

Norwest Venture Partners Messaging Framework

Who We Are

At Norwest Venture Partners, we work to empower great companies and great leaders as they journey towards growth, by offering empathy and support every step of the way.

Why We're Here

We're here to help exceptional entrepreneurs find and navigate their personal path to success, working side-by-side with them at every stage.

What We Offer

Our experienced investors, experts, and operators are together with you in the trenches as you work to grow both personally and professionally, providing a wealth of resources, guidance, strategy, and services to back you up along the way.

Whether it's talent and retention, marketing and sales, operations strategy, going to market, or shooting for the moon, we are always working with you, providing support when you need it – balanced with the trust and space to advance and succeed your way.

Market Needs / Trends

The modern investor landscape is a crowded space, leaving many companies wondering who will provide the right support for their unique needs.

Today's entrepreneurs are looking for an investment partner they can trust – someone who sees them for who they are and will work closely together with them, going beyond just short-term funding or intermittent involvement. They want:

- Committed investors who believe in their vision and who hold steadfast in that belief – no matter the ups and downs
- Personal, reliable guidance and resources that will continue throughout their journey – looking beyond just the hard numbers to see the people and potential
- Partners who will work side-by-side with them at every turn – collaborating, not taking over
- Ethical role models who will help them better lead their company

In short, they want to work with real people – and be treated like real people.

How We're Different

Every investment firm provides funds, connections, and some degree of guidance. What makes Norwest different is how we provide that support. Empathy, ethics, drive, trust, reliability, humanity – our unique way of operating comes down to what we call the 3 Cs:

- **Conviction** – At our core, we are true believers. We believe in you, your vision, and your ability to see it through. And this belief drives the support we provide – through thick and thin. You've got our full confidence, our complete understanding, and our relentless dedication to get you where you want to go.
- **Commitment** – Our support doesn't end with our initial backing. We're here for the long run, working together to navigate all the ins and outs of growth. Champion. Advocate. Cheerleader. Coach. Guide. Inspiration. Backup. Or just the kick in the pants you need. Our role may change throughout your journey – our commitment never will.
- **Collaboration** – We work alongside you, every day, every step of the way, to help you do the most with what you have to offer. Whatever you need, we're right there to provide it – and that includes the trust and space to let you take the reins. Growth can be challenging – you don't have to do it alone, though. We're part of your team – without taking over your team.

Business Impact

At Norwest, our experienced team has been where you are and has gone where you want to go. We've been founders, leaders, and operators just like you. We've seen it all, and we can see what's coming around the next corner, too. Providing game-changing resources, support, guidance, and hard work, we'll work together with you to plot the best path forward and take real steps towards the success you've been dreaming of.

We'll find the opportunities others miss. We'll team up to take on your toughest challenges. And we'll unlock your full potential as a business and a leader, so you're always ready for what's next.

However you define success – expanding operations, improving your offerings, reaching the next big stage, achieving your vision – together, we can maximize the value of your business and maximize your ability to move things forward.

Who We Serve

At Norwest Venture Partners, we empower top founders, entrepreneurs, and business leaders like you to build on all you've accomplished already – working together to bring your capabilities (and your victories) that much closer to your vision.

Having made it this far, we know you're smart, confident, hard-working, competitive, and committed. We're looking for something more – that deeper humanity that will come to define the way you grow and succeed.

For you, good business means more than just profit and revenue. It's about building something of lasting value, something that will make a real impact on the world. And it's about doing it the right way – doing right by your people and by your community.

Your vision is in reach – getting there takes more than just capital, though. It takes the right partner – a dedicated companion and collaborator – to work with you through all the tumult and transformation. You don't want an empty shirt at the table – you want someone who can match your needs, values, and enthusiasm – someone who will work as hard as you do to solve problems and drive value.

We approach investing differently here at Norwest – our support is ongoing, shaped to who you are, where you are, and what you need right now. Connections. Expertise. Resources. Trust. Encouragement. Collaboration. Our investment is more than financial – we'll always be there for you, time and time again, throughout your journey. Which often means you'll be back for your next journey as well – our portfolio companies often team up with us on future ventures, because they know the type of support we provide.

Why You Should Believe Us

- **We lead with collaboration, allowing you to be out in front.**

We know this is your company, your vision, your baby. And while we are always here to back you up, we also know the best growth happens when you lead the way. So collaboration comes first with us. We provide encouragement, connections, resources, and advice – in the end, though, it's your hand on the reins.

- **We're there with you every step of the way, navigating the ups and downs of growth.**

Building a business isn't easy – we know that firsthand. We understand what you're up against, and we'll be by your side throughout the process. Whatever challenges or setbacks you may face, we'll always have your back with support, understanding, and patience. And we'll right be there to celebrate your successes, too, both big and small.

- **We operate with conviction and a commitment to long-term partnership.**

We're true believers in the businesses we support. We get your vision, we know you can get there, and together, we'll work hard to make it possible. We pride ourselves on our empathy and ethics – that doesn't mean we don't live to win, though. We go way beyond just hitting the next milestone: We'll do what it takes, for as long as it takes, to empower you to achieve your greatest ambitions.

- **We inspire loyalty in our entrepreneurs – they choose us again and again.**

How do we know we are doing things the right way? Because businesses and business leaders keep coming back for more. It's not just about the successes and wins – it's how we get to them. What we do, we do with warmth, humility, authenticity, experience, and smarts. The journey isn't just better – it gets better results. So, why wouldn't you do it again?

- **Our track record speaks for itself.**

Since our inception, Norwest has invested in more than 600 companies across the consumer, enterprise, and healthcare industries, including successes like Plaid, FireEye, Gong, Vuori, Health Catalyst, and Spotify. In 2021 alone, we invested \$1.6 billion in over 100 new and follow-on rounds.

About Us

Norwest Venture Partners provides unparalleled support to the world's next top companies and leaders, throughout their journey of business and personal growth.

Growth is a quest, not a destination – your needs, opportunities, and challenges will never stop changing. Wherever you are in your journey, our seasoned team – from investors to founders to operators – has been there, can see where you're going, and knows how to get you there.

Building your brand. Building your skills. Optimizing operations. Going to market. With Norwest, you'll always have the reins, but we'll be backing you through every up and down – whether that's moral support, expert advice and guidance, or just the push you need to reach that next big milestone.

Since we started, we've empowered hundreds of companies like yours to succeed. So, we know a winner when we see it, and we are true believers in the businesses we back. We know your value, we understand your vision, and we'll work tirelessly by your side to reimagine and realize what's possible for you and your business.

Market-Ready Copy

25-Word Company Description

Norwest is a leading venture and growth equity investment firm that works side-by-side with the world's top entrepreneurs, empowering them throughout their personal journey of professional growth.

50-Word Company Description

Norwest is a leading venture and growth equity investment firm that works side-by-side with the world's top entrepreneurs, empowering them throughout their personal journey of professional growth.

From ops to talent to brand building to go-to-market, our experienced team provides the personalized guidance and resources business leaders need – every step of the way. Working together, we find the best path to achieving their vision, their way.

100-Word Company Description

Norwest is a leading venture and growth equity investment firm that works side-by-side with the world's top entrepreneurs, empowering them throughout their personal journey of professional growth.

From ops to talent to brand building to go-to-market, our experienced team of founders, investors, and operators provides exactly the guidance and resources business leaders need – every step of the way.

Managing more than \$12.5 billion, with investments in over 600 companies, Norwest is committed to our partners through every up and down. We are true believers in your vision, and together, we work to realize your goals your way.

Company Boilerplate

Norwest is a leading venture and growth equity investment firm that works side-by-side with the world's top entrepreneurs, empowering them throughout their personal journey of professional growth. Managing more than \$12.5 billion in capital, we have invested in over 600 early-to-late-stage companies, with more than 200 currently active. Focused primarily on consumer, enterprise, and healthcare, we provide businesses with the specialized resources, expertise, guidance, and connections to achieve their vision. Norwest has offices in Palo Alto and San Francisco, with subsidiaries in India and Israel. To learn more, visit nvp.com or follow us on Twitter [@NorwestVP](https://twitter.com/NorwestVP).