has successfully secured \$1mm+ in earned media in TV, print, and digital in 50+ outlets including English and Spanish-language media.



# VENTURE BUILDING



ELECTIONS =  
“P<>M FIT”

Laurie’s 40+ election wins -- and a few losses -- provided a rapid feedback-loop for user-centered value props, rapid scaling with scarce and time-bound resources, raising and managing a multi-million-dollar fund, and converting all of our “customers” on a very specific day: Election Day!



FOUNDER  
EXPERIENCE

This experience served her as a founder of JuiceBox Hero, a discovery engine and marketplace in the \$77b US care economy. Her startup was recognized by SXSW, The Chicago Tribune, and IDEO.org’s caregiving challenge.



STARTUP  
EXPERIENCE

She has also served as a full-time and fractional internal operator to consumer, robotics, and maritime startups that have gone on to raise \$70mm.



ESOS &  
ACCELERATORS

She partners with Funds, ESOs, and accelerators to design programs and advise portfolios of founders across their ventures: identifying data-driven KPIs, customer discovery, LEAN principles, business modeling, product, operations, marketing, people ops, etc. She has also earned the trust of many leaders as an authentic, clarifying, challenging and empowering “founder whisperer”.



- DILIGENT ROBOTICS  
HEAD OF PEOPLE & OPERATIONS
- FATHOM5  
INTERIM CHIEF OF STAFF



# CAPITAL STRATEGIES



Based upon experience as a mission-driven founder, funder, and advanced studies at LSE and Oxford Laurie regularly advises on innovative, impact-linked capital structuring and fundraising strategies across venture models, assets classes, and financing vehicles. This includes 1:1 sessions with founders and funders, and group trainings with programs including Considered Capital, Techstars, University Arts London, and Village Capital.



Special projects she's engaged on include assisting a GP to raise a \$27mm impact venture fund and partnering with Aunnie Patton Power and Village Capital to develop "Capital Explorer", an alternative financing algorithm and software integration backed by Wells Fargo. Capital Explorer helps founders determine which of 16+ financing instruments might be right for them.



**Laura Johnson**

Medtech and digital startup mentor | advisor | product strategist | san...

Thanks @Lauriefelkerjones and the team for a great session.  
Financing is becoming intriguing instead of intimidating!





# TESTIMONIALS

# MARKET & CAPITAL PARTNERS



*“Let me be straight up! Laurie is the real deal! She is strong leadership, energetic, she is a difference-maker, problem solver and she’s a team/community builder. She is a person that should undoubtedly have a seat at the table. If you are looking for this kind of talent, this is as silver platter as it gets!!!” - Preston James, CEO/Co-Founder DivInc, former Dell Executive*



*“We've had such fab feedback from yesterday's [alternative finance] session. An overwhelming success, I would say. I definitely think we should do it again.” - Esme Verity, Considered Capital*



*“The 2024 Equitech breakfast was the best programmatic investment that I’ve made! It was the perfect opportunity for like-minded people throughout the startup ecosystem to make connections. This event has led to various follow-up meetings and partnership opportunities. The Equitech breakfast was definitely a top highlight of my time in Austin and I hope to be able to participate again next year!” - Cynthia Overton, Director of Tech Workplace Initiatives, Kapor Center*

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# VENTURE



*"Laurie's extensive business strategy and market analysis skills combined with strong operational chops related to product development and leading technical teams is a powerful combination. You won't find many leaders with the diversity of demonstrated leadership skills like Laurie's and you certainly won't find hardly any that are as focused and driven." - Gordon Daughtery, Best-selling author, seasoned business executive, entrepreneur, startup advisor and investor*



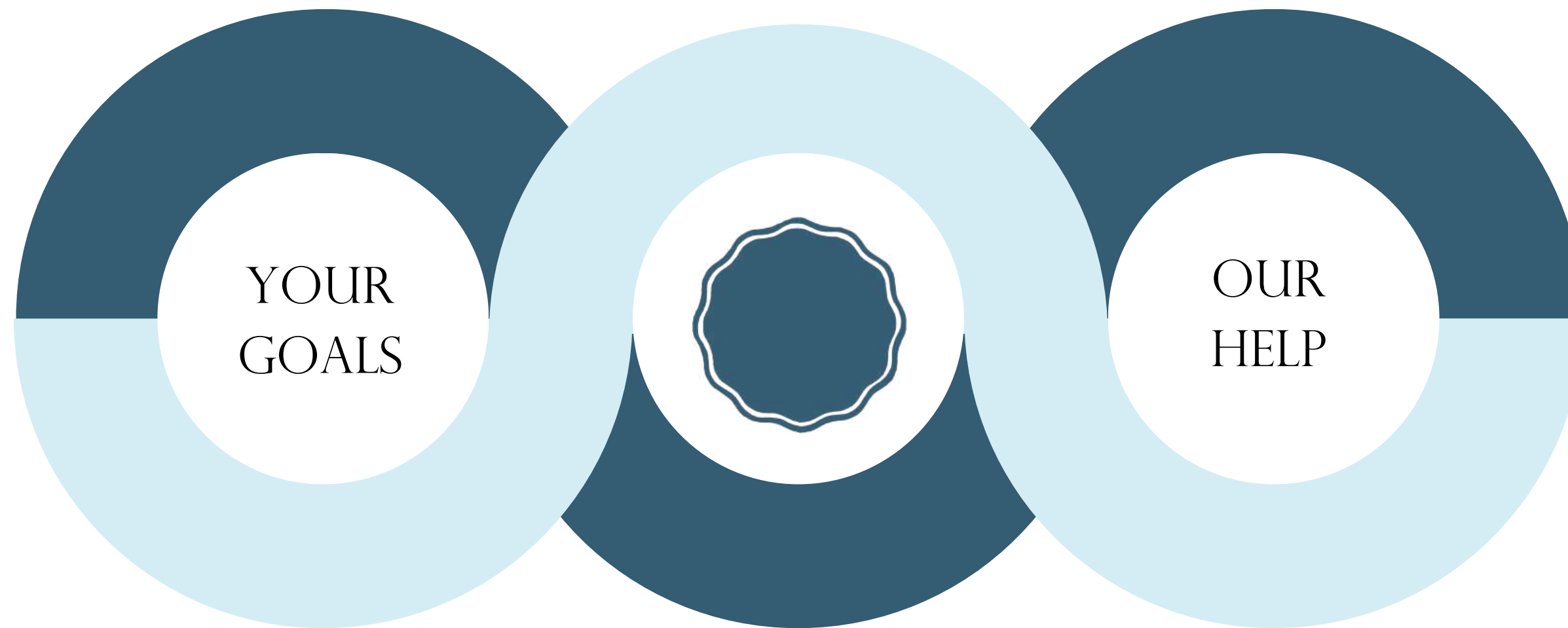
*"As the founder of a social enterprise, finding values-aligned capital can be difficult and [you] make it easier." - Meshia Rudd-Ridge, CEO and Co-Founder, Kinkofa*



*"It's amazing how much valuable, ACTIONABLE advice Laurie can distill into one hour. Based on her experience and her overall understanding of the market, she helped me better get into the minds of my prospects to ensure that I was speaking their language and delivering the appropriate value prop. Not only was the guidance that Laurie gave good for my bottom line, but she also reminded me that it was 100% OK to be my authentic self. And that is why Laurie is special, she clearly, honestly tells you where she sees potential pitfalls and points you down a path that feels true to your business and yourself." - Ashley Connell, CEO & Founder, Prowess Project*

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# LET'S CONNECT.




Thank you for considering the possibility of partnering.  
We look forward to learning more about your opportunity.





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