

CASE STUDY

Mayfield Ranch Communities

Architecting a High-Value Narrative Under Extreme Pressure

How Presentation Studio Engineered a Narrative to Unlock \$50-\$100M in Funding Under a 70-Hour Deadline

Client Profile

Mayfield Ranch Communities is a US-based developer building a billion-plus master-planned residential community in Idaho. Positioned to capture regional economic expansion and multiple revenue streams (residential sales, commercial leases, amenity revenues), the project required an investor narrative that matched the scale and longevity of the plan and that could persuade institutional capital to commit at scale.



The Challenge

The leadership team faced a binary outcome: secure **\$50-\$100M** in initial equity or delay the project. With investors arriving in less than three days, we were asked to design a world-class investor presentation under a non-negotiable **70-hour deadline**. The material they had was fragmented, text-heavy, and buried the financial case - any failure to surface a single, compelling investment thesis would threaten the launch timetable.

Our Solution

We executed a compressed, surgical engagement guided by our **Strategy Before Style** method:

Rapid Diagnostic (hours 0–12): We pressure-tested the 25-year development plan, isolating the highest-impact revenue streams and investment risks.

Narrative Blueprint (hours 12–30): We distilled the argument into three pillars - market demand, diversified cash flows, and project legacy - and wrote a single-line investment thesis that aligned the deck.

Visual Engineering (hours 30–60): We translated the blueprint into a sequence of slides that foregrounded projected returns, mitigants, and the ask; complex financials were simplified into one-look visuals and a clear takeaway on every slide.

Client Collaboration & Rehearsal (hours 60–70): We iterated live with the executive team to refine tone and Q&A readiness, ensuring the presentation performed under scrutiny.

This sequence enabled us to deliver a precision-engineered investor asset within the **70-hour window** - speed without strategic compromise.

Outcome

Result at a glance: Delivered a precision-engineered investor narrative in under 70 hours that secured immediate investor engagement and unlocked a \$50–\$100M equity mandate.

Beyond the headline result, the deck became a reusable strategic asset for ongoing fundraising and stakeholder communications. The client re-engaged Presentation Studio for subsequent phases, confirming the lasting value and operational reliability of our methodology.



Presentation Studio is a rare gem - a team of true strategic partners. They are not just talented professionals; they are flexible, reliable, and deliver results. The masterpiece asset they engineered for us exceeded every expectation. Their process is so effective that we are already planning our next project with them. I cannot recommend them highly enough.

Jeffrey J. Holt

Owner - Developer, Mayfield Ranch Communities

Services Rendered

- Strategic Narrative Architecture
- Investor Presentation Engineering
- Complex Data Visualization