

# Fundraising in Uncertain Times



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**

*Innovation Centre Denmark Tel Aviv*



# A Global Crisis is Always Around the Corner



Global crises increase the risk of failure for early stage and later stage start-ups alike. Evidence from Israel shows that key to overcoming crises is internationalization, an expansionist commercial mind-set and a readiness to rethink and reposition yourself.

Our aim is to give start-ups new tools to be more resilient when crises hit and inspire them to apply Israeli start-up methodologies. This project is funded by THE DANISH INDUSTRY FOUNDATION.



# The Israeli Startup Ecosystem



**350+**

R&D Centers  
(multi-nationals)



**6,670+**

active companies



**340+**

VC Funds



**63**

Academic Institutions



**250+**

Accelerators &  
Incubators



**320k+**

Higher Education  
students



## On the menu

- ☐ **Understanding VC psychology**
- ☐ **Mapping the Right Investors**
- ☐ **Managing the Process to Build Trust**
- ☐ **Building the Ultimate Fundraising Deck to Pitch Virtually**



# Disclaimer!

No absolute truth.

Every rule - has an exception.





## Disclaimer #2

It's always uncertain times for VC investors





# Disclaimer #3

You must raise money



# Disclaimer #3

can

You ~~must~~ raise money

“Once you take VC money – their business model becomes yours”

- *Steve Blank*



# The Bad News

- Due diligence will be longer and more tedious.
- In the midst of the crisis, they will probably be reluctant to invest.
- Valuations will be lower. Expect a low(er)-ball offer.
- They will be conserving more capital for their existing portfolio companies (and attention).
- The VCs might not be able to raise an additional fund if the current one is close to ending (drying up their follow-on capabilities).
- Generally speaking, most VCs will move much slower.

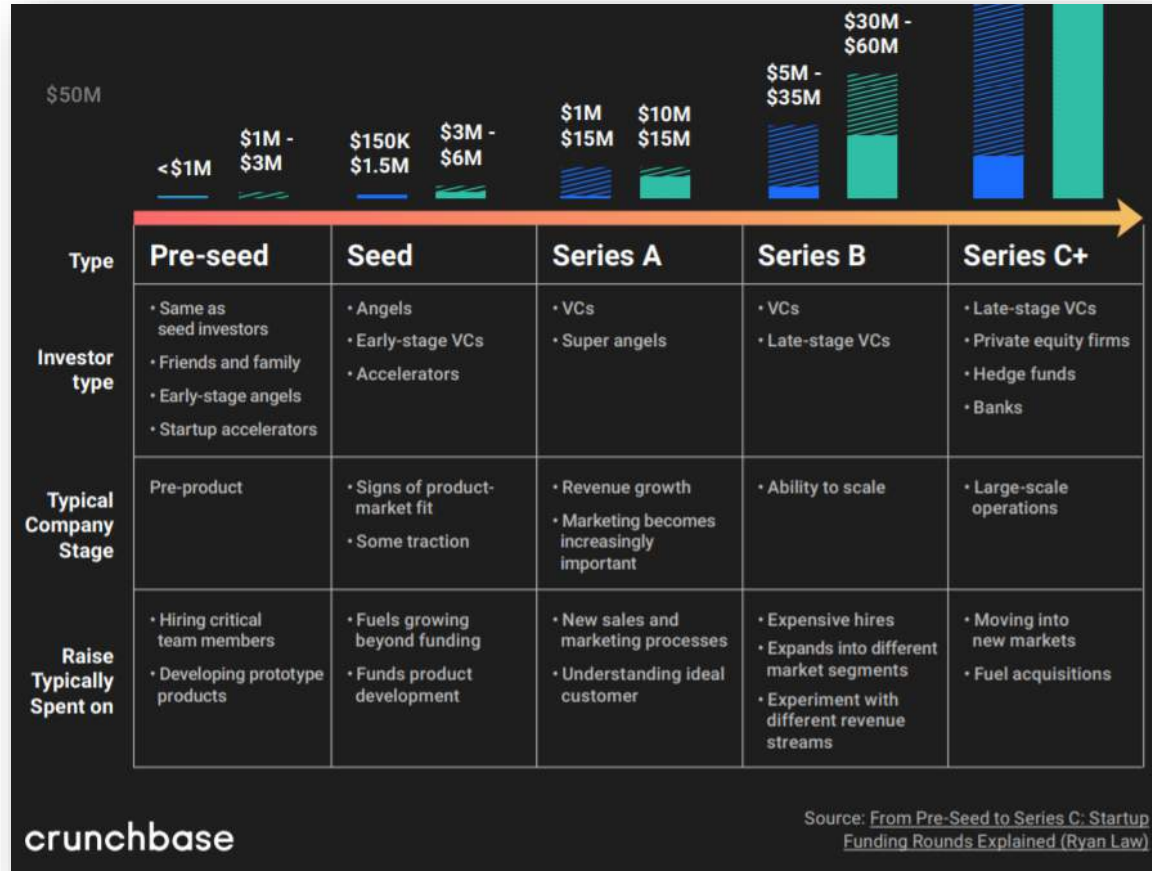


# The Good News:

- Every crisis since 2000 yielded new startups -> they know there's an opportunity.
- VCs don't really close... They have 10-year contracts.
- (Eventually) they will have to deploy the capital they raised. It's what they are paid to do.
- If you happen to be “growing” because of the crisis -> you are in a very strong place to raise.
- You can now fundraise from anywhere in the world.



# Sources of Capital & Funding - Startups

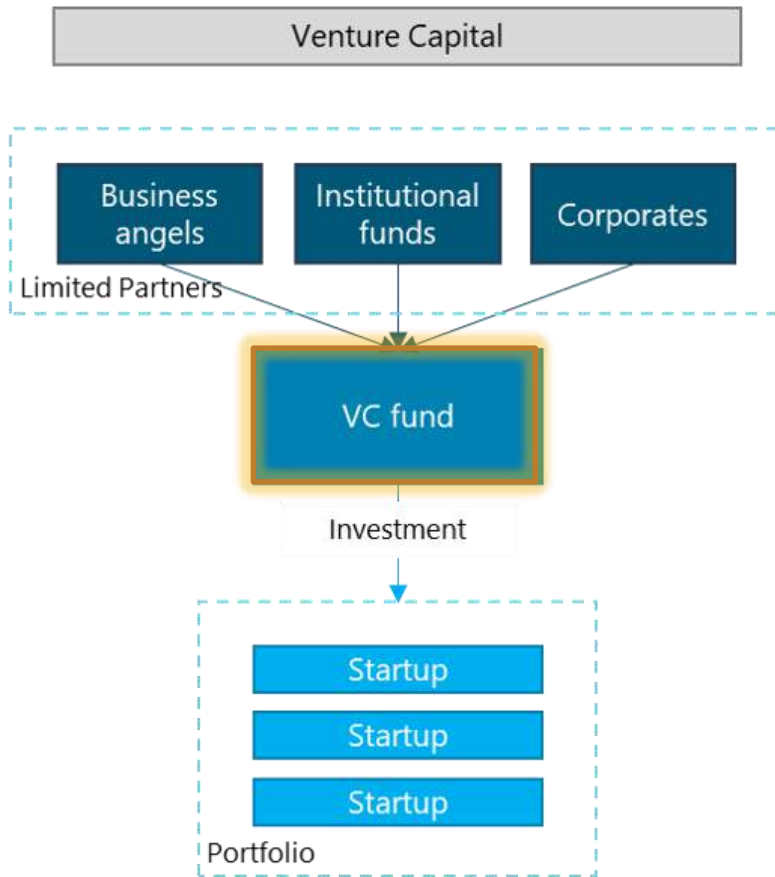






# How Investors Think?

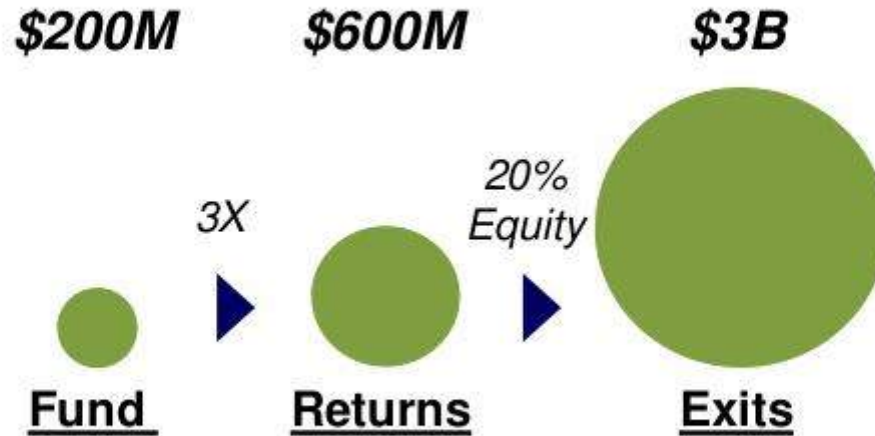




**Expected Returns:**  
**3X**



## How Do VCs Make Money?



*\* Few Investments per Partner*



## VC Economics Impacts ALL Investors



**Large Funds**

"I need  
**large exits**"

**Micro-Funds**

"Medium-size exits  
are unlikely...  
Need **large funds**  
to invest in my  
startups"

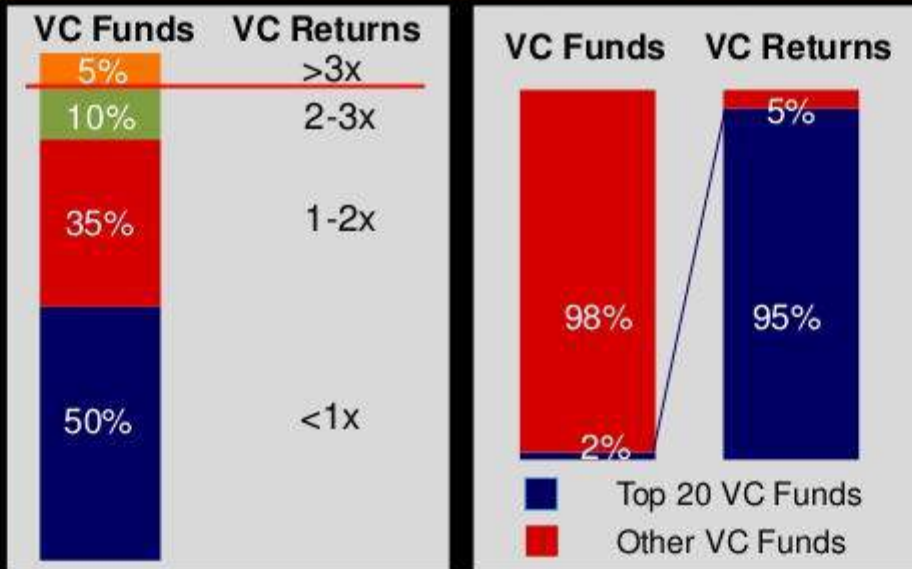
**Angel Investors**

"Small exits  
are unlikely...  
Need **micro-**  
**funds** to invest in  
my startups"



# In reality...

## Do VCs Meet Investor Expectations?





# In reality...



## US Venture Capital Index and Selected Benchmark Statistics

Data as of  
June 30, 2018

US Venture Capital: Total Value to Paid In Capital Multiple (TVPI)  
Net to Limited Partners

| Vintage Year | Pooled Return | Arithmetic Mean | Median | Upper Quartile | Lower Quartile | Number of Funds |
|--------------|---------------|-----------------|--------|----------------|----------------|-----------------|
| 1988         | 2.46          | 2.13            | 2.08   | 2.52           | 1.49           | 26              |
| 1989         | 2.59          | 2.44            | 2.09   | 2.99           | 1.52           | 37              |
| 1990         | 3.15          | 2.72            | 2.44   | 2.80           | 1.60           | 17              |
| 1991         | 3.17          | 3.19            | 2.36   | 3.52           | 1.62           | 17              |
| 1992         | 3.07          | 3.43            | 2.18   | 2.88           | 1.52           | 21              |
| 1993         | 4.13          | 3.57            | 2.30   | 3.53           | 1.57           | 36              |
| 1994         | 5.41          | 3.81            | 2.12   | 4.57           | 1.33           | 41              |
| 1995         | 6.07          | 5.18            | 2.68   | 4.33           | 1.87           | 35              |
| 1996         | 4.97          | 4.53            | 2.19   | 4.57           | 1.33           | 40              |
| 1997         | 3.12          | 2.59            | 1.41   | 2.53           | 0.92           | 70              |
| 1998         | 1.50          | 1.59            | 0.98   | 1.58           | 0.62           | 81              |
| 1999         | 0.95          | 0.92            | 0.80   | 1.24           | 0.40           | 110             |
| 2000         | 1.06          | 1.03            | 0.92   | 1.42           | 0.61           | 153             |
| 2001         | 1.23          | 1.34            | 1.15   | 1.63           | 0.79           | 54              |
| 2002         | 0.97          | 1.15            | 0.94   | 1.42           | 0.73           | 33              |
| 2003         | 1.77          | 1.45            | 1.14   | 1.81           | 0.67           | 38              |
| 2004         | 1.70          | 1.70            | 1.22   | 1.79           | 0.81           | 67              |
| 2005         | 1.61          | 1.57            | 1.36   | 1.86           | 0.92           | 64              |
| 2006         | 1.72          | 1.58            | 1.58   | 1.99           | 0.80           | 80              |
| 2007         | 2.15          | 2.24            | 1.88   | 2.61           | 1.33           | 68              |
| 2008         | 1.71          | 1.68            | 1.38   | 2.08           | 1.07           | 66              |
| 2009         | 1.99          | 1.86            | 1.73   | 2.15           | 1.37           | 23              |
| 2010         | 3.03          | 2.56            | 1.86   | 2.76           | 1.38           | 50              |
| 2011         | 2.05          | 1.78            | 1.61   | 2.21           | 1.08           | 45              |
| 2012         | 1.86          | 1.72            | 1.49   | 1.96           | 1.25           | 56              |
| 2013         | 1.64          | 1.58            | 1.44   | 1.75           | 1.21           | 58              |
| 2014         | 1.39          | 1.35            | 1.27   | 1.46           | 1.11           | 81              |
| 2015         | 1.28          | 1.23            | 1.19   | 1.37           | 1.05           | 61              |
| 2016         | 1.12          | 1.10            | 1.02   | 1.18           | 0.96           | 68              |

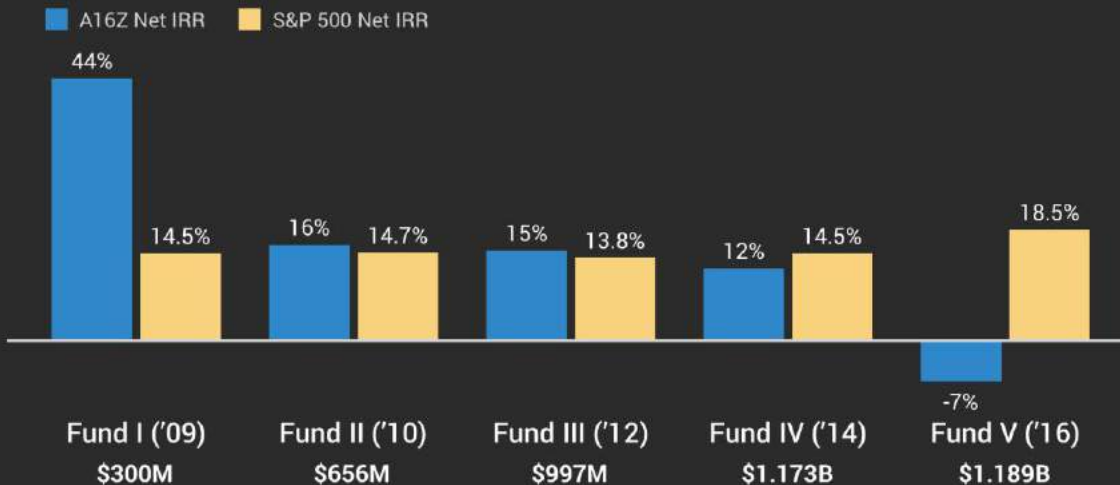
Notes: Based on data compiled from 1,596 US venture capital funds, including fully liquidated partnerships, formed between 1988 and 2016. Internal rates of return are net of fees, expenses and carried interest. CA research shows that most funds take at least six years to settle into their final quartile ranking, and previous to this settling they typically rank in 2-3 other quartiles; therefore fund or benchmark performance metrics from more recent vintage years may be less meaningful. Benchmarks with "—" have an insufficient number of funds in the vintage year sample to produce a meaningful return.



# In reality...

## Net IRR Of Andreessen Horowitz's First Five Flagship Funds Against The S&P's Net IRR

Source: A16Z's Net IRR information was provided by a source to The Information. S&P 500 Net IRR and other performance data was calculated by Cambridge Associates and are current through September 30, 2018.



crunchbase news



# How Do Most Of The Best VCs Reach 3x?

Imagine your fund made 30 investments....



**Option A**



*Returns = \$600M*

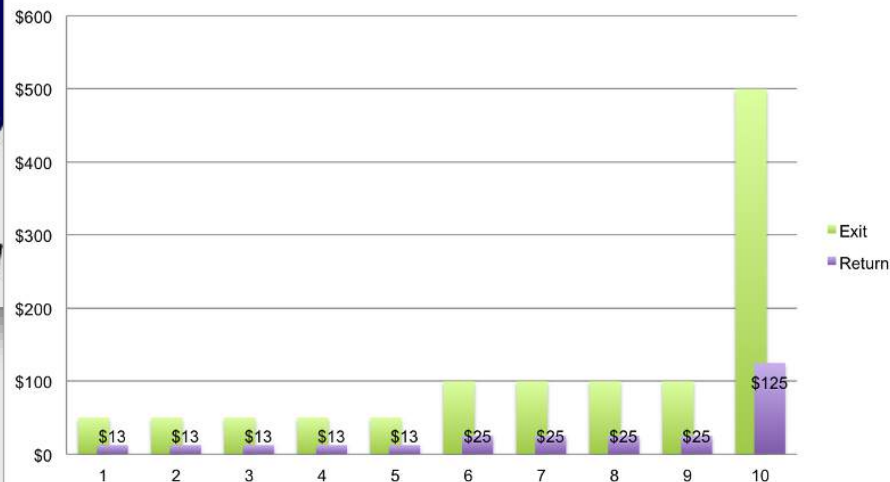


**Option B**



*Returns = \$600M*

**5 Sell at \$50M, 4 at \$100M and 1 at \$500M**





They're asking themselves:

“Are you it?”





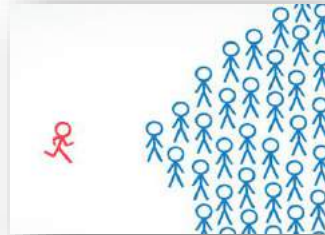
# The Three Forces



**Desire** to bet on the **right** horse (10X)

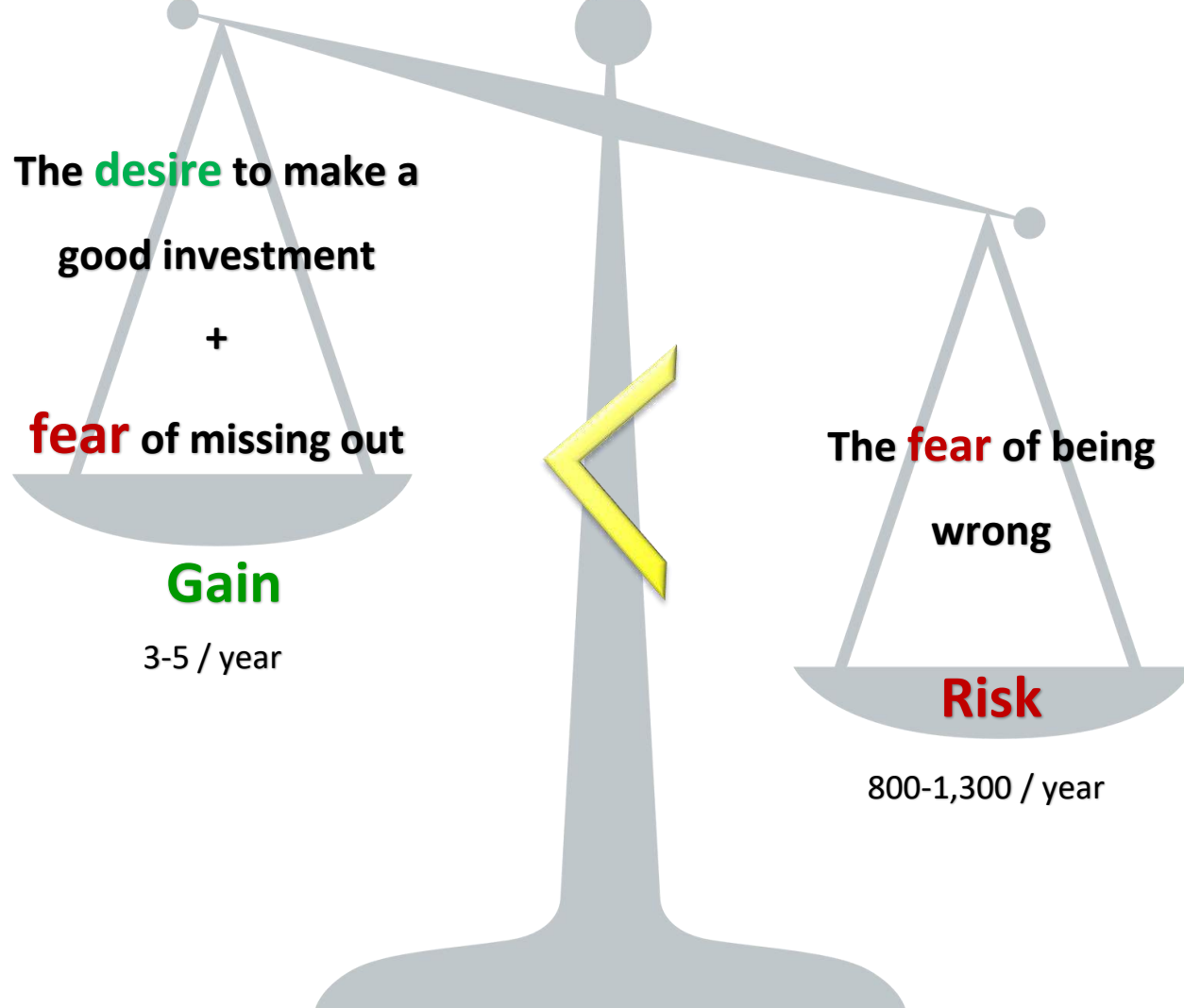


**Fear** of betting on the **wrong** horse



**FOMO** – **missing out** the winning horse







# The Three Forces



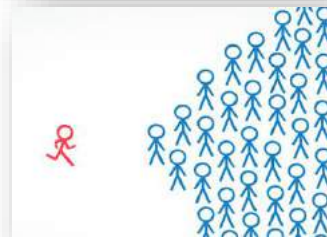
**Gain** – Betting on the right horse (10X)

Prove that you have a huge potential



**Fear of Loss** – betting on the wrong horse

Convince the VC you are low risk



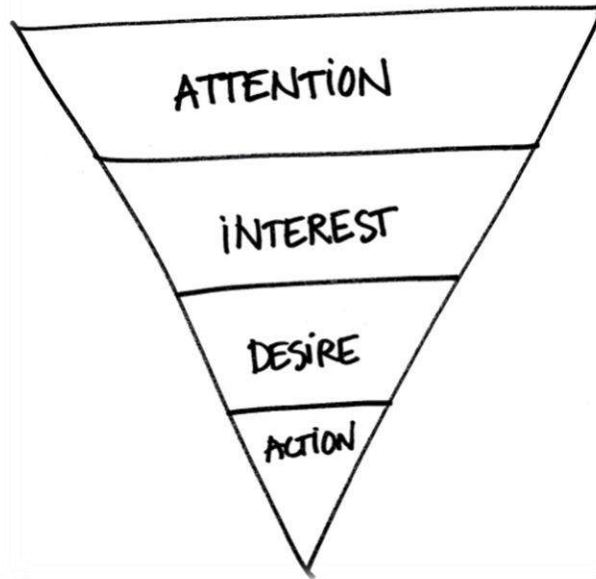
**FOMO** – missing out the winning horse

Show the VC that others are very interested



# Creating FOMO...?

It's all about perceived momentum





- ❑ Clear validated need
- ❑ Hot & growing market – hungry for a solution

**Huge potential**

- ❑ Unique value proposition & secret sauce
- ❑ Clear business model
- ❑ Effective distribution / Go-To-Market
- ❑ Traction
- ❑ Team, team, team

**+**

**Low risk**

**+**

**= Investor Interest**

**FOMO**



# Looking for a combination of...

**TEAM**

**MOMENTUM**

**MARKET**





# Things to prove:

- **Size**
- **Growth**
- **Timing**
- **Competition**
- **Distribution**



**MARKET**



# Things to prove:



**MOMENTUM**

- **Users/Customers**
- **Partners**
- **Hires**
- **Investments**



# Things to prove:

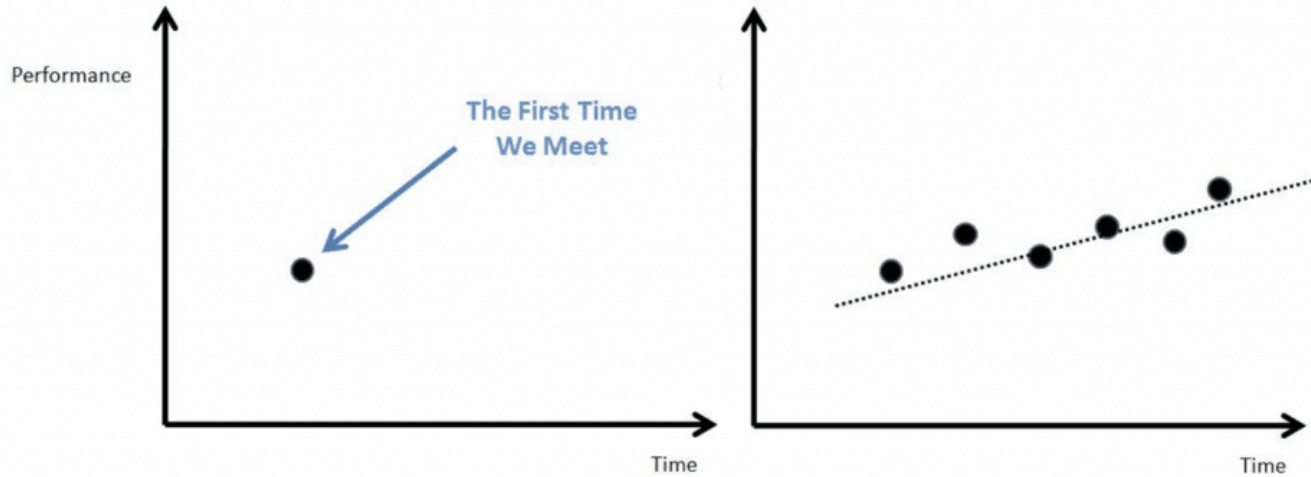
**TEAM**

- Relationship background
- Grit & execution
- Track record
- Aspirations
- 7-10 years?





## Invest in Lines, Not Dots



From Mark Suster (BothSidesOfTheTable.com)

“Traction really is about building a relationship with a VC over time and showing them that you can move the ball forward.”

*Mark Suster, Upfront Ventures*



# Fundraising abroad...?





# Notes

- 99.5% = “no”.
- Research before = time saved.
- It’s all about relationships.
- A very shi\*\*y process.



# The Process

How to build relationships with VCs



# What do you need?

1. **CRM:** Build a Fundraising CRM & Investors Funnel (50-100).
2. **Due Diligence (DD):** Research & qualify your list.
3. **Deal Room:** Materials & Documents (Deck, Blurb, One Pager, Financials).
4. **Outreach:** Map your 'introducers'.
5. **Engage.**





# CRM: Mapping the Right Investors



CRM

DD

Deal Room

Outreach

Engage



# 1. Sourcing



# Investors CRM

| Competitors Venture Studios Programs |                     |   |       |                                 |                          |                                  |                                  |                                  |                                  |                      | SHARE | BLOCKS |
|--------------------------------------|---------------------|---|-------|---------------------------------|--------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------|-------|--------|
| Grid view                            | 1 hidden field      | Filter  | Group | Sort                            | Color                    |                                  |                                  |                                  |                                  |                      |       |        |
|                                      | Name                | Website   | Year  | Founder                         | Country / State          | Model - What are th...           | How do they 'sell the...         | Top graduating start...          | Portfolio/Community              | Key Partners?        |       | App    |
| 1                                    | Expa                | <a href="https://www.expa.com/">https://www.expa.com/</a>                 | 2013  | Garett Camp (Uber co-foun...    | San Fran, NY, LA, Van... | global network/founding b...     | Major advantage b/c of CE...     | Aero, Current, KIT, Operato...   | 12 launches, 300 people int...   | SV Angel Sherpa Ca   |       |        |
| 2                                    | Rocket Internet     | <a href="https://www.rocket-interne...">https://www.rocket-interne...</a> | 2007  | Oliver Samwer                   | Berlin                   | focus on internet and tech...    | "We enable entrepreneursh...     | Dafiti (largest commerce La...   | over 200 companies on 6 c...     | Kinnevik Access Ind  |       |        |
| 3                                    | Betaworks           | <a href="https://betaworks.com/">https://betaworks.com/</a>               | 2007  | John Borthwick (former SV...    | NYC                      | focus on "conversational in...   | "experiment early and oft...     | Giphy, Dots, bitly, Chartbeat    | Tumblr, kickstarter, giphy, T... | Bonnier Ventures N   |       |        |
| 4                                    | 19 Venture Studio   | <a href="https://www.venture.do/">https://www.venture.do/</a>             | 2019  | Jorge Vargas and Joel Mon...    | Dominican Republic       | focus on "cashflow driven ...    | "provide capital and mento...    | Finext, Printhouse, Jompea...    | 7 successful launches, 2 em...   | Union Square Ven...  |       |        |
| 5                                    | Tangelo             | <a href="https://tangelo.co/venture...">https://tangelo.co/venture...</a> | 2007  | Antonio Altamirano and Le...    | Palo Alto, CA            | focus on small-mid sized c...    | "supply you with the holisti...  |                                  | 200 digital projects driving ... | Intel Google Acc     |       |        |
| 6                                    | Human Ventures      | <a href="https://humanventures.co/">https://humanventures.co/</a>         | 2015  | Heather Hartnett, Joe Marc...   | NYC                      | focus is on early team dyna...   | "we believe finding the nex...   | Giriboss, Clark, Token, Pictu... | 15 successful launches, net...   | Debut Fund           |       |        |
| 7                                    | Blenheim Chalcot    | <a href="https://www.blenheimchals...">https://www.blenheimchals...</a>   | 1998  | Charles Mindenhall, Manoj ...   | London, NYC, Hong ...    | focus on high growth, pote...    | "We trust people, share our...   | ClearScore, CodeKingdoms...      | 40 launches, company sale...     | Investcorp QED inv   |       |        |
| 8                                    | Enhance             | <a href="https://www.enhance.online/">https://www.enhance.online/</a>     | 2015  | Alper Celen, Ritesh Tilani      | Dubai                    | Focus on human capital, de...    | "We Live to 'Enhance' Every...   | Joi (1st venture, online gift... | Joi, the INK company             | Hala Ventures        |       |        |
| 9                                    | High Alpha          | <a href="https://highalpha.com/vent...">https://highalpha.com/vent...</a> | 2015  | Eric Tobias, Kristian Andersen  | Indiana, US (Midwest)    | focus on enterprise/finance...   | "Moving Faster and Going ...     | metaCX, Base, Zylo, Pattern...   | 16 launches, Octiv, Visible, ... | Emergence Capital    |       |        |
| 10                                   | Geeks in the Woods  | <a href="https://geeksinthewoods.c...">https://geeksinthewoods.c...</a>   | 2017  | Lucas and Lee Brown (ex fo...   | Valdez, Alaska           | focus on software startups ...   | "startup factory" in the wo...   | none yet, strong network         | Legalverse                       | ex network of Turn   |       |        |
| 11                                   | Tribal Scale        | <a href="https://www.tribalscale.co...">https://www.tribalscale.co...</a> | 2015  | Sheetal Jaitly                  | Toronto, Canada          | focus on "helping enterpris...   | corporate responsibility- d...   | Troupe, Senso, Every             | Mesh, Troupe, Senso, Winst...    | Synervoz Commu...    |       |        |
| 12                                   | R/GA Ventures       | <a href="https://ventures.rga.com/">https://ventures.rga.com/</a>         | 2013  | Nick Coronges, Stephen Pl...    | HQ NYC, Studios - C...   | focus Studios around strate...   | "We've developed a bias to...    | ScreenCloud, Keemotion, K...     | 112 companies, Agent, Ca...      | Snapchat Verizon     |       |        |
| 13                                   | Prehype             | <a href="https://prehype.com/">https://prehype.com/</a>                   | 2010  | Henrik Werdelin                 | NY, SanFran, London...   | Core activities - teaching at... | diverse activities/simple we...  | Part Pic (sq. by Amazon), M...   | 27 companies (AmberJack, ...     | Citi Intel Dow Jo    |       |        |
| 14                                   | Atomic              | <a href="https://www.atomicvc/">https://www.atomicvc/</a>                 | 2012  | Jack Abraham (eBay)             | San Francisco            | focus on markets with larg...    | "Silicon Valley's Pixar", bui... | hims, TalkIQ, bungalow, Ze...    | 24 launches - homebound, ...     | Peter Thiel Marc An  |       |        |
| 15                                   | Forward Partners    | <a href="https://forwardpartners.com/">https://forwardpartners.com/</a>   | 2012  | Nic Brisbane                    | London                   | early stage VC focused on ...    | "Moving founders forward"...     | Hailo, Zopa, Unbound, Mak...     | Hubbub, Big Health, lostmy...    | BlackRock            |       |        |
| 16                                   | Zinc.VC             | <a href="https://www.zincvc/">https://www.zincvc/</a>                     | 2017  | Ella Goldner, Paul Kirby, Sa... | London                   | 9 month, full time venture ...   | "helps build new companie...     | trapeze, BetterSpace             | 18 investments, 8 launches...    | Atomico LocalGlob    |       |        |
| 17                                   | Pioneer Square Labs | <a href="https://www.psl.com/">https://www.psl.com/</a>                   | 2015  | Ben Gilbert, Geoff Entress      | Seattle                  | tests customer demand, te...     | "We are your dream swiss...      | Boundless, JetClosing, Gem...    | 16 launches, 18 investment...    | More than 25 inve... |       |        |
| 18                                   | adVentures          | <a href="https://www.adventures-sl...">https://www.adventures-sl...</a>   | 2010  | Antoine Duboscq                 | France (EU)              | focus on tech (digital, AI, g... | "we breed innovative startu...   | Wimi                             | Eloquens, Wimi, GEG Tech, ...    |                      |       |        |
| 19                                   | Atlanta Ventures    | <a href="https://www.atlantaventure...">https://www.atlantaventure...</a> | 2012  | David Cummings                  | Atlanta, USA             | focus on partnership w Atla...   | "We want to help you laun...     | Greenzie, Actively Learn, Ca...  | 16 companies - SingleOps...      | Atlanta Tech Village |       |        |
| 20                                   | Stipple Ventures    | <a href="https://stipple.vc/">https://stipple.vc/</a>                     | 2016  | Khaled Hussein                  | San Francisco            | focus on FinTech marketpla...    | We create ventures that en...    | RedDoor, Whistle, Tilt, Muz...   | Interprime, Gravitational, E...  | 200 mentors 100 in   |       |        |



# Investors CRM

| Quedma Innovation - Investors in Israeli tec... <span>Redeem 30% discount</span> <span>HELP</span> <span>25</span>   |                             |   |                                   |                              |                                |          |               |            |  |                     |
|--|-----------------------------|---|-----------------------------------|------------------------------|--------------------------------|----------|---------------|------------|--|---------------------|
| All Investors <span>Add or import</span> <span>SHARE</span> <span>AUTOMATIONS</span> <span>AP</span>   |                             |   |                                   |                              |                                |          |               |            |  |                     |
| Quedma Innovation - Inves... <span>Hide fields</span> <span>Filter</span> <span>Grouped by 1 field</span> <span>Sorted by 2 fields</span> <span>Color</span> <span>Share view</span> |                             |   |                                   |                              |                                |          |               |            |  |                     |
| <input type="checkbox"/>   | Name                        | Type                                    | Description                       | Tags                         | Website                        | Found... | City          | Last up... | <input checked="" type="checkbox"/> Israel | In Israel sin...    |
|  |                             | TYPE: Foreign VC <span>Count: 63</span> |                                   |                              |                                |          |               |            |  |                     |
| 1  | Bessemer Venture Partners   | Foreign VC                              | Bessemer Venture Partners ...     | agtech software-applicat...  | http://www.bvp.com/israel      | 1911     | Herzliya      | 20/04/2020 | 2007                                       | Seed A B C Late S   |
| 2  | Norwest Venture Partners    | Foreign VC                              | Norwest Venture Partners l...     | sas enterprise-solutions     | http://www.nvp.com             | 1961     | Herzliya      | 23/02/2020 | 2009                                       | Seed A B C Late S   |
| 3  | Eight Roads Ventures        | Foreign VC                              | Eight Roads Ventures. form...     | consumers fintech ente       | https://eightroads.com/        | 1969     | Tel Aviv-Yafo | 18/02/2020 | 2018                                       | A B C Late Stage    |
| 4  | Sequoia Capital             | Foreign VC                              | Sequoia Capital is a ventur...    | data-management artificia    | http://www.sequoiacap.co...    | 1972     | Herzliya      | 09/03/2020 |  | Seed A B Late Stage |
| 5  | Battery Ventures            | Foreign VC                              | Battery Ventures is a techn...    | it mobile-services inter     | http://www.battery.com         | 1983     | Herzliya      | 13/02/2020 | 2006                                       | Seed A B C Late S   |
| 6  | Tel Aviv Venture Partners   | Foreign VC                              | Tel Aviv Venture Partners, dr...  | medical-technologies agtr    | https://TIVPartners.com        | 1985     | Tel Aviv-Yafo | 25/03/2019 | 2007                                       | Seed A              |
| 7  | Iris Capital                | Foreign VC                              | Iris Capital is a multi-corpor... | cyber-security software-ar   | http://www.iriscapital.com     | 1986     | Tel Aviv-Yafo | 04/09/2019 | 2016                                       | Seed A B C Late S   |
| 8  | OrbiMed                     | Foreign VC                              | OrbiMed is a dedicated he...      | digital-health-and-medici... | http://www.orbimed.com/        | 1989     | Herzliya      | 22/08/2019 | 2010                                       | Seed A B C Late S   |
| 9  | Benson Oak Ventures         | Foreign VC                              | Benson Oak Ventures is the...     | smb enterprise-solutions     | http://bensonoakventures...    | 1989     | Herzliya      | 23/04/2020 | 2018                                       | Seed A              |
| 10   | Blumberg Capital            | Foreign VC                              | Blumberg Capital is an earl...    | digital-media ecommerce      | http://blumbergcapital.com/    | 1991     | Tel Aviv-Yafo | 09/02/2020 | 2012                                       | Seed A              |
| 11   | Coral Group                 | Foreign VC                              | The Coral Group began as ...      | enterprise-solutions softw   | http://www.coralgrp.com        | 1992     | Herzliya      | 03/07/2019 | 2014                                       | A B C Late Stage    |
| 12   | Lightspeed Venture Partners | Foreign VC                              | Lightspeed Venture Partner...     | cryptocurrency cosmetics     | http://www.lsvp.com            | 1995     | Tel Aviv-Yafo | 15/04/2020 |  | Pre-Seed Seed A B   |
| 13   | Cedar Fund                  | Foreign VC                              | Cedar Fund is an internatio...    | big-data-analytics software  | http://www.cedarfund.com/      | 1997     | Herzliya      | 03/06/2019 | 1997                                       | Pre-Seed Seed A     |
| 14   | Mangrove Capital Partners   | Foreign VC                              | Mangrove Capital Partners ...     | marketplace automotive       | http://mangrovevc              | 2000     | Tel Aviv-Yafo | 26/02/2020 | 2007                                       | Seed A B            |
| 15   | Aster Capital               | Foreign VC                              | Aster is a venture capital co...  | industry-4.0 energy cyb      | http://aster.com/              | 2000     | Kadima Zoran  | 02/09/2019 | 2011                                       | A B C Late Stage    |
| 16   | Ibex Investors              | Foreign VC                              | Ibex Investors is a U.S.-bas...   | consumer-electronics adv     | https://www.ibexinvestors.c... | 2003     | Tel Aviv-Yafo | 30/04/2020 | 2012                                       | Seed A B C Late S   |
| 17   | Benhamou Global Ventures    | Foreign VC                              | Benhamou Global Ventures...       | smart-mobility cloud         | http://benhamouglovalven...    | 2003     | Tel Aviv-Yafo | 30/01/2020 | 2014                                       | Seed A B C Late S   |
| 18   | Bridge Investment Fund      | Foreign VC                              | Bridge Investment Fund LP ...     | biotechnology medical-de     | http://www.bridgefundllc.c...  | 2004     | Ramat Gan     | 03/07/2019 | 2011                                       | Seed A B            |



# Where to source them?

The screenshot displays the Crunchbase Pro website. The top navigation bar is blue with the Crunchbase logo, links for Solutions, Products, Resources, and Pricing, a search bar, and buttons for LOG IN and TRY PRO FREE. A left sidebar lists navigation options: Companies, People, Investors, Funding Rounds, Acquisitions, Schools, Events, Hubs, My Searches, My Lists, and Add New Profile. The main content area has a dark teal header with the text "Discover innovative companies and the people behind them" and "Select up to two filters to start your search:". Below this are five filter buttons: Location, Categories, Number of Employees, Total Funding Amount, and Last Funding Date, each with a plus icon. A green "SEARCH NOW" button is positioned below the filters. The section "Do even more with Crunchbase" features four cards with illustrations and descriptions of key functionalities.

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**Discover innovative companies and the people behind them**

Select up to two filters to start your search:

+  +  +  +  +

**SEARCH NOW**

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Discover the right leads and close more deals, faster

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Identify and track innovative companies in your target sector

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# Where to source them?



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HIGHLAND  
CAPITAL PARTNERS



USV



NORTH BRIDGE



# Where to source them?

The screenshot displays the 'Companies' page on the Startup Nation Central website. The top navigation bar includes links for COMPANIES, INVESTORS, HUBS, MULTINATIONALS, ACADEMIA, and MY COLLECTIONS. A search bar and user profile icon are on the right. The main content area features a search bar with the placeholder 'Search for tags, keywords or companies' and an 'Add Company' button. Below this, 'SUGGESTED TAGS' are listed in a row: cyber-security, fintech, ecommerce, agtech, foodtech, Industry-4.0, digital-healthcare, pharmaceuticals, telecommunication, transportation, and sdg. A 'Tags Glossary >' link is to the right. A 'Filter by' section allows users to filter by FUNDING STAGE, FOUNDED, BUSINESS MODEL, PRODUCT STAGE, # OF EMPLOYEES, LOCATION, STATUS (Active), and ACADEMIA BASED. At the bottom, a summary shows '6538 Companies', 'Recently Updated (727)', and 'In The News (239)'. A 'Save To Collection' button is also present. Four company logos are displayed in a grid: hyro, Zenner, OneView, and QUICKLIZARD.

STARTUP NATION CENTRAL

COMPANIES INVESTORS HUBS MULTINATIONALS ACADEMIA MY COLLECTIONS

Home > Companies

## Companies

Search for tags, keywords or companies

Add Company

SUGGESTED TAGS

cyber-security fintech ecommerce agtech foodtech Industry-4.0 digital-healthcare pharmaceuticals telecommunication transportation sdg

Tags Glossary >

Filter by clear all

FUNDING STAGE FOUNDED BUSINESS MODEL PRODUCT STAGE # OF EMPLOYEES LOCATION

STATUS Active ACADEMIA BASED

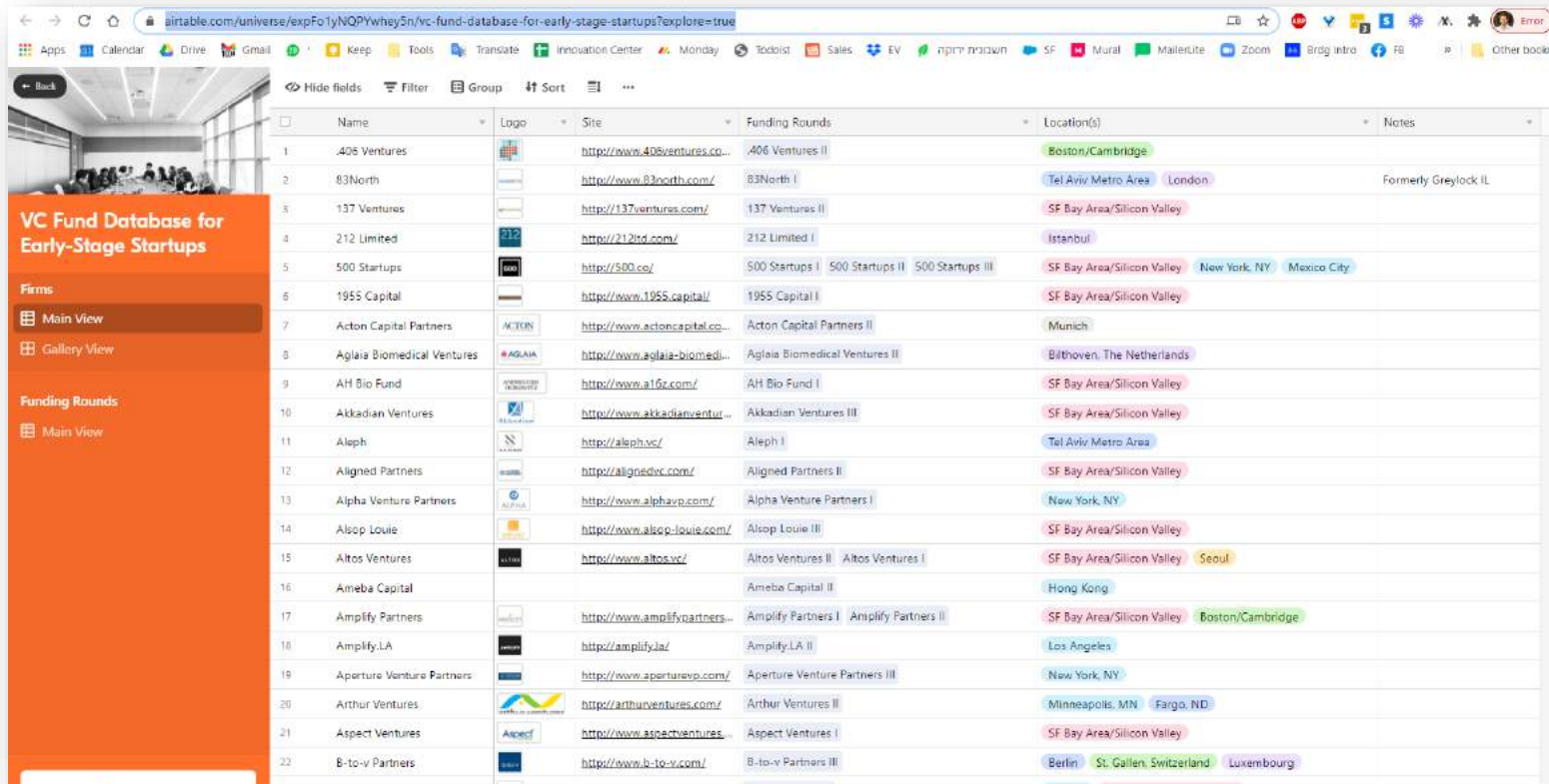
6538 Companies Recently Updated (727) In The News (239)























Save To Collection

hyro Zenner OneView QUICKLIZARD



# Where to source them?



|    | Name                       | Logo   | Site  | Funding Rounds                                  | Location(s)   | Notes                |
|----|----------------------------|--|---|---|---|----------------------|
| 1  | 406 Ventures               |   | <a href="http://www.406ventures.co...">http://www.406ventures.co...</a>   | 406 Ventures II                                 | Boston/Cambridge                                    |                      |
| 2  | 83North                    |   | <a href="http://www.83north.com/">http://www.83north.com/</a>             | 83North I                                       | Tel Aviv Metro Area London                          | Formerly Greylock IL |
| 3  | 137 Ventures               |   | <a href="http://137ventures.com/">http://137ventures.com/</a>             | 137 Ventures II                                 | SF Bay Area/Silicon Valley                          |                      |
| 4  | 212 Limited                |   | <a href="http://212ltd.com/">http://212ltd.com/</a>                       | 212 Limited I                                   | Istanbul  |                      |
| 5  | 500 Startups               |   | <a href="http://500.co/">http://500.co/</a>                               | 500 Startups I 500 Startups II 500 Startups III | SF Bay Area/Silicon Valley New York, NY Mexico City |                      |
| 6  | 1955 Capital               |   | <a href="http://www.1955.capital/">http://www.1955.capital/</a>           | 1955 Capital I                                  | SF Bay Area/Silicon Valley                          |                      |
| 7  | Acton Capital Partners     |   | <a href="http://www.actoncapital.co...">http://www.actoncapital.co...</a> | Acton Capital Partners II                       | Munich  |                      |
| 8  | Aglaia Biomedical Ventures |   | <a href="http://www.aglaia-biomed...">http://www.aglaia-biomed...</a>     | Aglaia Biomedical Ventures II                   | Bilthoven, The Netherlands                          |                      |
| 9  | AH Bio Fund                |   | <a href="http://www.ahbfund.com/">http://www.ahbfund.com/</a>             | AH Bio Fund I                                   | SF Bay Area/Silicon Valley                          |                      |
| 10 | Akkadian Ventures          |   | <a href="http://www.akkadianventur...">http://www.akkadianventur...</a>   | Akkadian Ventures III                           | SF Bay Area/Silicon Valley                          |                      |
| 11 | Aleph                      |   | <a href="http://aleph.vc/">http://aleph.vc/</a>                           | Aleph I   | Tel Aviv Metro Area                                 |                      |
| 12 | Aligned Partners           |   | <a href="http://alignedvc.com/">http://alignedvc.com/</a>                 | Aligned Partners II                             | SF Bay Area/Silicon Valley                          |                      |
| 13 | Alpha Venture Partners     |   | <a href="http://www.alpha.vp.com/">http://www.alpha.vp.com/</a>           | Alpha Venture Partners I                        | New York, NY  |                      |
| 14 | Alsop Louie                |   | <a href="http://www.alsop-louie.com/">http://www.alsop-louie.com/</a>     | Alsop Louie III                                 | SF Bay Area/Silicon Valley                          |                      |
| 15 | Altos Ventures             |   | <a href="http://www.altos.vc/">http://www.altos.vc/</a>                   | Altos Ventures II Altos Ventures I              | SF Bay Area/Silicon Valley Seoul                    |                      |
| 16 | Ameba Capital              |   |   | Ameba Capital II                                | Hong Kong   |                      |
| 17 | Amplify Partners           |   | <a href="http://www.amplifypartners...">http://www.amplifypartners...</a> | Amplify Partners I Amplify Partners II          | SF Bay Area/Silicon Valley Boston/Cambridge         |                      |
| 18 | Amplify.LA                 |   | <a href="http://amplify.la/">http://amplify.la/</a>                       | Amplify.LA II                                   | Los Angeles   |                      |
| 19 | Aperture Venture Partners  |   | <a href="http://www.aperturevp.com/">http://www.aperturevp.com/</a>       | Aperture Venture Partners III                   | New York, NY  |                      |
| 20 | Arthur Ventures            |   | <a href="http://arthurventures.com/">http://arthurventures.com/</a>       | Arthur Ventures II                              | Minneapolis, MN Fargo, ND                           |                      |
| 21 | Aspect Ventures            |   | <a href="http://www.aspectventures...">http://www.aspectventures...</a>   | Aspect Ventures I                               | SF Bay Area/Silicon Valley                          |                      |
| 22 | B-to-v Partners            |  | <a href="http://www.b-to-v.com/">http://www.b-to-v.com/</a>               | B-to-v Partners III                             | Berlin St. Gallen, Switzerland Luxembourg           |                      |

<https://airtable.com/universe/expFo1yNQPYwhey5n/vc-fund-database-for-early-stage-startups?explore=true>



# Where to source them?



## North America Angel Investors



252,945 COMPANIES **1,668 INVESTORS** 33,870 JOBS

• All Locations

39917 Reside in North America

1968 Interested in North America

PARENTS

Earth

CHILDREN

Anguilla

Antigua and Barbuda

Aruba

Barbados

Belize

VIEW MORE +

| Person | Investments | Followers | Signal |
|--------|-------------|-----------|--------|
|--------|-------------|-----------|--------|



**Wentao Zhang**  
Network technologist at top inform...  
New York City - Clean Technology

4

101



**Carl Rydbeck**  
Product Manager at Coup24: Form...  
San Francisco - Mobile

12

243



**Brett Mason**  
Director Harcourts North Lakes B...  
Sydney - Location Based Services

18

13267



**Stephen Taylor**  
COO @5xt-hq • Advisor @revoluti...  
Washington DC - Transportation

5

194



**Matt Paulson**  
Founder of MarketBeat Angel Inve...  
Sioux Falls - Small and Medium Businesses

22

419



• All Locations

8592 Reside in Europe

3050 Interested in Europe

PARENTS

Earth

CHILDREN

Albania

Andorra

Armenia

Austria

Azerbaijan

VIEW MORE +

| Person | Investments | Followers | Signal |
|--------|-------------|-----------|--------|
|--------|-------------|-----------|--------|



**Antonio Mello Campello**  
Investment Banker looking for a w...  
Lisbon - Energy Efficiency

4

643



**Julie le Brocq**  
I just want to invest in new startup...  
Dublin - Clean Technology

1

300



**John Stafford**  
Digital Technology Executive at R...  
Bristol - Enterprise Software

6

199



**Michael Kalkowski**  
Entrepreneur and angel investor...  
Berlin - Mobile

10

516



**Kevin Eagan**  
Board Member, Investor, Digital In...  
Salt Lake City - Medical Devices

2

301





## Reports & Market Maps



Gartner®

Deloitte.



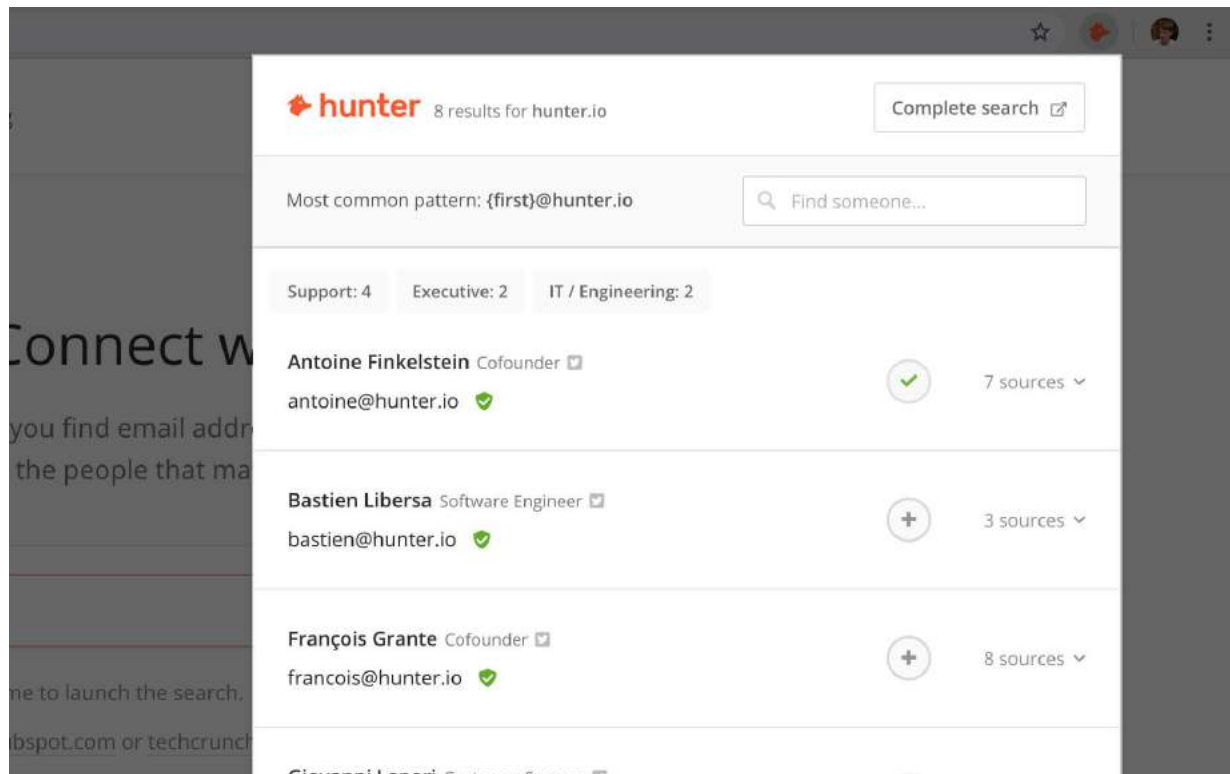
Get an overview of your landscape







# Getting anyone's email

A screenshot of the Hunter.io web application interface. The page shows search results for "hunter.io". At the top, it says "8 results for hunter.io" and has a "Complete search" button. Below this, it displays the "Most common pattern: {first}@hunter.io" and a search bar labeled "Find someone...". The results are categorized by job title: "Support: 4", "Executive: 2", and "IT / Engineering: 2". Three results are visible: Antoine Finkelstein (Cofounder), Bastien Libersa (Software Engineer), and François Grante (Cofounder). Each result shows the name, job title, email address, a green checkmark icon, and a dropdown menu indicating the number of sources found (7, 3, and 8 respectively).

hunter 8 results for hunter.io Complete search

Most common pattern: {first}@hunter.io Find someone...

Support: 4 Executive: 2 IT / Engineering: 2

Antoine Finkelstein Cofounder  
antoine@hunter.io 7 sources

Bastien Libersa Software Engineer  
bastien@hunter.io 3 sources

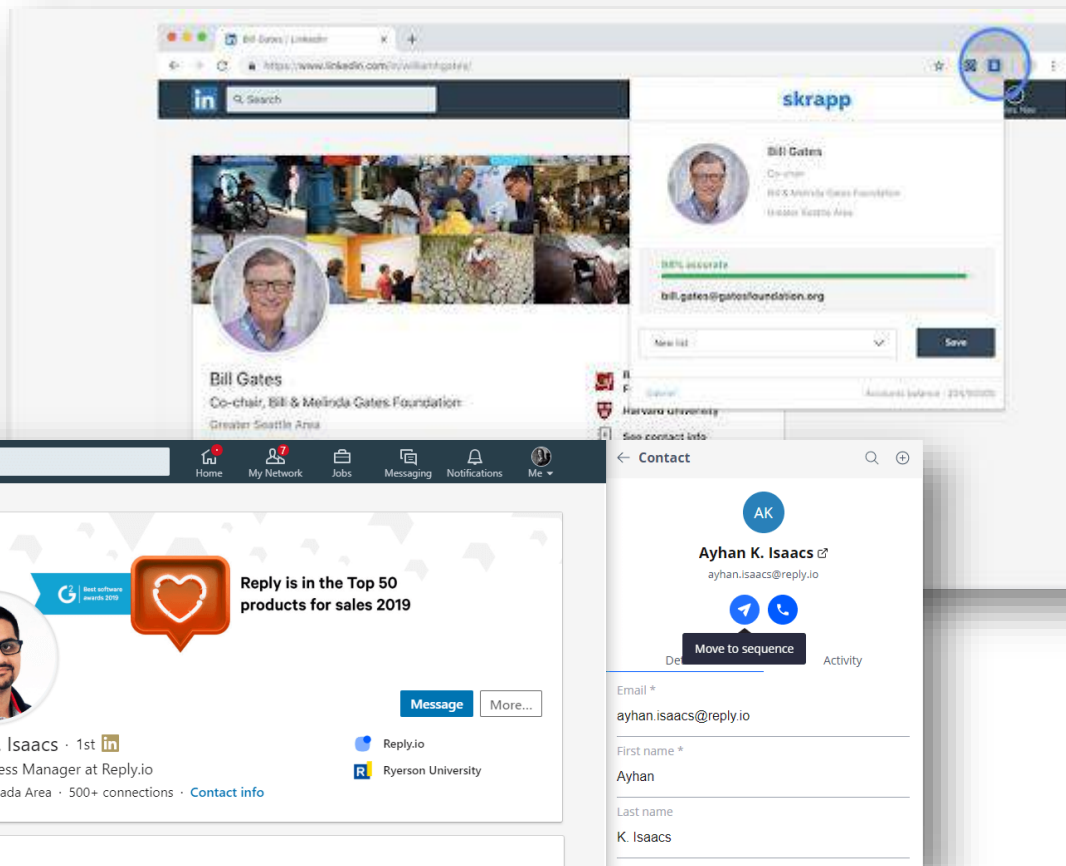
François Grante Cofounder  
francois@hunter.io 8 sources



# Getting anyone's email

skrapp

 Reply





# Takeaways:

- Someone has done the initial mapping work for sure (CB Insights, Local DBs, etc.).
- Make sure the CRM software of your choosing is light and easy to use (free?).
- Have a common language in the team depicting the different stages each VC interaction is in (lead / qualified / 1<sup>st</sup> meeting / Term Sheet).
- Make sure to constantly review and maintain thoroughly, you will not be able to remember it all.



# Due Diligence: Qualifying Investors

CRM

DD

Deal Room

Outreach

Engage



# Do we fall within the VC's mandate?

## Fund & Mandate:

- Have they raised a fund in the past 3 years?
- Have they made an investment in the past 6 months?
- Do we understand the fund's lifecycle and target hold period for investments?
- Do they invest in your specific domain / industry / stage / business model / cheque size?
- Have they invested in your space before? Have they invested too much in the space?
- What is their comfortable check size? Do you know any of the founders they funded?



# Advanced DD Questions #1:

- Who is the right partner in the fund to make an investment?
- Who we're their follow-on funds in subsequent rounds? Leading VCs?
- What is the success rate of this fund? How many Exits / IPOs / Unicorns in their portfolio?
- Are they providing value-add? Are they associated with interesting customers in our market?
- What type of teams do they like to fund? 1<sup>st</sup> timers? 2<sup>nd</sup> timers?
- How often do they lead rounds vs. follow other investors?



# Advanced DD Questions #2:

## Brand:

- Will their brand or network benefit you with hiring / follow-on funding / customers
- Do they have a successful track record of investing?

## Experience & Support

- Do they have deep operational expertise?
- Can we learn from their portfolio companies?
- Do we value their perspective on our business?
- Did we learn anything from them during the diligence process?
- Do we want to work with them for the next 5-10 years?



# Exercise:

## Build Your Fundraising Strategy:

- ☐ Decide on a time-line - When would you like to close the round?
- ☐ Who is your ideal investors? Create a list of at least 30-50 investors.
- ☐ Decide on your DD metrics – what do they have to have to qualify?
- ☐ Build CRM for fundraising and prioritize who would you like to approach first?
- ☐ Note relevant introducers that come to mind and list them.



# Deal Room: Setting Up Our Materials & Documents

CRM

DD

Deal Room

Outreach

Engage



# Data Room

Google Drive / Dropbox / Notion

## Basic:

- Deck / One Pager
- Budget / Financials

## Advanced:

- incorporation, legal agreements, contracts, Intellectual property, tax filings, HR documents, product planning and strategic plans.





← → Quedma Dashboard / Quedma Entrepreneurship Resources Share ✓ Updates Favorite ...



# QUEDMA INNOVATION

[Change cover](#) [Repository](#)

 [Join discussion](#)

## Quedma Entrepreneurship Resources

### Subjects

-  Market Research & Validation
-  Fundraising (Israel)
-  Mastering the Pitch
-  Networking & Business Development
-  OKRs & KPIs
-  Corporate Innovation
-  Impact
-  Important reads for the upcoming Fou...
-  Uri's Content Stash (+State of Startups ...
-  Ideation

### Podcasts

#### Aggregators

<https://startupstash.com/>

<https://www.makeamove.com/>

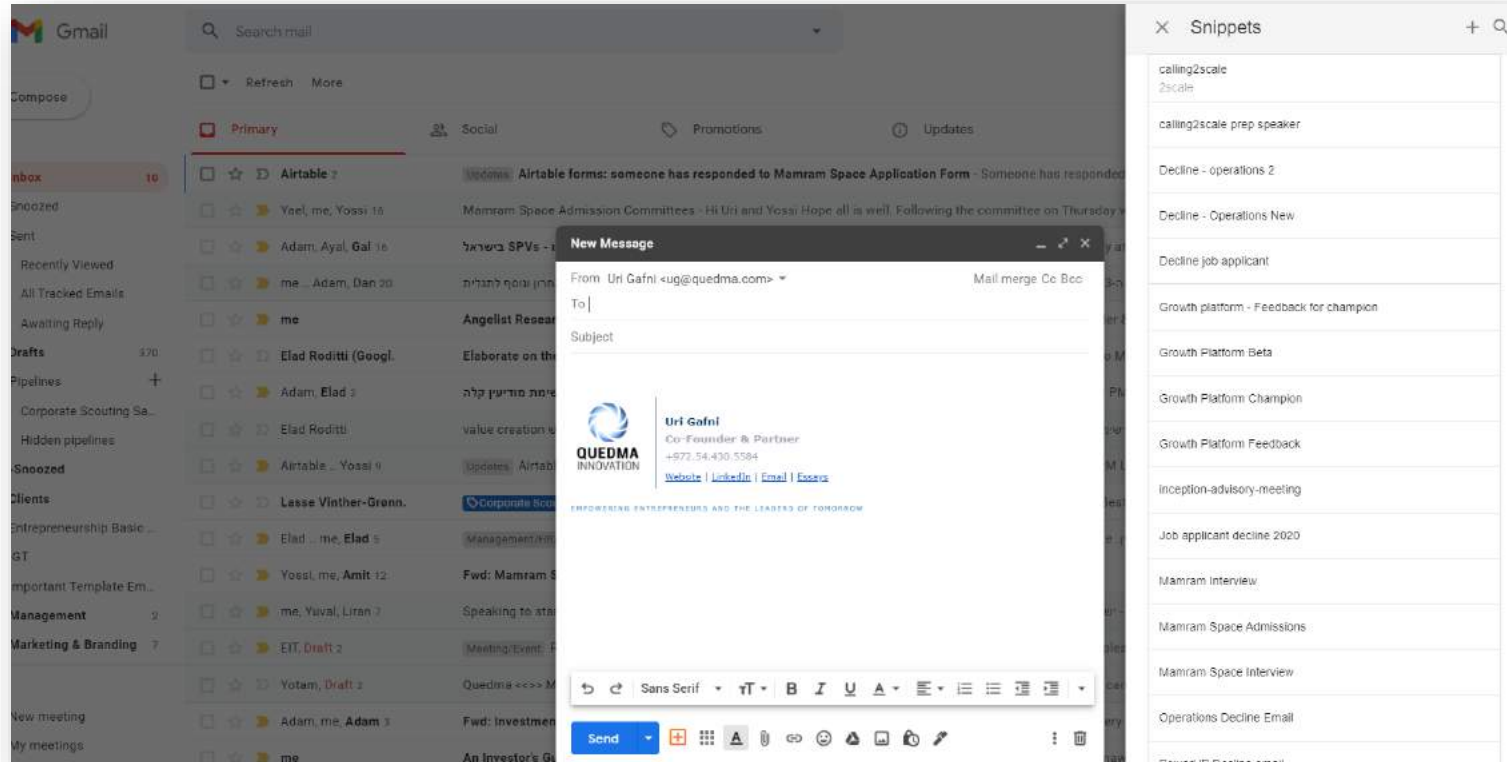


# Email Snippets

- After Intro
- After 1<sup>st</sup> meeting
- After 2<sup>nd</sup> meeting



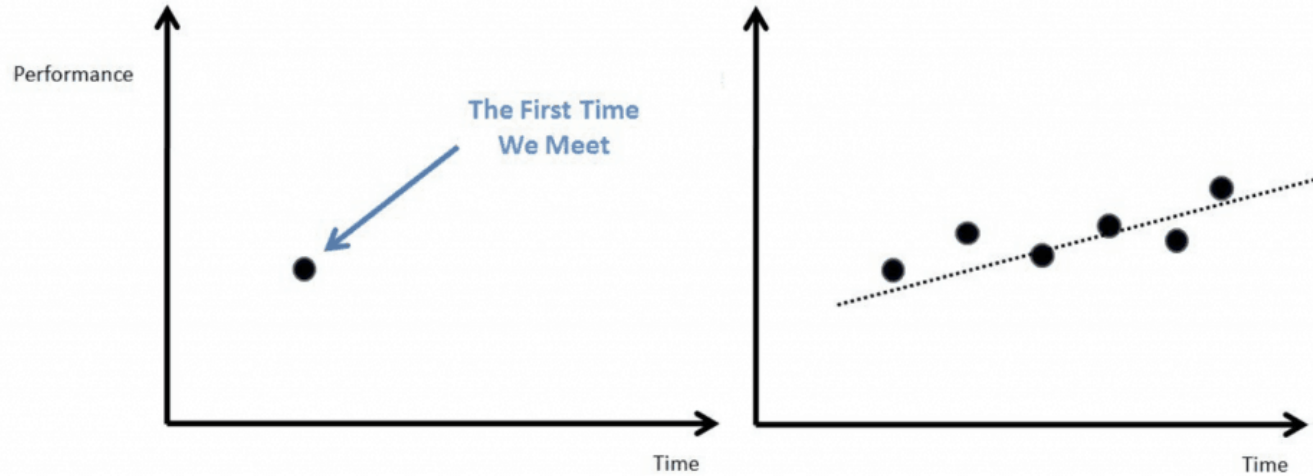
# Email Snippets





## We have to remember...

Invest in Lines, Not Dots



From Mark Suster (BothSidesOfTheTable.com)



# Quarterly Update Emails

- What your startup has done in the past few months.
- Concrete steps and evidence of progress in the past few months.
- What you're doing next and where the company is headed.
- One or two unique insights about your company's market.



# Outreach: Mapping introducers and leveraging our network to succeed.

CRM

DD

Deal Room

Outreach

Engage

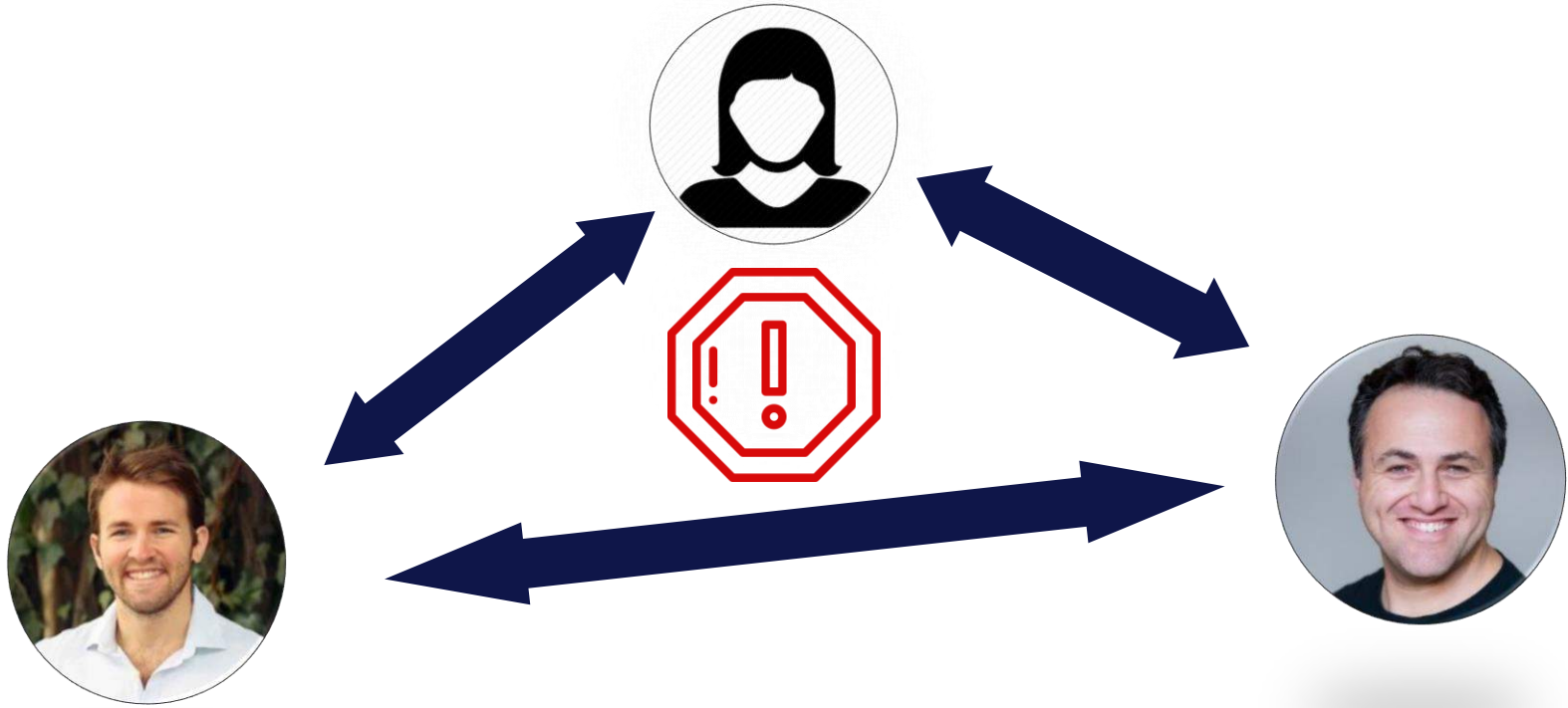


The background features two distinct, flowing, smoke-like patterns against a solid black background. On the left, there are vibrant orange and yellow-orange wisps that swirl and twist, resembling fire or warm air. On the right, there are ethereal blue and white wisps that also swirl and twist, resembling cold air or smoke. The two patterns appear to be meeting or interacting in the center, where the text is placed.

# Warm Vs. Cold Introductions



# Asking for an introduction





# Asking for introductions

## Good:

- Portfolio
- Respected colleagues
- Service providers
- Accelerators/Incubators
- Corporate Innovation Leaders

## Bad:

- Weak connections
- Other investors that declined
- ‘Spam introducers’
- “Finders” and introduction brokers.



# The Intro

- Short & relevant headline, including the startup name.
- Polite opening.
- One paragraph/sentence for each (1) the venture (2) unique value proposition (3) key achievement + progress.
- Attached investor presentation + link to demo.
- A polite closing sentence, with call-to-action.
- Signature + logo + contact information.
- Something our introducer can just press “forward”.



# Writing a good intro email

**\*\*\*Ask for permission  
before introducing**

Subject line: Jeff, can you introduce me to  
<Aydin Senkut> at <Felicis Ventures>? <re:  
Acme Analytics seed round; growing 28% per  
month>

Body: Jeff, I'm raising a <\$1M> seed round for  
Acme. We make <analytics and payment  
software for commercial drones>. We have <69  
paid commercial accounts> and our revenue is  
growing <28%> month-over-month.

I'd like to chat with <Aydin>: his approach and  
portfolio is really relevant <e.g. Flexport>.

[Here's a link to our deck.](#) Thanks in advance,  
Nathan



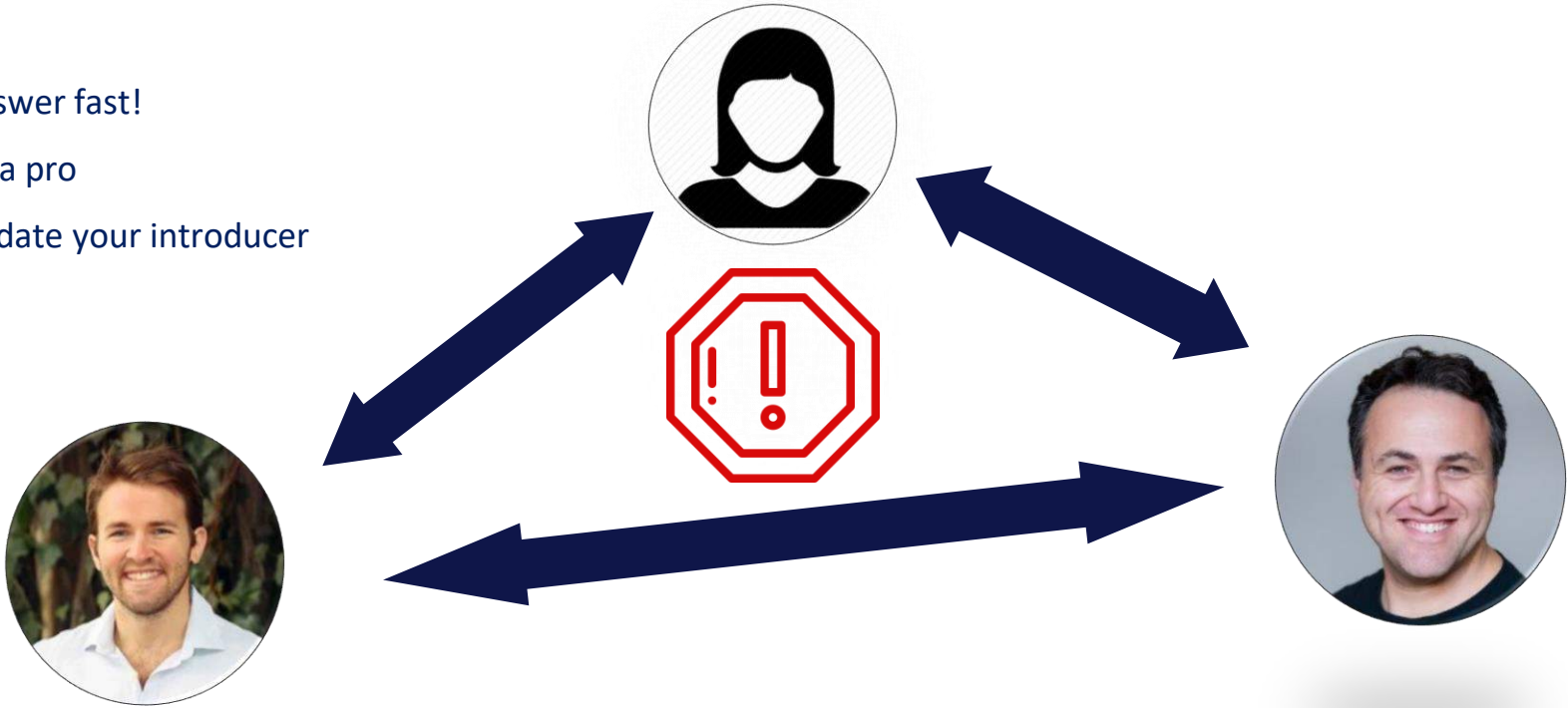
# The Intro

- Short and concise, without unnecessary text.
- Pleasant structure for reading, spaces, paragraphs, punctuation.
- 0 spelling mistakes.
- No superlatives - only facts, facts, facts.
- Company domain only – no Gmail.



# Intro made?

- Answer fast!
- Be a pro
- Update your introducer





# Networking Emails

Proven email templates designed to help you grow your network and accelerate your career and job search.



# Managing the Pipeline

- It's a numbers game > in parallel.
- Start at mid-level and go up.
- Structure the process – *“Could you kindly walk me through your process?” “When should we expect an answer?”*.
- Small swamp. People talk. Be a pro.
- Aim for a short 8-12 weeks process. Make it tightly knit so you have freedom.
- Remember – VCs talk (all the time).



# Getting answers

**The worse is  
a 'slow no'**





# Engage: The Unwritten Rules Do's & Don'ts to do it right

CRM

DD

Deal Room

Outreach

Engage



**Pitching**

**vs.**

**Asking**



# It should be a conversation!

## What to ask?

- When you explain this to your partners, how will you describe this business?
- What are the negatives your partners will think of first when they look at this business? What initial concerns might they have?
- What is the one thing you think I'm underestimating or being naive about?
- What are the main barriers you see to our success? What are the main concerns you have that could cause you not to invest?
- How common is this idea in the world already? Have you ever seen anything like this before?
- When you look at my deck, do you think it adequately reflects the business as I've now described it to you?

### The Winning Psychology of Top Founders in Fundraising Meetings



by James Currier (@JamesCurrier). James is a General Partner at NFX, a seed-stage venture firm headquartered in San Francisco.

40+ QUESTIONS FOR A  
**WINNING MINDSET**

1. You're busy, and a lot of people want to... 5. How much do you think location matters? How



**Humility**

**vs.**

**Confidence**



**Authority**

**vs.**

**Equal**



**Learning**

**vs.**

**Closing**



**Don't**

Be slow to respond



**Don't**

Spend time on the obvious



**Don't**

Try to play investors off each other when  
you are inexperienced



**Don't**

Give away your valuation

*"I'm optimizing for the market"*



**Don't**

Take 'No' (or anything) personally



**Don't**

Negotiate in real time



# Don't

## Superlatives / Jargon / Buzzwords



Innovative

Disruptive

Uber of..

Revolutionary

AI + Big Data + Blockchain

Social Network



# Don't

## Jumping straight to the solution

Validate the problem. The need.

Status Quo. Conflict. Why it hurts.



# Don't

## Talking features vs. benefits





# Don't

## Bullsh\*t when speaking about the market.



Don't sell the big number (addressable market?)

Bottom Up vs. Top Down

Cite sources.



**Don't**

**'Disrespect' your competition**



# Don't

## Go into defense





# **Don't**

**Speak only to the 'partner'**



# Do

**No second chance for first impression...**





Do

**Talk with numbers.**



**NO:** "We're up a lot in the last month"

**YES:** "Net revenue was up 23% from between September and October"



**Do**

**Break the ice...  
Be likeable.**





**Do**



**Smile + Eye Contact**



**Do**



**Go fast.  
Not too fast.**



**Do**  
**Take notes.**





**Do**

**Answer if asked / interrupted**



**KEEP  
CALM**

**AND**

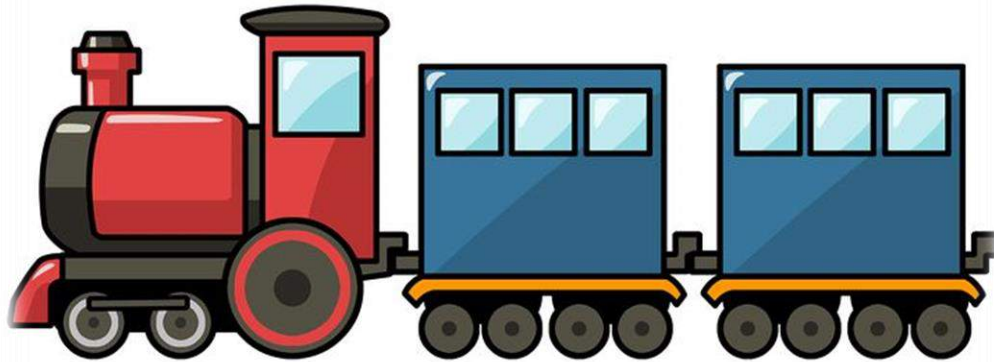
**ANSWER THE  
QUESTIONS**



Do



It's happening...





**Do**

**Provide a clear Call-To-Action**





**Done.**

**Now it's time to build our pitch deck for the meeting / email.**



# **Building the Ultimate Pitch Deck For Fundraising**



**First..**

**Which presentation are we talking  
about...?**



## Stand-alone Deck



VS

## Pitch Deck



1. **Stand-alone** explainer collateral
2. Slides contain text & **detailed concrete** information
3. **Visualization** to explain professional information

1. **Supporting** our message
2. Conveys a **story** through visualization
3. Even less text



**1. Presentation Structure**

**2. Tips & Tricks**



Know the rules.

So, you can **break** them.

Let's go?



# 12 STEPS TO WINNING YOUR PITCH!

- 
- 1 The Context
  - 2 The **PROBLEM**
  - 3 The Solution
  - 4 Market Size
  - 5 Business Model
  - 6 Proprietary Tech
  - 7 Competition
  - 8 Marketing Plan
  - 9 Team
  - 10 Traction
  - 11 Financials
  - 12 Funding





**In story mode?**



# 12 STEPS TO WINNING YOUR PITCH!

**The Villain**

- 1 The Context
- 2 The **PROBLEM**

**The Hero**

- 3 The Solution

**The Aftermath**  
What happens after the  
hero acts?

- 4 Market Size
- 5 Business Model
- 6 Proprietary Tech

- 7 Competition

- 8 Marketing Plan

- 9 Team

- 10 Traction

- 11 Financials

- 12 Funding

**The crew behind  
the story  
+  
Proof that it is real!**



**An art... not a science**



An art... not a science

**BUT**

Invest time in the **interesting + complicated** stuff

1. Write a **story flow** (chapters)
2. Write **key point for each chapter** (bullets)
3. Build **presentation framework**



# Examples



# 'The Show'

Tell Your Seed-Stage Startup's Story. Better.



# The Show

is **an investor pitch deck template**  
that guides an audience  
through **a compelling story**  
and helps entrepreneurs  
more successfully  
**raise seed capital.**

1. Context/  
Elevator Pitch





## 2. Problem

### Status Quo

# What we've observed:

Entrepreneurship is growing.

More entrepreneurs are pitching more VCs.





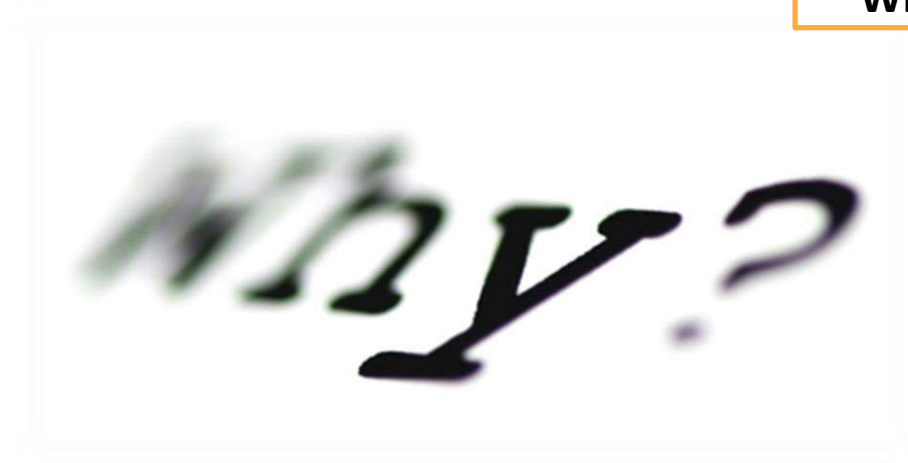
**Unfortunately, many startup pitches are broken.**

**They're ineffective and fail to convince VCs to invest.**



## 2. Problem

Why it hurts



**Why do pitches fail?**



**They lack a  
compelling story.**



# 1. Some pitches are

*E M P T Y*

## 2. Problem

Why it hurts





## 2. Some pitches are

*C L U T T E R E D*

2. Problem

Why it hurts



## 2. Problem

Why it hurts

**All of this only confuses and frustrates investors.**





Entrepreneurs fail to reach the **goal** -  
to convey 3 things:

1. This **matters**.

2. We're the **people**  
to do it.

3. It's **already**  
**happening**.







3. Your Solution

Elevator Pitch

We're building

# 'The Show'

to help entrepreneurs easily create  
the most compelling stories possible.



A row of light bulbs on a dark surface, with one bulb in the center being illuminated and glowing brightly, while the others are unlit and dim. The background is dark, and the bulbs are arranged in a slightly curved line receding into the distance.

### 3. Your Solution

Unique insight

What we realized by testing  
**The Show...**



# Why Stories Succeed

3. Your Solution

Unique insight

1 → Target the head and the gut.

2 → Convey the WHY.

3 → High impact in little time.



#### 4. Market Size

**...Entrepreneurship is growing.**





We will share this with  
entrepreneurs for **FREE**



\* and make money through **consulting services** later



# Our Unfair Advantage

for achieving traction and distribution

A sumo wrestler and a young boy are shown in a starting crouch on a sandy surface, likely a sumo ring. The wrestler is on the left, and the boy is on the right. They are both looking down, ready to start a match. The background is dark and out of focus, showing some spectators.

We have 20 years of experience hearing entrepreneurs Pitch and spent the last 2 years researching this.



## 7. Competition

High Quality

Consultants



**‘The Show’**

Online Tools

Affordable

Blogs & Articles

**Entrepreneur**

**BUSINESS  
INSIDER**

**Forbes**



# Go To Market Strategy

## 8. Go-To-Market

**Partnerships with 200+ accelerators, investors & academic institutions**





## 9. Team

Deep expertise and decades of combined experience in raising/investing seed capital



Lee Hower

LinkedIn



Rob Go

ebay

SPARK  
CAPITAL



David Beisel

venrock

About.com



Jay Acunzo

Google

HubSpot



# 18-Month Plan

10. Milestones /  
Call-To-Action

Raise \$N  
Million in  
Seed





# 18-Month Plan

10. Milestones /  
Call-To-Action

Raise \$N  
Million in  
Seed

Grow X Part  
of Business





# 18-Month Plan

10. Milestones /  
Call-To-Action

Achieve Z  
Key Results

Grow X Part  
of Business

Raise \$N  
Million in  
Seed







Our mission is to help entrepreneurs everywhere  
tell better stories to succeed.

# The Show

Contact: [example@example.com](mailto:example@example.com)  
555-555-5555  
[ViewFromSeed.com](http://ViewFromSeed.com)  
[@NextViewVC](https://twitter.com/NextViewVC)



# 12 STEPS TO WINNING YOUR PITCH!

**The Villain**

- 1 The Context
- 2 The **PROBLEM**

**The Hero**

- 3 The Solution

**The Aftermath**  
What happens after the  
hero takes action?

- 4 Market Size
- 5 Business Model
- 6 Proprietary Tech

- 7 Competition

- 8 Marketing Plan

- 9 Team

- 10 Traction

- 11 Financials

- 12 Funding

**The crew behind  
the story  
+  
Proof that it is real!**



# What do they want to understand...?

## That you...

Understand the **problem** and your **target audience**

Know the **market** & how to **reach** it

Know how to build the **product/service**

Have proven that it '**works**'

Simple, scalable **business model**

Have a **plan**

Are already '**doing it**'



**Remember...**

**Which presentation are we talking  
about...?**



# Endless Examples...



Buffer

SEED | RAISED \$500K | 2011 | SAAS



Airbnb

SEED | RAISED \$600K | 2009 |  
MARKETPLACE



Intercom

SEED | RAISED \$600K | 2012 | SAAS



Tinder

INCUBATOR | 2012 | APP



Contently

SERIES B | RAISED \$9M | 2014 |  
SAAS



WeWork

SERIES D | RAISED \$335M | 2014 |  
ON-DEMAND



Moz

SERIES B | RAISED \$18M | 2009 |  
SAAS



Youtube

SERIES A | RAISED \$3.5M | 2005 |  
MEDIA



Mattermark

SERIES A | RAISED \$6.5M | 2014 |  
SAAS



## **Example #2 – Email Deck**



## EXAMPLE 2



**INTERCOM**





*Intercom*

DRAFT



# The team

- \* **Eoghan McCabe** (CEO, product, visual design), **Des Traynor** (COO, customer development, user experience design), **Ciaran Lee** (CTO, software engineering), **David Barrett** (front-end engineering).
- \* Prolific speakers / bloggers about software design / development and SaaS business.
- \* Ran **Contrast** for four years, a popular web software design consultancy.
- \* Launched **Qwitter** and **Exceptional** (both acquired).





# The problem

- \* **Building meaningful relationships with customers is hard / impossible for SaaS providers** (meaningful relationships → loyal customers → profitable customers and organic growth)
- \* Building meaningful relationships requires: 1. customer discovery, 2. customer research, 3. customer communication, 4. relationship management
- \* The current tools available are complex, ineffective, not built for SaaS... **there's no one tool to do customer relationship management and messaging for SaaS providers.**
- \* (Even e-mail fails: generating targeted e-mail lists takes a lot of work, e-mail campaigns have terrible engagement because e-mail is out of context)





# The solution

\* Intercom is...

- simple install like Google Analytics,
- customer base browsing (e.g. signed-up today, on premium plan),
- individual customer research (e.g. see Twitter followers, company),
- advanced in-app messaging (user sees message on next login or at specific event and can reply to messages),
- customer relationship management (Intercom calculates relationship metric over time and allows app owner find people who need attention).





# The market

- \* **Now: SaaS providers** (\$21 billion market, \$93 billion in 2016 — Forrester)
- \* Later: mobile and desktop app providers





# Landscape / competitors

## **Social media research / management**

Radian 6

Sprout Social

Hootsuite

Crowdbooster

## **Customer feedback / support**

Uservoice

Tender

Get Satisfaction

Assistly

Zendesk

KISSinsights

## **Email campaigns**

Campaign monitor

Mail Chimp

## **In-app messages**

Hello Bar

## **User analytics**

KISSmetrics

Mix Panel





# Progress

- \* Product in development and testing since Jan, ready for public beta
- \* [intercomapp.com](https://intercomapp.com)
- \* *Demo*
- \* Private beta testers love the product, many are psyched to try it



@jasonfried  
Jason Fried

What a fantastic product idea. Wish I'd thought of this: [intercomapp.com](https://intercomapp.com)





# what we're looking for

- \* \$600k convertible note
- \* 18 months of runway to work on:
  - product-market fit
  - customer dev
  - early marketing efforts
  - profitability
- \* Plan to raise further round in 12-18 months to turn up heat on marketing





A grayscale image of a hand holding a white rectangular card. The hand is positioned behind the card, with the fingers visible at the top and bottom edges. The card contains text in a dark blue, sans-serif font. The background is a solid dark blue.

**Lessons learned  
from watching 500+  
fundraising rounds**



# Crowded



vs

# Empty





# Talk with numbers.

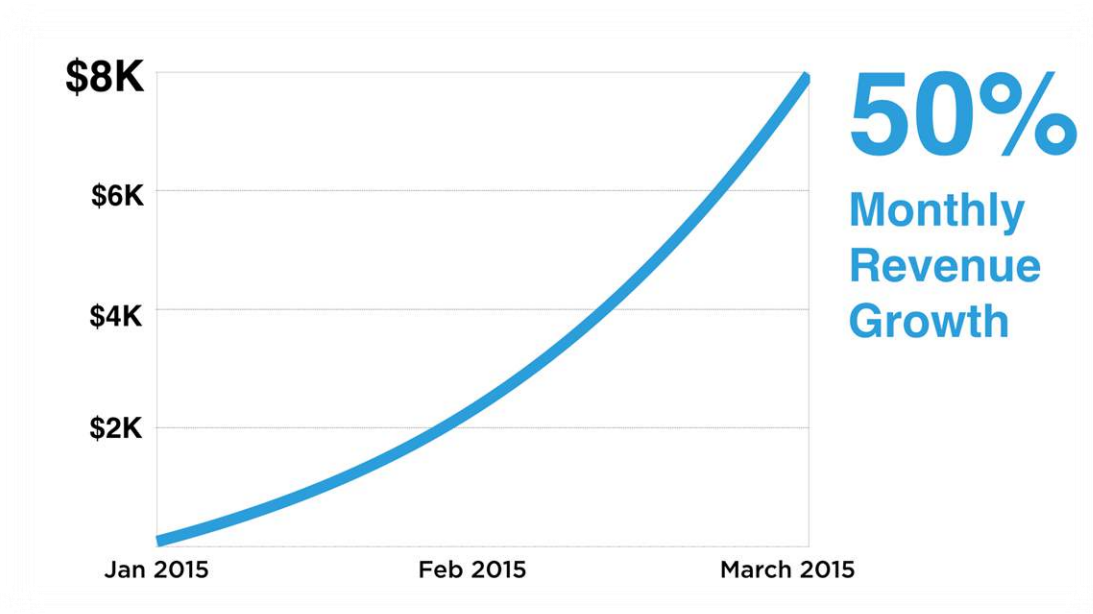


**NO:** "We're up a lot in the last month"

**YES:** "Net revenue was up 23% from between September and October"

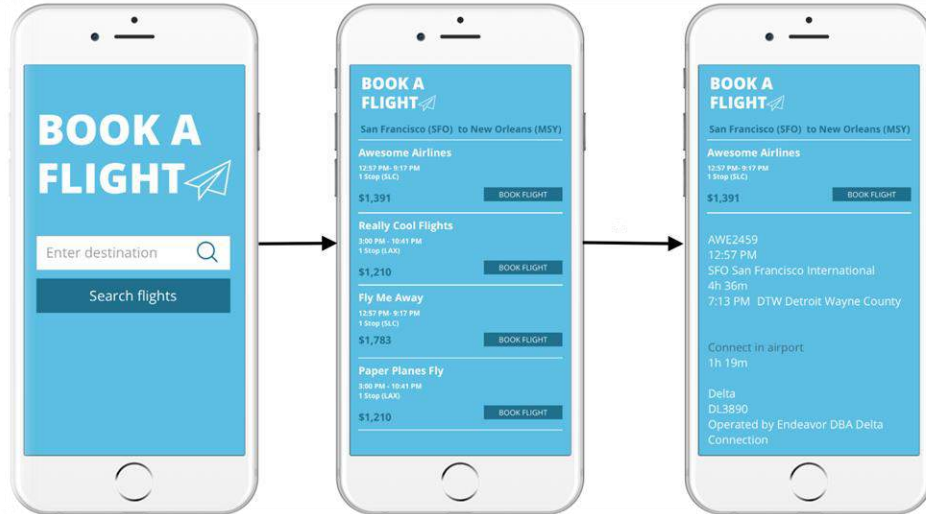


# Diagrams > Words





# Demonstrate. Visualize.





## **Little Text...**



**Make it legible.  
Make it simple.  
Make it obvious.**



# Every VC – Tailored Deck





# **Body & Gestures**



**On Zoom?!**



**“Passion”**



**Show vs. Talk**



A grayscale photograph of a hand holding a white rectangular card. The hand is positioned behind the card, with the fingers visible at the top and bottom edges. The card is centered and contains the text "Tips & Tricks" in a bold, dark blue font. The background is a solid dark blue.

## **Tips & Tricks**

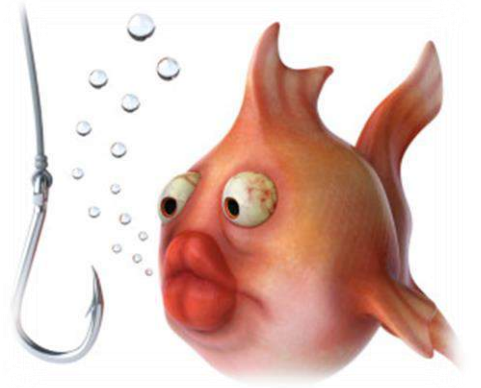


# The Hook

Story

Question

Stat





# Breaking Monotony

- Humour
- Pitch & Tone
- Speed & Pause
- Hand Gestures
- Eye Contact
- Smile
- Movement



# Closing

**Strong Closing + Empowering Vision**

**Call-To-Action**



KEEP CALM  
and  
PITCH ON