



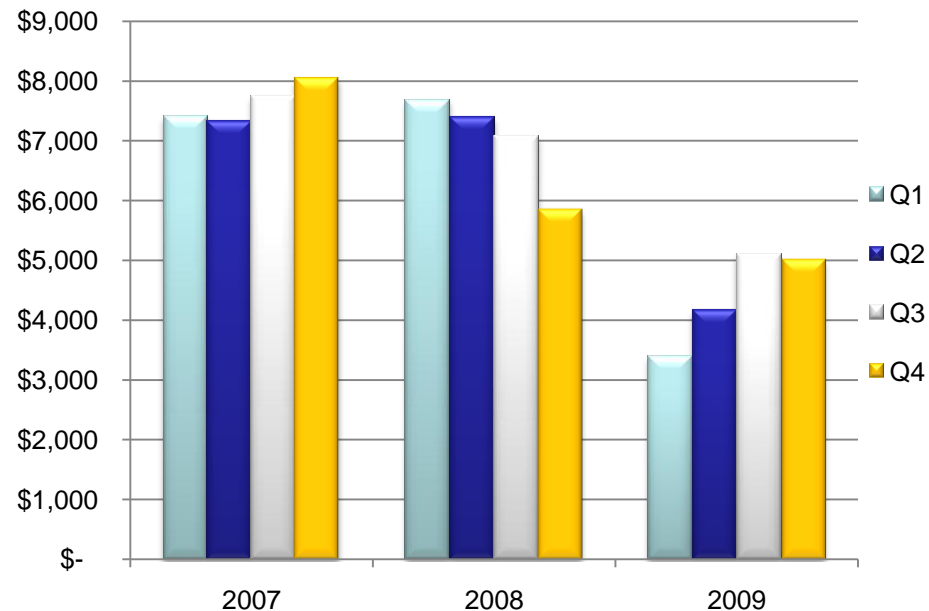
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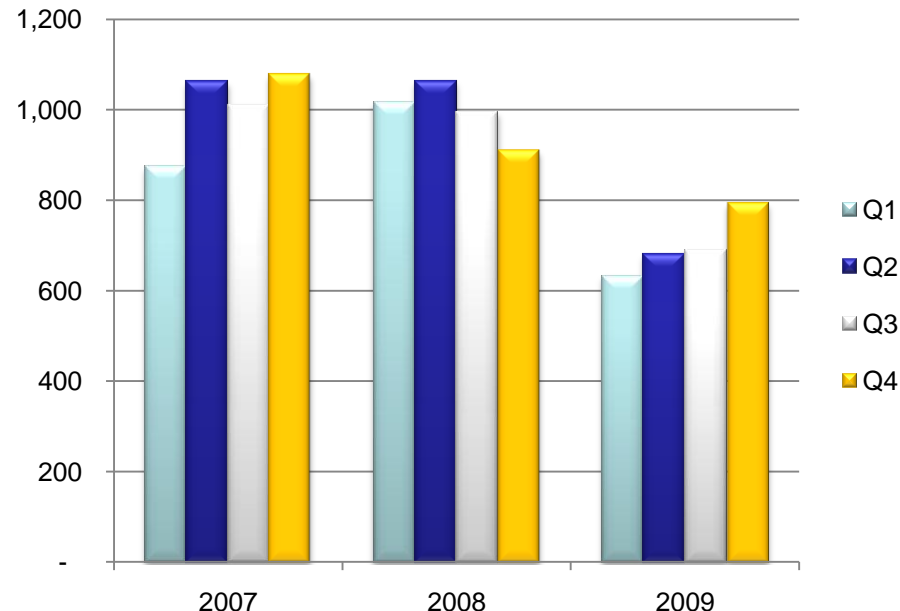
Secrets to a Successful Pitch: A VC's Perspective

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Dollars into Venture by Quarter (\$M)



Number of Venture Deals by Quarter



- **Venture Firms are investing...**

- Momentum is improving, but the average deal size is smaller.
- 28+ Series A deals within 50 miles of SF since September (Source: Crunchbase)
- MANY more seed and angel rounds
- Active angel environment right now

- Venture Firm or angel?
 - Depends upon your stage and round size
 - Angels
 - Amount: Typically \$25K to \$1.5M
 - Stage: very early, but will want to see proof of concept
 - Venture Firms
 - Amount: Typically \$3-\$5M
 - Stage: when there is a significant level of traction
- WHO should you target? Do your homework.
 - Ensure the firm is currently *investing*
 - See if they currently *interested* in your space
 - Research *which* partner at the firm you should target

- Introduction
 - Sending in a “cold” email is very unlikely to get a response
 - Have someone introduce you if at all possible.
 - People in companies they invested in, people they know, other investors
 - Meet them where they are
 - Conferences, events, where they hang out
- Material
 - Brief summary in the email
 - Executive Summary (1 page)
 - PowerPoint presentation

- Investors look for:
 - Truly disruptive technology or approach
 - Team that can execute
 - TAM that is \$1B +
 - Traction
 - Timing that is right for the market

1. What do you do? What customer pain do you address?
2. Who is on your team? How are they relevant? Who is missing?
3. Introduce the product and the benefits
4. How big is your market? Why is the market ready now?
5. What is your go to market strategy?
6. Where are you now? How much traction do you have?
7. How do you get big? What is your vision?
8. What is the competitive landscape?
9. Believable financials with key assumptions
10. The Ask – how much do you want and where will it take you?

Appendix: Anything you think will come up in questions