



GET FUNDED FAST

5 MILESTONES TO A \$1M PITCH

MY PROMISE TO YOU

Step by Step strategy on how to get
a pitch deck and script that can get
you a \$1M or more in funding



DOES THIS SOUND LIKE YOU?

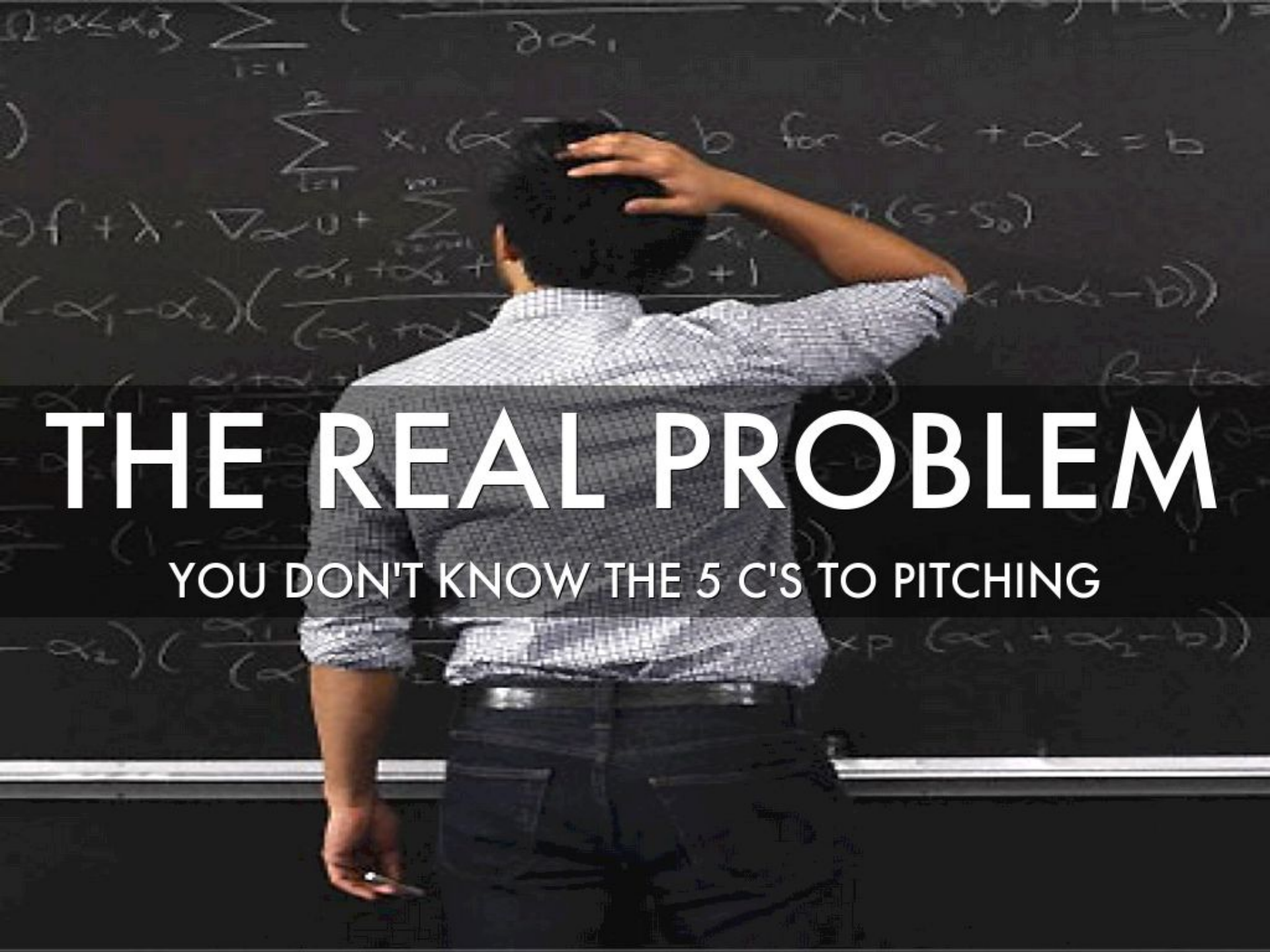
- Do you have trouble getting investors to easily understand your product?
- Do you feel frustrated that it takes investors so long to say yes?
- Do you worry the competition is getting funding faster and might get marketshare before you do?

DOES THIS SOUND LIKE YOU?

- Do you secretly wish you could tell a great story to an investor so they would hunt you?
- Do you wish you could know what questions to expect during and after your pitch for funding?
- Do you believe you have the best team in your start up, but need to convince investors?

A photograph of a man and a woman in business attire shaking hands. The man is on the left, wearing a dark suit, a light blue shirt, and a dark tie with white polka dots. He is smiling broadly. The woman is on the right, wearing a dark blazer over a white shirt. She is also smiling. The background is blurred, showing other people in business attire.

DO YOU WISH YOU COULD
PITCH AN INVESTOR WITH AN IRRESISTIBLE OFFER?



THE REAL PROBLEM

YOU DON'T KNOW THE 5 C'S TO PITCHING

ONCE YOU HAVE FUNDING:

You can hire more staff

You can grow into a global brand

You can expand into new product extensions

You can grow marketshare fast



THE ONE THING YOU NEED TO KNOW

There are 5 simple C's to get
funded fast



WHO I AM

- ✓ Host of The Successful Pitch Podcast with investors from around the world
- ✓ Won Conde Nast salesperson of the year for entire company of 400 salespeople
- ✓ Pitch Mentor at Startfast.net
- ✓ Author The Successful Pitch : Conversations On How To Go From Invisible To Investable



A man in a dark suit and white shirt is looking through a large, silver telescope. The background is a bright blue sky with a white contrail from the telescope's lens. The overall image has a blue tint.

DISCOVERING

THE 5 C'S TO FUNDING

A man in a dark suit and white shirt is looking through a large, silver telescope. The telescope is held up to his eye, and the lens is in sharp focus. The background is a bright blue sky with a blurred horizon line. The overall image has a blue tint.

THERE ARE 5 C'S TO MAKE SURE YOU GET FUNDED
I'M GOING TO WALK YOU THROUGH EACH ONE RIGHT NOW



THE FIRST C

YOU MUST OPEN WITH TOTAL CONFIDENCE

"One Important Key To
Success Is Self-Confidence.
An Important Key To Self-
Confidence Is Preparation"

-Arthur Ashe



YOU STUMBLE

WHEN YOU DON'T GET CONFIDENCE RIGHT



YOU SOAR
WHEN YOU GET CONFIDENCE RIGHT



SECRET TO CONFIDENCE:

STACK UP YOUR MOMENTS OF CERTAINTY

CONFIDANCE RECAP- DON'T WING IT!

Confidence requires Preparation

Get the butterflies in your stomach
to fly in formation

Stack your moments of Certainty





THE SECOND C

RIGHT BRAIN CONNECTION

THE SECOND C

Selling occurs in the emotional part
of the brain

Only 1% of VC pitches get funded...
Not Their Fault

Be in the 1% that does get funded
using the 5 Cs

MOST TECH CEOS PITCH FROM LEFT SIDE OF BRAIN

- a) numbers
- b) how it works
- c) Tech speak

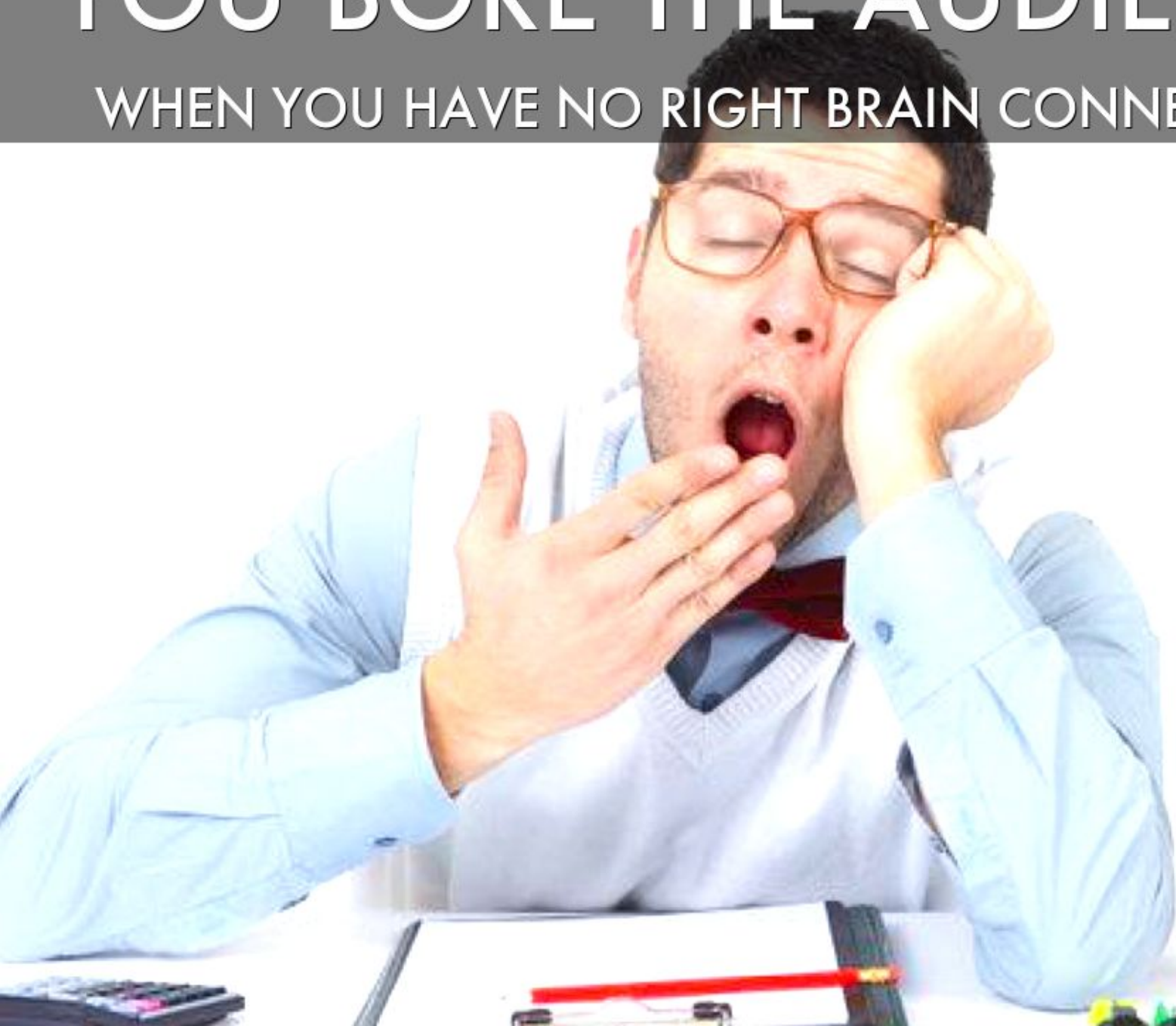




THE CONFUSED MIND ALWAYS SAYS NO
MOST INVESTORS ARE LEFT BRAIN SO THERE IS NO CONNECTION

YOU BORE THE AUDIENCE

WHEN YOU HAVE NO RIGHT BRAIN CONNECTION





WHEN YOU HAVE A RIGHT BRAIN CONNECTION

You **INSPIRE** investors

- a) Stories
- b) What solution does it solve
- c) Easy to understand



STORY

Story about YOU

Story about COMPANY CULTURE

Story about BENEFITS of the
product .

CONNECTION RECAP TO GET A YES

People buy emotionally and back it up with logic

Investors will remember your stories not your numbers

People buy you first, then your vision, then your team, then your product

THE THIRD C

ASK FOR THE MONEY WITH A STRATEGIC COMMITMENT

Venture
Capital

"A Good Pitch Is Very Rare. It Is So Hard Executing On Everything Else That Has To Be Done To Build A Successful Company, Pitching Often Suffers. But The Ability To Pitch Is A Key Indicator For Investors- If The Entrepreneur Doesn't Know How To Sell, How Can He Or She Build A Great Company?"



GET COMMITMENT WRONG

AND YOU ARE UNCLEAR



GET COMMITMENT RIGHT AND YOU ARE FOCUSED

Why You?

Why Now?

Why is this unique?



COMMITMENT RECAP

A person in a dark suit jacket is pulling the jacket open with both hands, revealing a white t-shirt underneath. The t-shirt has the words "Venture Capital" printed on it in a red, serif font. The background is dark, and the lighting is dramatic, highlighting the person's hands and the texture of the clothing.

Show your personal commitment-
money and sweat equity

Show your team's commitment

Show where you will spend the
investor's money and their ROI

Checklist

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-

THE FOURTH C

INVESTORS' CHECKLIST

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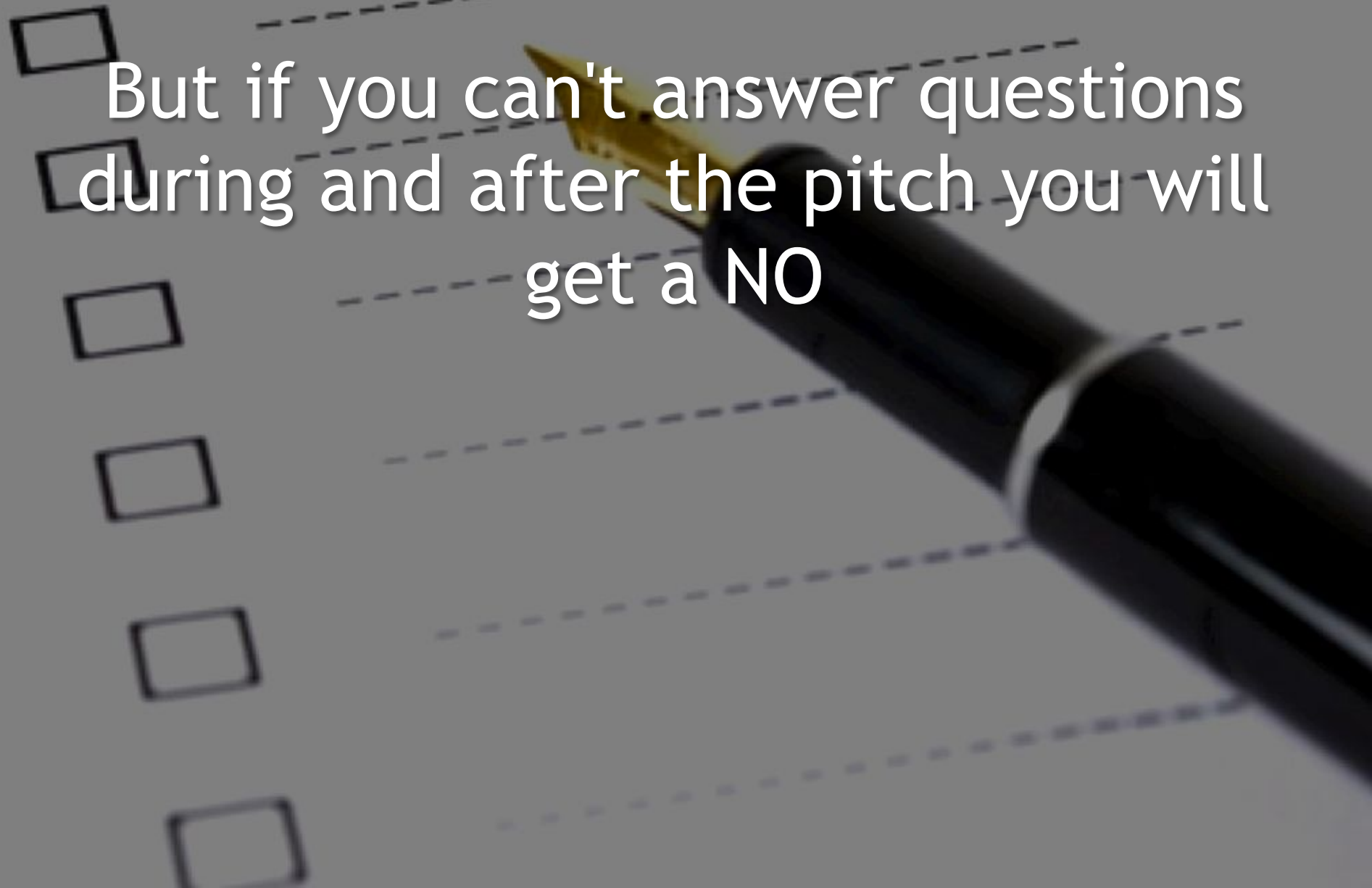
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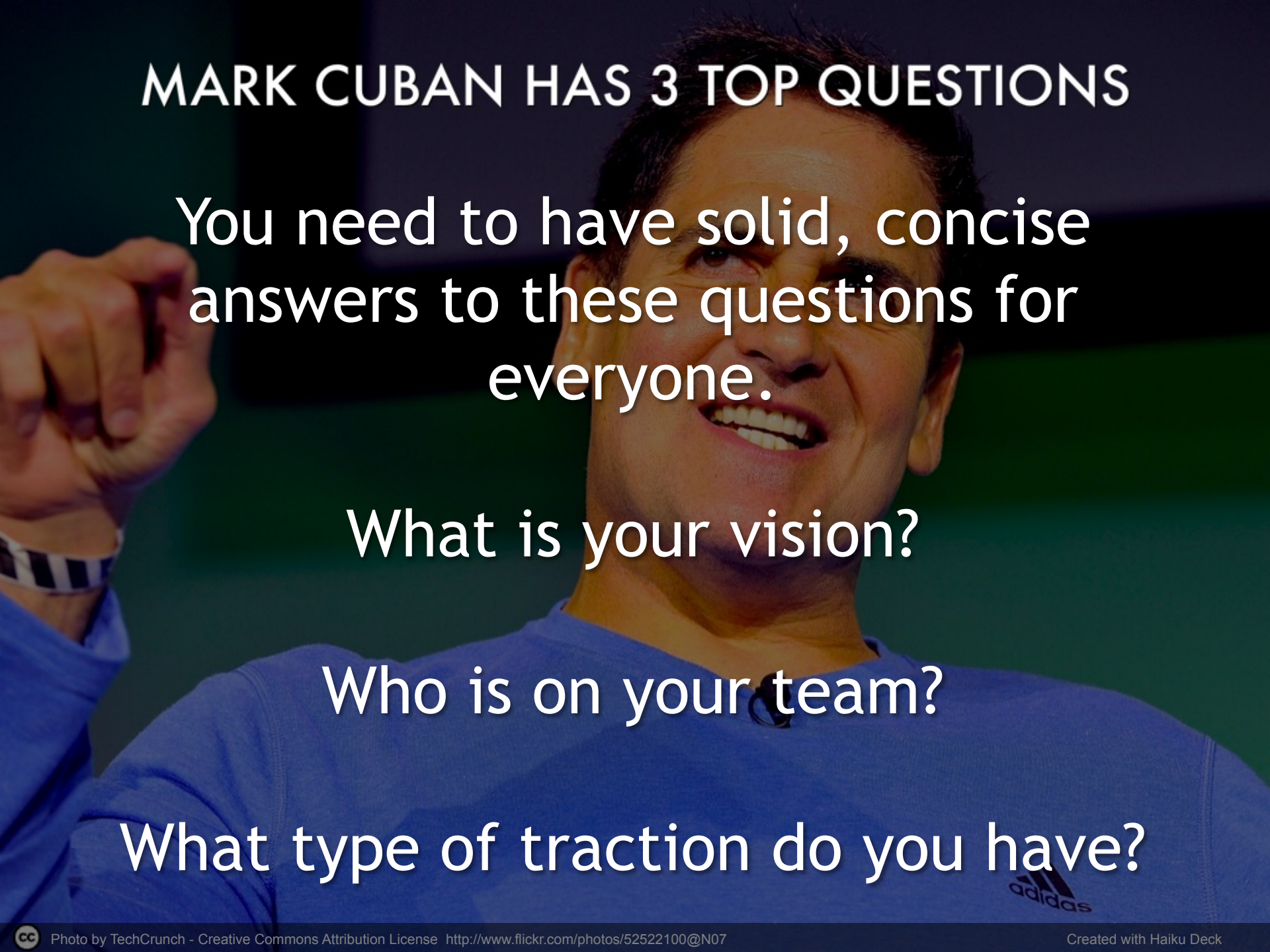


Checklist

YOU CAN PITCH WITH PASSION

But if you can't answer questions during and after the pitch you will get a NO



A photograph of Mark Cuban, a man with dark hair, wearing a blue long-sleeved shirt with an Adidas logo on the right chest. He is smiling and has his right hand raised in a fist-like gesture. The background is a blurred green wall.

MARK CUBAN HAS 3 TOP QUESTIONS

You need to have solid, concise answers to these questions for everyone.

What is your vision?

Who is on your team?

What type of traction do you have?

"Proper Planning Prevents Poor Performance. Before I Went On 'Shark Tank' I Watched Every Episode Twice And Created A Flow Chart Of Potential Questions Based Off Each Shark's Personality. There Wasn't A Single Question I Wasn't Prepared For."



-Aaron Krause,
winner of Shark Tank,
of Scrub Daddy

A man in a dark blue suit, white shirt, and blue patterned tie is shown from the chest up. He is holding a black marker in his right hand and is in the process of drawing a checkmark inside a square box on a glass surface. There are two other similar boxes with checkmarks already drawn above and below the one he is currently drawing. The background is a solid blue color.

IF YOUR COMPETITION IS PREPARING THIS MUCH
DON'T YOU THINK YOU NEED HELP TO DO THIS TOO?

CHECK LIST RECAP

A person in a dark suit and blue patterned tie is shown from the chest up, holding a pen and marking a checklist. The checklist consists of several boxes, some of which are already checked with a large white 'X'. The background is a solid teal color.

Investors want to see certain boxes checked off during the pitch

Investors will have questions for you after the pitch.

Will you be prepared and have the answers to show you are the expert worth funding over another start up?



THE FIFTH C

COLLABORATE OR SINK



"Collaboration Should Extend Beyond Your Internal Team. It's Important To Find New Connections In Order To Share Your Experiences And Learn From Your Fellow Business Creators. You Need To Find Out More About The Startup World And More About What You Can Do To Improve Your Business And Your Pitch."



-Jose Vasquez

INVEST IN COLLABORATION

The background of the slide features a group of approximately 15 people in silhouette, standing in a line and facing each other as if in a meeting or collaborative discussion. They are positioned in front of a large window with vertical frames, through which a bright, hazy light is visible, suggesting an indoor office or conference room setting.

You gain insights you never will
discover on your own

How much more confident, connected
and committed would you be with a
funding strategy collaboration that
makes sure all your boxes are checked
off?

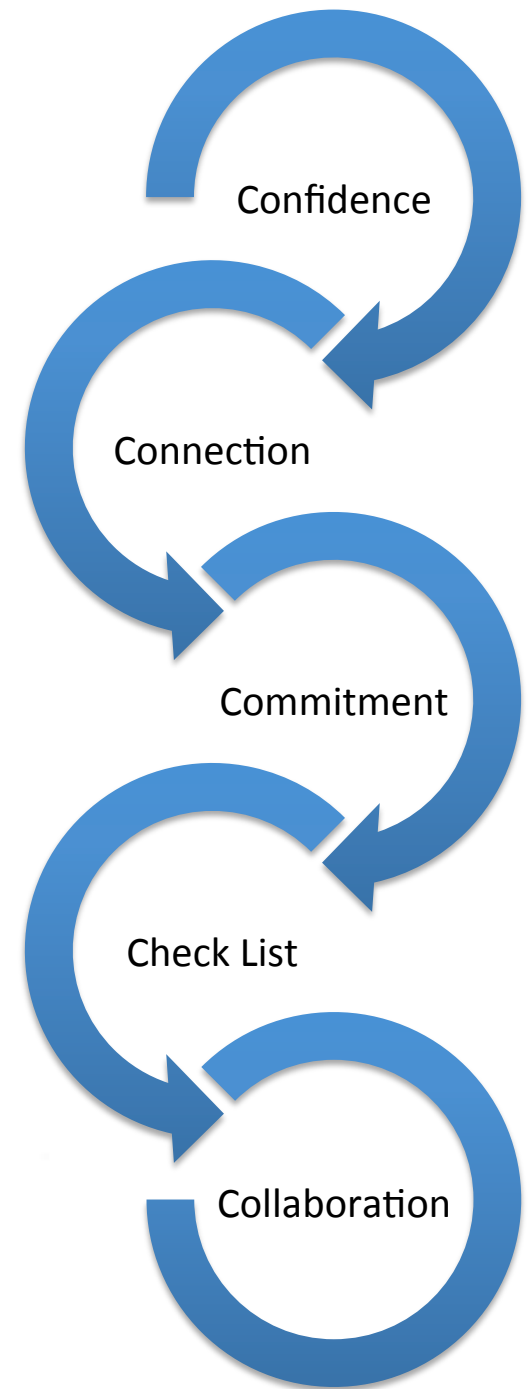
TODAY I PROMISED

- How to get logical CONFIDENCE even if you don't have it now
- How to get a right brain CONNECTION with investors so they feel inspired
- How to become a master storyteller. "Storytellers rule the world" PLATO

TODAY I PROMISED

- How to get a Strategic **COMMITMENT** to get investors to say yes
- How to check off every box an investor needs to see
- How to prepare for questions during and after the pitch

WHAT YOU NEED TO GET FUNDED



A landscape photograph featuring a vibrant rainbow arching across a clear sky. Below the rainbow, a dark, silhouetted tree stands in a field. The foreground shows a path or road leading towards the horizon. The overall scene is bathed in a warm, golden light, suggesting either sunrise or sunset.

THESE 5 C'S

ARE ENOUGH TO GET YOU FUNDED FAST



Irresistible

Intriguing

Interesting

Insignificant

Invisible

WHERE DO INVESTORS SEE
YOU ON THIS LADDER?