



Media Contact: Gabriella Verdugo
Rachel Kay Public Relations
(929) 226-7089
gabriella@rkpr.net

FOR IMMEDIATE RELEASE

Brandjectory, Virtual Platform That Helps Guide and Connect Early-Stage CPG Companies and Investors, Expands and Improves Capabilities with Key Developments

High-Profile Users Endorse Specialized Community-Based Platform as New Features Roll Out

Battle Creek, Mich. (Jan. 26, 2021) –[Brandjectory](#), launched by industry veterans at [JPG Resources](#), [The Movitz Group](#) and [The Litchfield Fund](#), prepares and educates emerging CPG brands that are entering their first capital raise process and connects them with accredited early stage angel investors to build relationships before, during and after the raise. Since its introduction, the platform has undergone major updates, expanding capabilities for its subscribers and has been endorsed by numerous key natural products industry players.

Listening to feedback from its community, the Brandjectory team made direct improvements to build on its vision to make Brandjectory one of the most powerful tools available in the industry. The platform’s functionality now makes it even easier for brands to learn and prepare for a raise, as well as to signal relevant investors and connect. The website boasts a new look and feel, and more than 15 new features have been incorporated for the community’s more than 150 members. Key proof points that add to the quality of the experience include:

- Increased visibility of brands to investors on and off the platform
- Enhanced coaching resources for brands relevant to the raise process, including the most important information to provide to investors
- Additional notifications for brands letting them know when their profile, posts and documents are accessed by investors
- Improved search tools for investors
- Addition of a diverse set of educational content and programming

“The team at Brandjectory has been a true asset to us as we navigate the new waters of securing investment for our vitamin startup, Root'd,” said co-founder Adams Chimera. “The platform is intuitive, easy to use, and the webinars they put on have been a great way for us to meet investors, fellow founders, and potential advisors.”

Brandjectory has been endorsed by notable players in the industry, including [Bob Burke](#), [TIG Brands](#), and [Emerge LLC](#), and includes a roster of high-profile individuals and investors such as [2X Partners](#), [Boulder Food Group](#), [Powerplant Ventures](#), and more. Michael Stern, co-founder and operating partner at [Gather Ventures](#) and a Brandjectory member, vouches for the ease and benefits of the site. “This business is all about relationships,” said Stern. “Brandjectory has built a great platform for like-minded founders and investors to connect and partner with one another, which we at Gather Ventures have done in a short amount of time.”

The founders of Brandjectory are dialed into the industry and serve as authorities on topics related to early fundraising for CPG brands. The team has been invited to participate in virtual industry events and podcast episodes to speak about their expertise in fundraising and business, and has presented and shared insight in notable outlets, including [Naturally Chicago](#), [Promomash](#), [Food Biz Wiz](#), [TIG Talks](#) and more.

“During this time of virtual gatherings, Brandjectory has provided expertise to founders that is invaluable in alleviating the challenges investors and brands share in finding each other and communicating updates, particularly beyond traditional in-person meetings and trade shows,” said Tom Malengo, Brandjectory co-founder and chief business officer at The Litchfield Fund. “We are thankful and proud of the endorsements Brandjectory has received that underscore the necessity of the platform. We continue to listen to the needs of our community to help expand our reach and build relationships and connections with influential partners, brands and investors.”

To learn more about the Brandjectory community, please visit www.brandjectorynow.com.

About JPG Resources, LLC

Led by a team of natural CPG veterans, [JPG Resources](#) is a food & beverage innovation and commercialization group based in Battle Creek, Michigan, where it has established a track record of building ideas into thriving food businesses. With a team of more than 50 food business professionals, JPG provides food venture creation guidance through strategic innovation, product development, supply chain management, commercialization, and ongoing support services for the earliest startups to the most trusted global CPG brands. For additional information, please visit JPG Resources online at www.jpgresources.com.

About the Movitz Group

The Movitz Group is a mission-driven advisory supporting the transformation of the food system by helping conscious and innovative CPG brands raise capital and build revenue. The Movitz Group builds thoughtful and disciplined Go To Market strategies, best practice financial models, professional investor pitch presentations, and connections to its network of CPG-focused investors. The Movitz Group’s work is infused with thought leadership through the lens of the natural products industry, facts, and bold recommendations with conviction, inspiration and a touch of heart & soul. For more information, please visit www.movitzgroup.com.

About the Litchfield Fund

The Litchfield Fund is a family owned and managed office making investments and seeking unique partnerships in the Natural Products Industry. Co-Founders Susan Bryenton and Tom Malengo combine a wealth of business experience with their passion for the industry to create value for their partners. Find out more at www.litchfieldfund.com.

###
