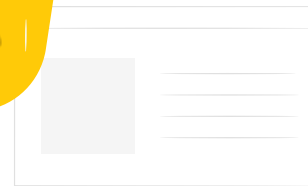
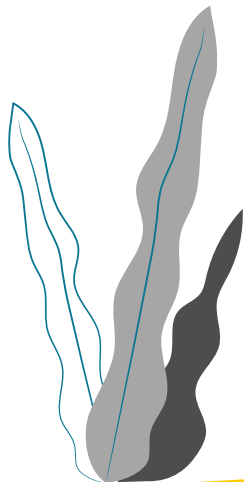
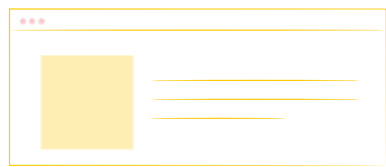


# Workshop Investment Pitch Basics

**pitch  
& GROW**



## What we are working on

How do investors work?

What is important for an investment?

Which steps does it take?

What are Phases regarding a startup?

Important Vocabulary

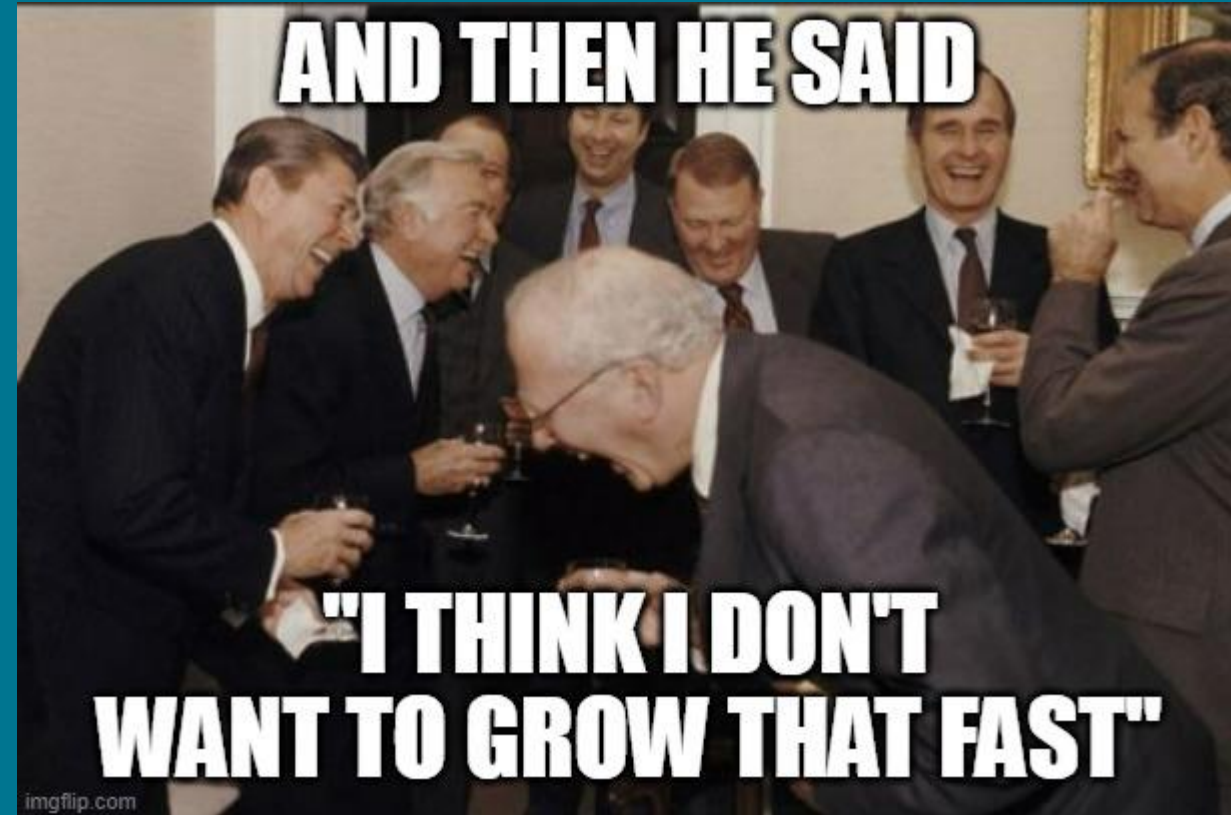
Overview over a Pitch Deck



## Main Goals

### Making Money

- Get onto the next big thing. To make money.
- Put money into high risk, high reward ventures. To make money.
- Invest strategically into Businesses for their own business and get access to technology. To make money.
- Create an impact. While making money.



### What is important for Investors?

**Make 100 Bets. And 2 or three might work...**

Grow the valuation if the company

Get other investors to invest to higher valuations

Sell shares or the company

Outperforming other assets



## Who is burning?

Who do you think is profitable?

**Klarna.**



**we work**

## Different breeds of investors

Venture Capital Funds

Family Offices

Strategic Investors

Business Angels

Early

Pre-Seed

Seed

Series -A

Late

Series -B to  
whatever



## Not all investors work the same way

### VC

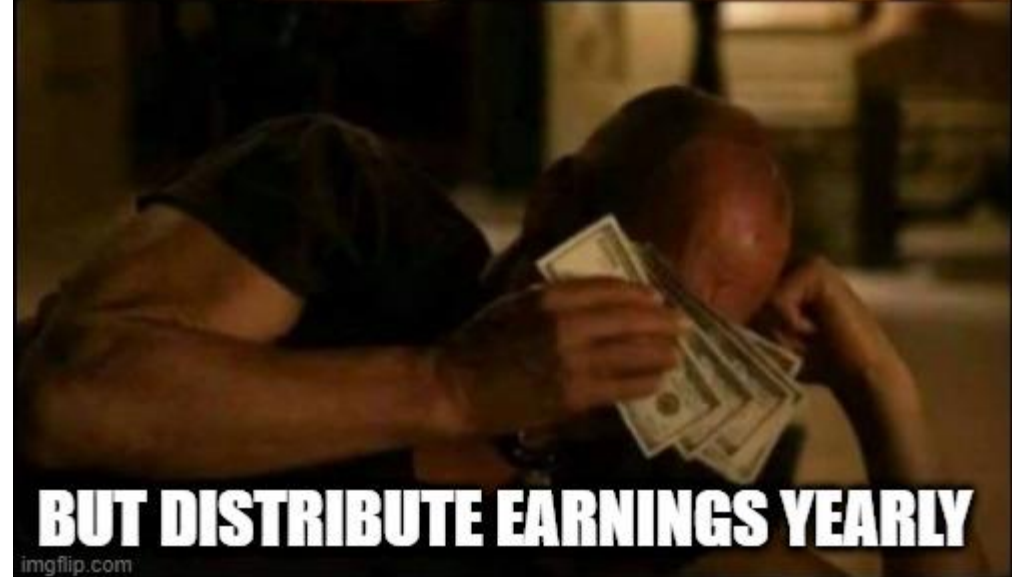
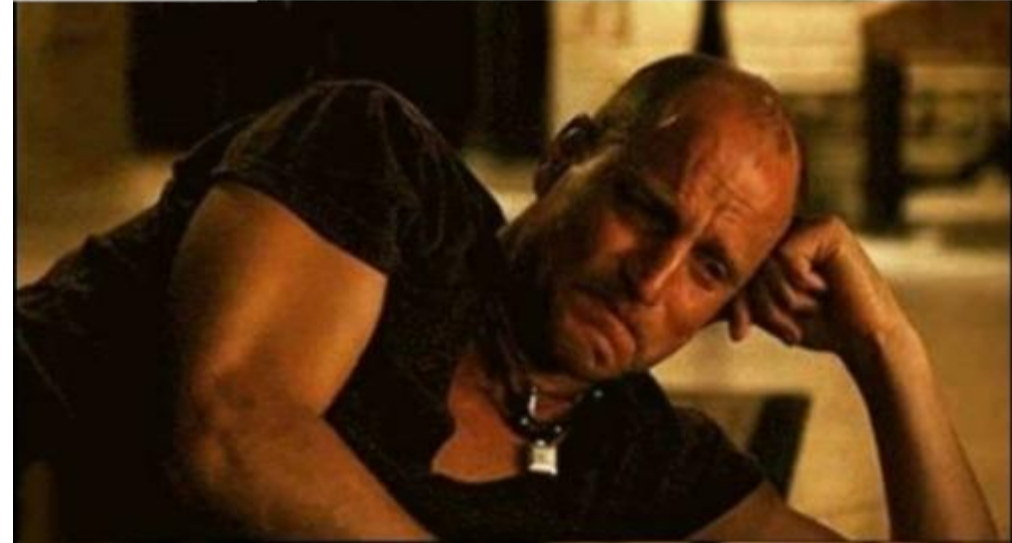
Other people's money  
High risk high reward  
Has to beat the market

### Business Angel

Own money  
Own terms  
Own strategy



**BUSINESS ANGELS WHEN  
STARTUPS DONT WANT TO EXIT**



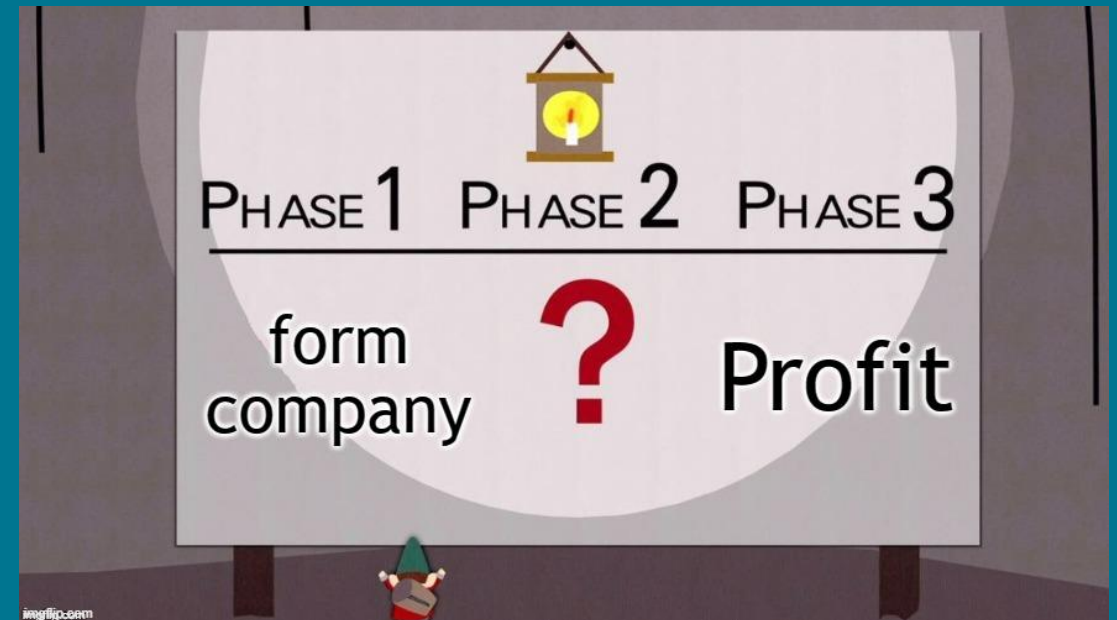
**BUT DISTRIBUTE EARNINGS YEARLY**



## You have a startup



## You want money





# When money is rare and hard to come by



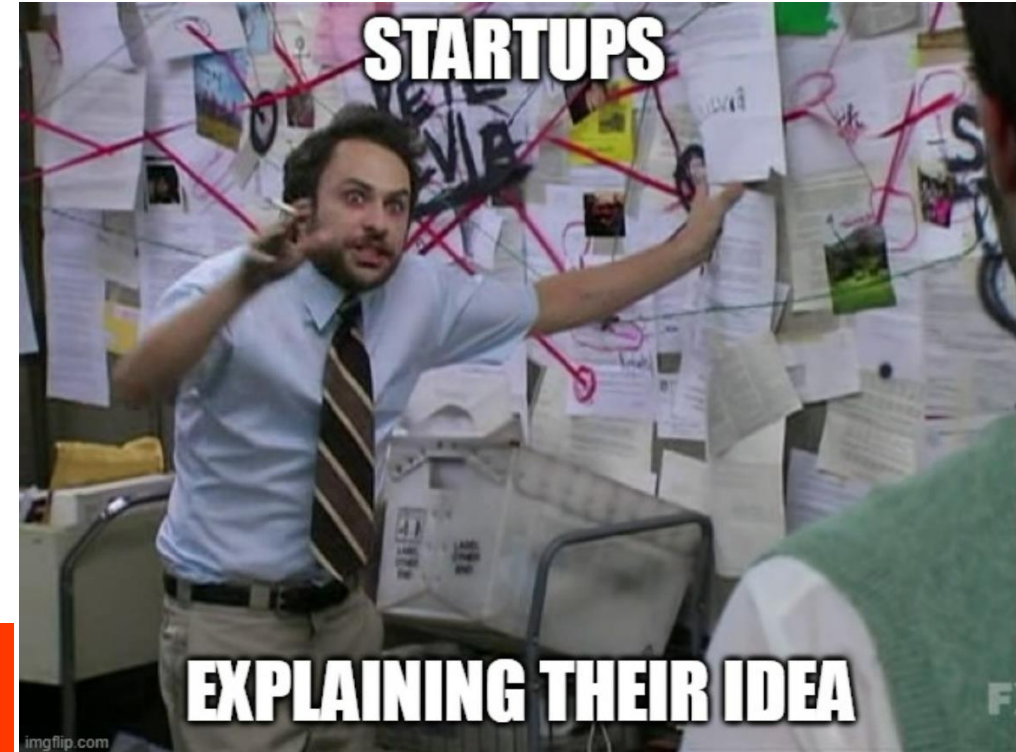
## What you need

Actually a Business

A goal in mind

A plan how to make money

An Idea how you want to run YOUR Business



## The Investment Pitch

### Questions Investors want you to answer:

Does this product solve a problem with an economic impact?

Are the founders capable?

Can this get big enough?

How far do we get with the money?



# Vision Statement



## Problem & Solution

### Problem

Was the problem identified correctly? Is this a real problem?

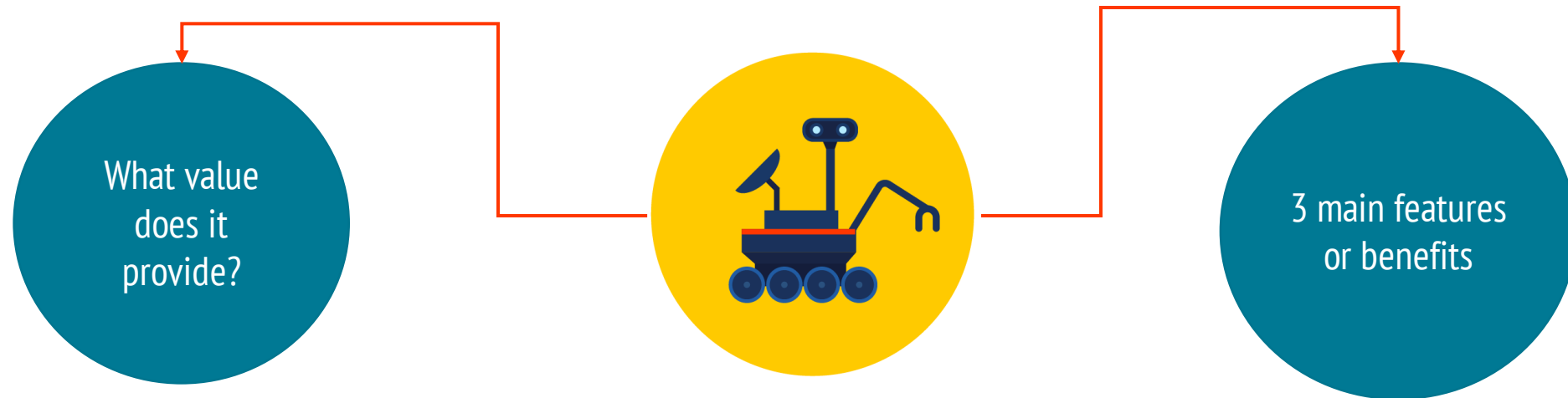
### Solution

Does the solution solve this specific problem?

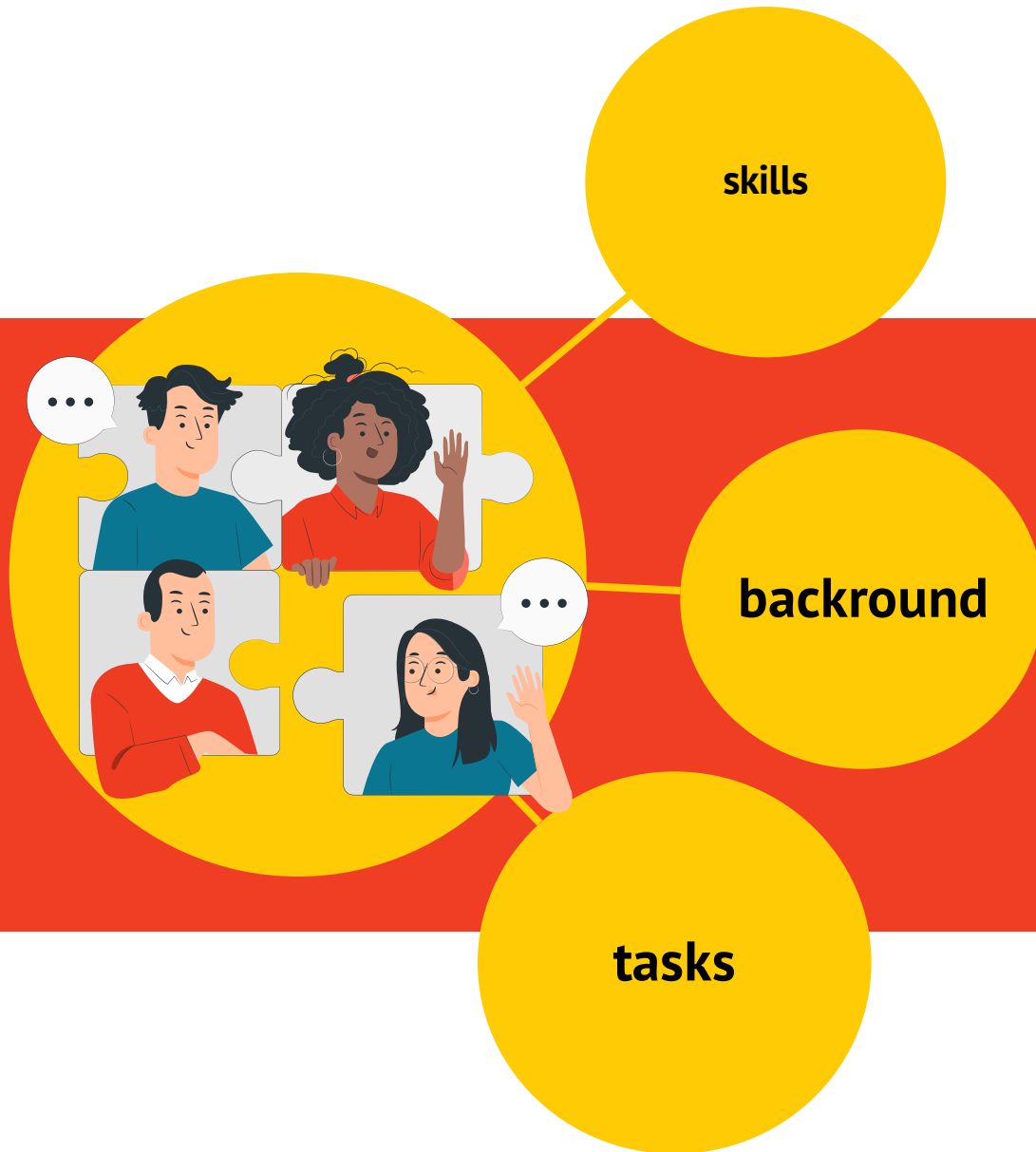




# Product







Does the team have the needed **skills**?  
Which **backgrounds** do the teammembers have?  
Who has strategic and who operative **tasks**?

## Learnings

### What we did

- What did we do to find out?
- What did we test?
- What were we working on?

### What we assumed

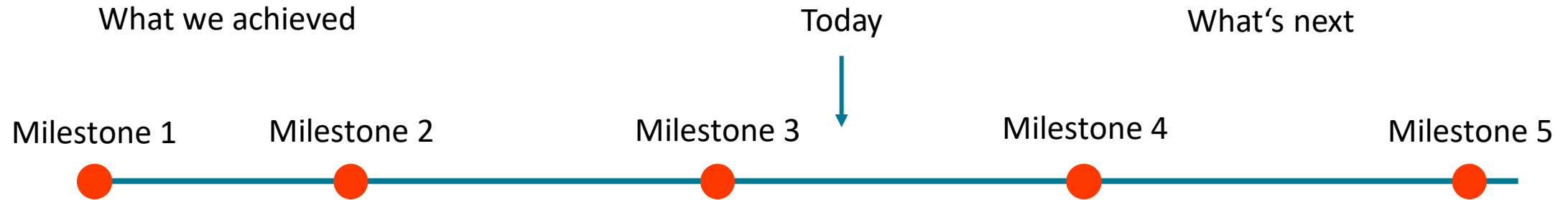
- Our Assumptions we wanted to check

### What do we know now?

- What worked out and what not?
- What are the key learnings?



# Milestones & Journey

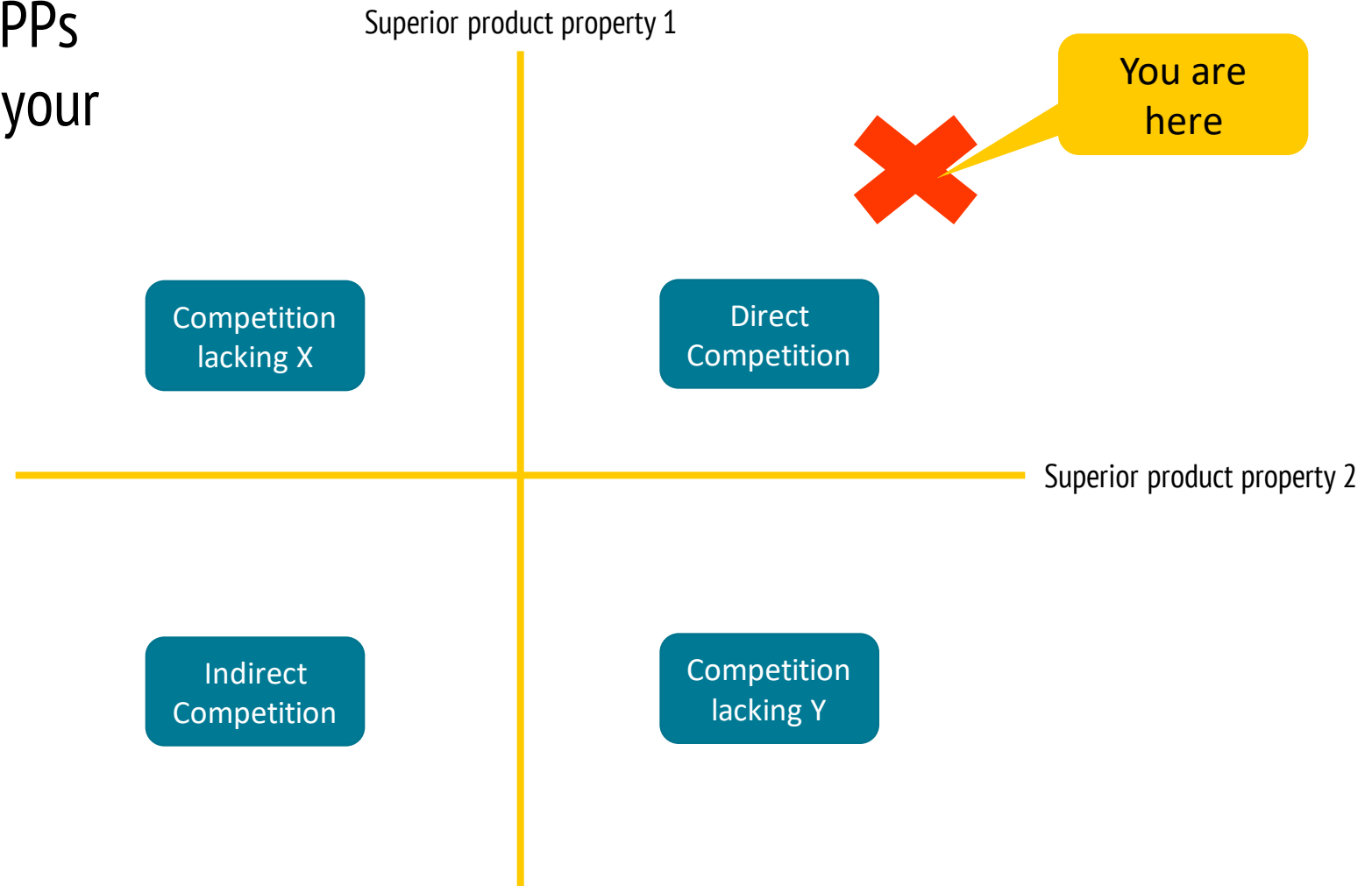


- What did the team already achieve?
- What were the learnings from past Milestones?
- What's up next?
- Has the team the needed Knowledge & Resources?

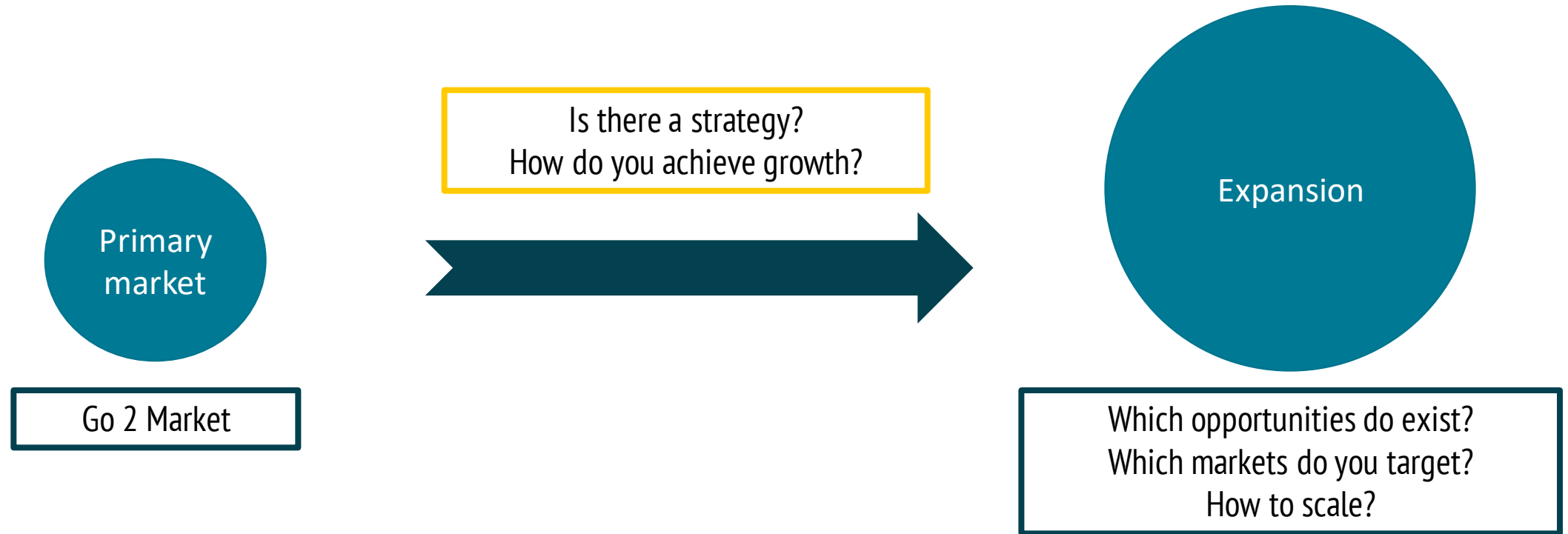


# Competition

Build your USP by using SPPs to separate yourself from your competition



# Markets

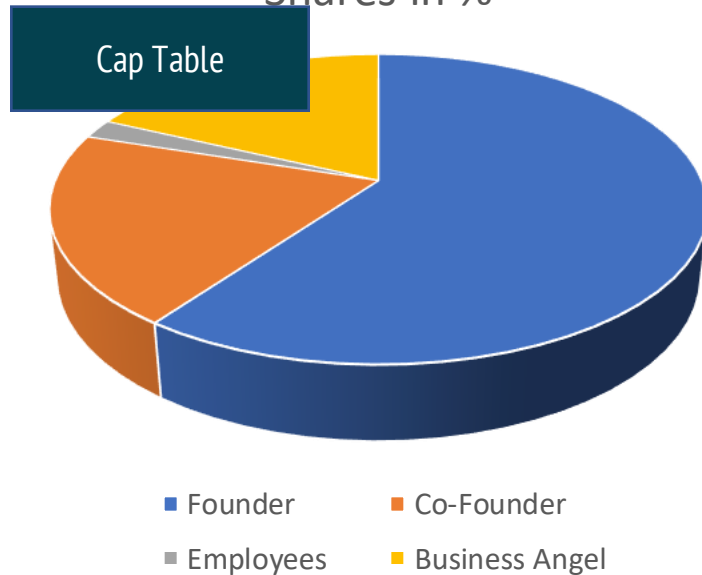


# Deal

## Summary

We raise 250.000 € for creating a MVP, building a sales team and cover regulatory requirements

Shares in %



## Terms:

Closing Q3 2022

Capital: 250.000 €

Valuation: 1.4 Mio. Pre-Money

Vesting over 24 months & pro rata is ensured

## Conditions

## Use of funds:

## Use of Funds

- Creating APIs to common CRM-Systems
- Employees: 1 Sale & 1 Customer Success
- finalising Front-End
- Sales Enablement
- Partner-Marketing



It's a wrap!

Thanks a lot!  
And have a good one!



Reach out!  
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Mail: [info@pitchandgrow.com](mailto:info@pitchandgrow.com)