

Date

Company Name Here

Name of Presenter



Opening Gambit

Start with a human story about what inspired you to start the company. Make it clear what the problem is you are obsessed about solving and the benefit your startup provides when implemented.

Listener wants to understand if you are an authentic entrepreneur who found the problem and insight honestly. Investors will be assessing your true passion and reasons for starting the company.

-Objective: Hook the listener. You've got <2 minutes to grab the investor's attention.

Section Title |

Team

WHO are the Founders we would be betting on? What are your backgrounds? Investors will be assessing 1) if this group is uniquely qualified to best solve this problem, and 2) if they have what it takes to recruit the world-class team necessary to build any enduring company.

-Objective: Investments always come down to believing in the people. Use this slide to introduce yourself in a way that helps the investor understand why these Founder are uniquely qualified to best solve this particular problem.

Section Title |

Progress Since inception - TRACTION METRIC THAT MATTERS MOST

This is no longer a Seed stage company. Can't just sell promise; you have to clearly show momentum and meaningful progress. I think the best visuals for this are a timeline that shows ARR growth and logos. An up and to the right graph with the past 4-6 quarters as the X axis and the EARR (growing) as the graph with some key logos on the slide. You can speak to ACV, churn and total number of customers.

DON'T put too much information on the slide or you will lose the main point to make which is you've found PMF, have great logos and have reached an ARR level that is above the Series A threshold for the current market.

Problem Statement

WHAT HAS CHANGED TO CREATE THIS MARKET OPPORTUNITY?

Zoom out and talk about the greater trend that's happening in the world and zoom in on the opportunity (pain) you are tackling.

Objective: Establish common ground that there is a clear market opportunity happening in the world today (or what we call a “disruption in the force” at Unusual). You are looking for nodding heads and agreement that now is the time to solve it.

Section Title |

Market Opportunity

For a venture investor, the market needs to be big enough that they don't need to do the math. Software spend in this category is in the billions of dollars (not necessarily today, but in a timeframe that is relevant for this company).

Simple bottoms-up analysis is best to make the point. Example: 50,000 companies buy DevOps tools today. If 2% of the market purchases \$100k worth of subscription software from us, we will be a \$100M ARR business in seven years.

-Objective: Investor feels “greed” for the opportunity and isn't questioning market size after this slide. Leave no doubt that the prize is worth the fight.

Section Title |

Solution

Explain what you do in 1-2 slides. First, explain it in 25 words or less. Second, highlight the aspects of your solution that are particularly important to a customer and difficult to build.

Note: DO NOT go into every technical detail. DO NOT SHOW A DEMO. If the investor wants to dive deeper on the technology, she will in a separate session. At this point, the investor is going to give you the benefit of the doubt that you can do what you say you can do.

Objective: Two objectives for this section. First, explain in plain English the big idea for the company. At Unusual, we refer to this as the “Vision” visual as it is the big picture for what the company will eventually do. Venture investors want to see that founders are thinking big and have an idea for the chapter book that will ultimately be written. Second, dive into the heart of what is unique about your solution that will enable you to win and is difficult for competitors to replicate.

Section Title |

Competition

This should consist of a visual comparing your solution with alternatives. **The comparison criteria should be those that a customer would use to evaluate in a buying decision**, and should highlight where you are differentiated.

This is often a 2x2 - the dimensions must reflect what customers care about NOW that is different from the past.

Can also use a Harvey ball chart. We suggest you use one of the two.

-Objective: Enable the investor to easily see that your product **is superior on the dimensions that matter most to the buyer/user.**

Section Title |

Go-To-Market

Series A investors want to know you have cracked the code on repeatability. This means you've found an ICP and know what channel and value proposition efficiently leads to opportunities and customers.

Highlight the beachhead use case that is working and the PERSONA that is the Buyer and the User (if different).

In Solution (#5 above), you told them you are going to take Paris, now tell them where your Normandy is.

Objective: Investor clearly understands who the target user/buyer is for this product as well as the use case and process that is working for the business. Example: OSS or FREE tier growing because of content programs and nurture program is leading to conversions.

Section Title |

Traction

Show logos of existing customers and deal sizes.

Highlight 1-2 case studies (NOT MORE); and make them relatable stories.
Verbally explain the ROI and justification for the order.

Discuss pipeline and what is WORKING AND REPEATABLE.

Objective: Communicate that your company has achieved Product Market Fit as evidenced by 15-25 customers and a robust pipeline of prospects who are similar in their use case, and are willing references. The investor is convinced you've found a repeatable sales motion and have clarity on your ICP (ideal customer profile).

Operating Plan & Financials

In one slide, create a visual representation of the financial actuals for the past 4 quarters and goals for the next 8 quarters (24 months) in terms of ARR and expenses. Can have a row in the model for headcount and cash burn (cumulative) that visually allows the audience to see what the cash ask is for this financing (should last 2 years).

Objective: Show momentum and summarize what the company's key goals are for this period and the capital required to achieve them. Assist the investor in answering the question: "What will the company look like when it needs to raise money again?" They will use this information to decide if this financing is setting up the business for a future successful fundraise (a significantly higher valuation at the next "step" in the journey).

Section Title |



Thank you



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