

Pitching

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Here's how I'll break it down:

Before the meeting

1. Preparing your deck and
2. materials
3. The actual pitch
4. Pulling a round together

Before the Meeting

- Ideally, don't have a fundraising conversation be our first interaction!
- Always get a warm intro
 - Crypto investors rarely take cold meetings
 - The industry is full of noise, bad actors, bullshit artists
 - Some social proof goes a long way to getting past a filter

This is what my cold email inbox looks like.

Sazmining Bridges Energy & Blockchain - Hello Dragonfly Capital Partners, My name is William Szamossz

Kompyte Fundraising. \$800k ARR, 8-10% MoM, LTV/CAC 5x - Hi, I hope this email finds you well. I'm raisin

FICCI Roadshow on Opportunities for Investment in Stressed Assets in India : 17th September 2020, 1800

Investment Opportunity in AMEPAY - View online Hi Dragonfly Capital Partners! Greetings from AMEPAY!!

Investment Enquiry - Dragonfly Capital Partners x The Dino Zoo - Dear Dragonfly Capital Partners, Hope th

الافتتاحية للاوفد من زيرد لبرا الكمد بدقة الابتكار الاكبر المتزايد والتنمية المستدامة العنصرية المناقصة

21st Annual Insurance Conference (FINCON 2020) : August 27-28, Online - Kindly ignore if already registe

Insurance Industry - Deal opportunity - Dear Matched you can find an investment opportunity we represen

3D Technology Investment Opportunity - Hello, Spun out from FunderLaunch in Montreal, AIW3D has de

21st Annual Insurance Conference (FINCON 2020) : August 27-28, Online - Dear , FICCI's 21st Annual Insu

On Demand - "The Case for Global Emerging Market Bonds" - In case you missed it, we have it On Demand

ACI successfully raises CHF 5.25m for ecoSwash - ACI successfully raises CHF 5.25m for ecoSwash Good

S&P Global Invitation - Credit Risk Considerations for Direct Lending and Private Debt" - September 15, 20

It's going to be hard for me to find you in here.

Before the Meeting

- If you must go cold...
 - Twitter or some other form of engagement works better than cold email
 - Give enough personalization so I know it's not a mass email
- Canvas all the funds that could be a fit for your startup
- Have an idea of what your prospective investor is into
 - If you're a gaming company, seek out gaming investors

Before the Meeting

- Practice pitching on your friends/advisors
 - Get honest feedback from them (most people won't give you this)
- Pitch on video / self-Zoom, critique yourself (wait a day!)

Deck and Materials

- Tell a story in your deck. In seed, narrative is everything.
- Keep it short. Shorter than you think.
 - Keep slides simple and uncluttered.
 - No math on your slides unless it's extremely simple.
- Craft your deck as though your audience is stupid and easily distracted.
 - This means each slide can stand on its own.

Deck and Materials

- Don't spend half the deck explaining how cool crypto is or how crypto is going to change the world.
- There are five key things I want to know in your pitch:
 1. *Who you are*
 2. *What you do*
 3. *Why your startup will work*
 4. *Why it'll change everything*
 5. *What you want from me*

Deck and Materials

- Things you don't need:
 - *A monetization plan or token model*
 - It's nice to see you've thought about this, but don't need a concrete answer yet
 - ***A valuation***
 - You need to know how much you're raising, but the market usually determines the valuation
 - ***A TAM***

Deck and Materials

- Use Docsend
 - **Use Docsend**
 - **Use Docsend**
- If you have a cool demo, include it. If your demo looks terrible, don't.
 - Use your judgment!

The 7 Slide YCombinator Template

1. Intro
2. Problem
3. Product / customer
4. Opportunity (TAM)
5. Traction
6. Team

Pitching

- Please, don't just read through your deck!
 - I want to get to know you, understand how you think.
 - I'm backing *you* more than I'm backing your pitch deck.
 - Your deck is a visual aid for our conversation, not a script to read.
 - Feel free to skip slides, run through it quickly, or just ignore the deck if it's not useful for this conversation.
- The point of a pitch is to persuade the investor, not to complete a pitch.

Pitching

- Don't try to impress me with technical jargon.
 - This is common in emerging technology—being obtuse and overcomplicated to dazzle investors.
- If you use charts or diagrams, make them simple.
 - They should be comprehensible at a glance.
- Make your pitch as lucid and clear as possible.
 - Teach me, don't just try to impress me.
- Sell your vision!

Pitching

- Be mindful of time.
- Sound excited!
- Ask me questions. I'm qualifying you, so you should qualify me too.
 - Curiosity and choosiness about investors is a sign of strength and confidence.
- Get to know me. Plumb what I think about the world.
 - The best deals get done between people who like each other.

How 2 talk gud

- Speak slowly. Slower than you think. Enunciate.
- Make eye contact!
- If you're going to make jokes, do it with confidence.
- Kill your "likes" and "ums."
- Be concise. Use simple words.
- Give direct answers. No evasion ever.
- Speak with descending tonality.

Pulling your round together

- Look busy and in high demand. Signaling is half the game.
- Build the impression of scarcity.
- Be choosy with who you let invest.
 - A lack of choosiness projects a lack of demand or lack of experience—neither are good signals.
- If you promise someone something, your word should be ironclad.
- That said, unless you explicitly make a promise or sign a term sheet, everything is preliminary.

Pulling your round together

- Reach out to investors you're less excited about first to get some pitching reps in.
 - Then go after the dream team.
 - Contact slower-moving investors first (bigger, older firms)
- Be timely in your communication, even if it's just to say *"I can't give you a response right now, but will be able to in X days."*
- Pursue a strong lead.
 - Strong leads are pretty much always better than "party rounds"

Pulling your round together

- Know how much you need to raise and what you'll spend it on.
 - Valuation is a *tool* to get the capital and partners you want.
 - First-time founders rarely understand this, but serial entrepreneurs almost always do.
- Once terms are in sight, introduce deadlines and get things moving.
 - Otherwise investors will assume they can wait.
 - Investors are lazy. It's up to you, not them, to get things closed quickly.

Example slide deck & pitch

(By Haseeb, GPT-3, and Stable Diffusion)



DataCoin

Your data, your choice.

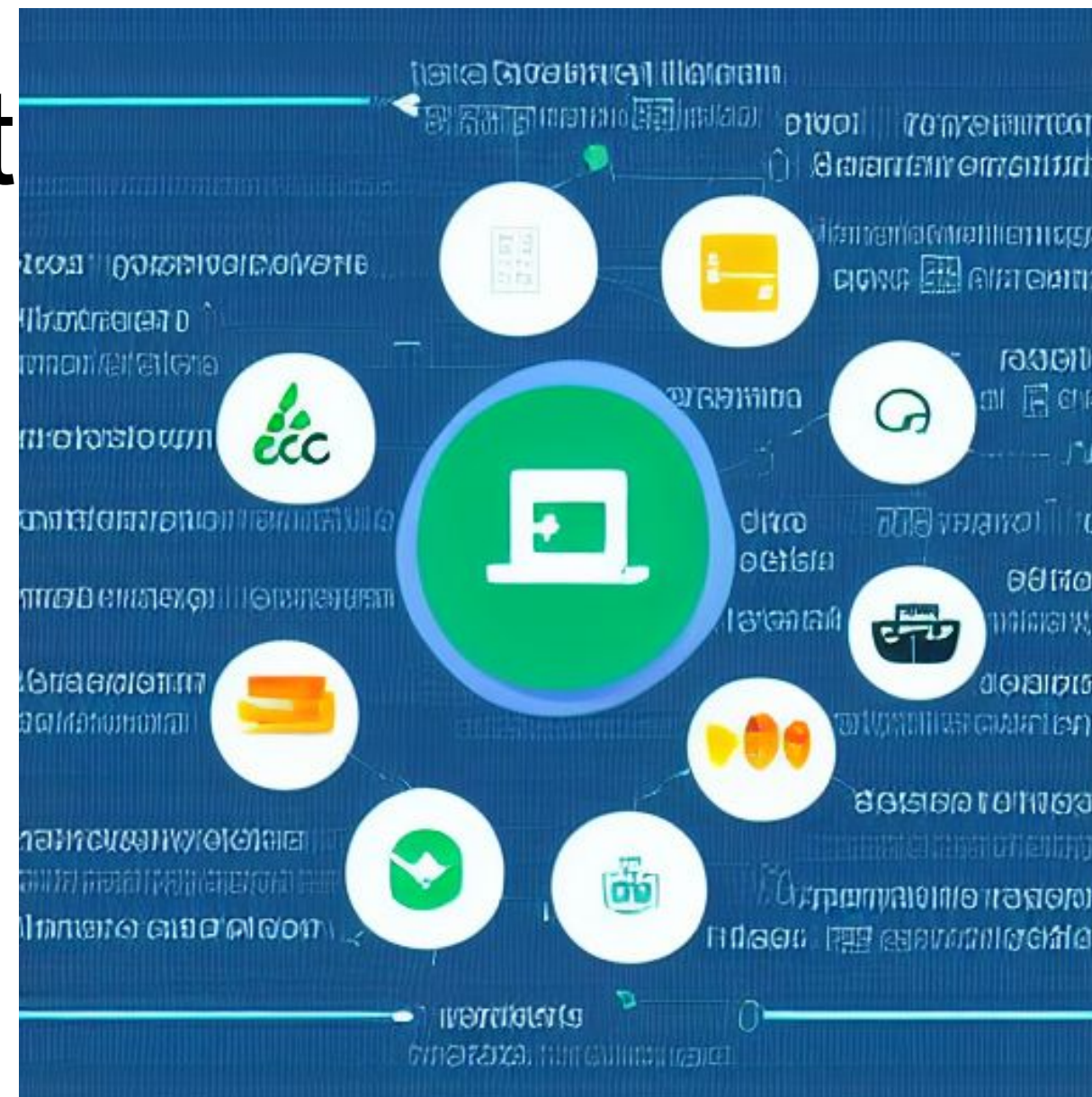
Today, large
companies **control**
and abuse their
user's data.



DataCoin gives that
power back to
users.

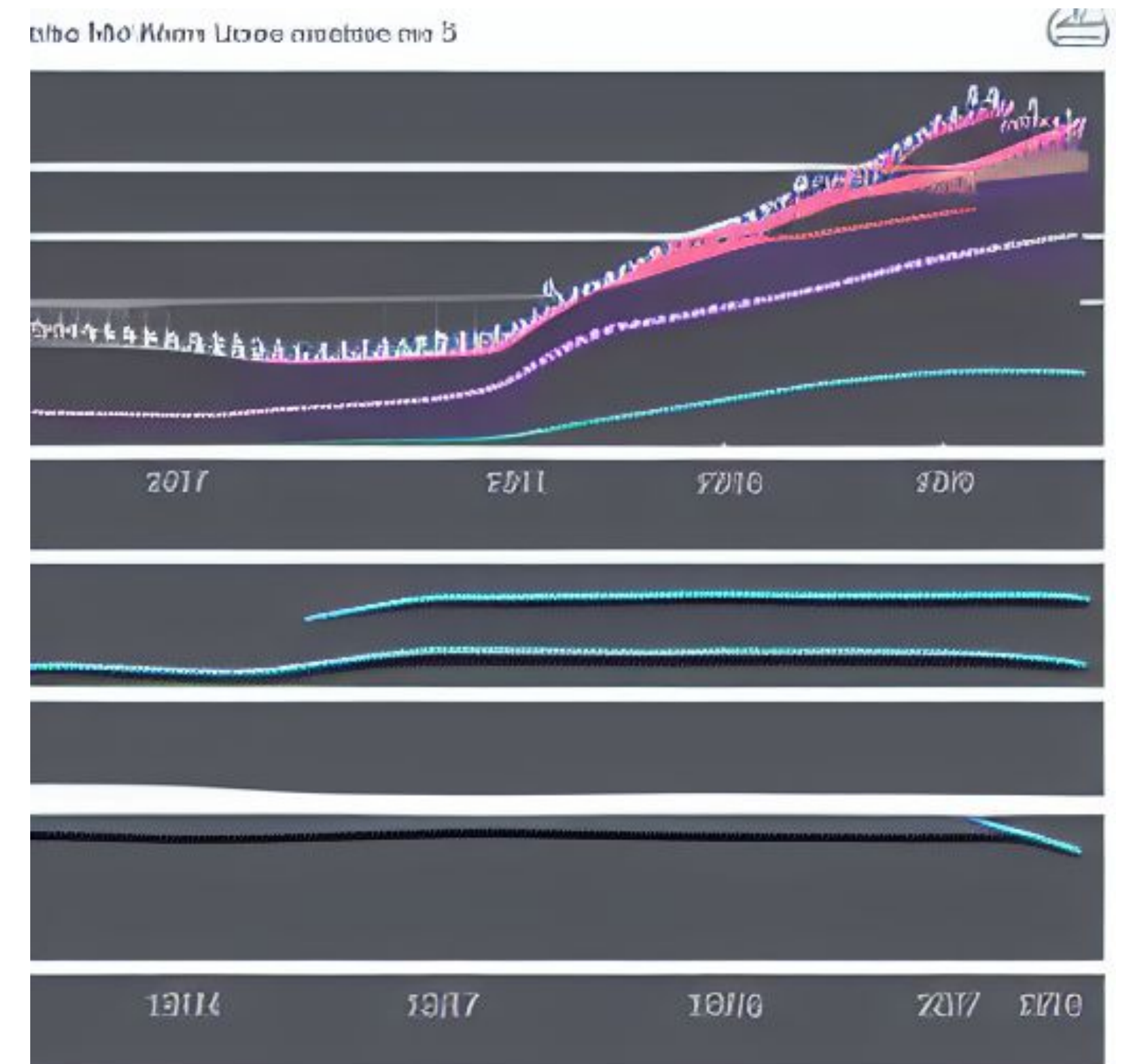
How DataCoin Works

- Users will be able to monetize their data and control their privacy. DataCoin is the token used to access their data.
- The token will be used to reward users for sharing their data.
- The more data a user shares, the more tokens they will earn.
- We'll also have a market where users can buy and sell data.



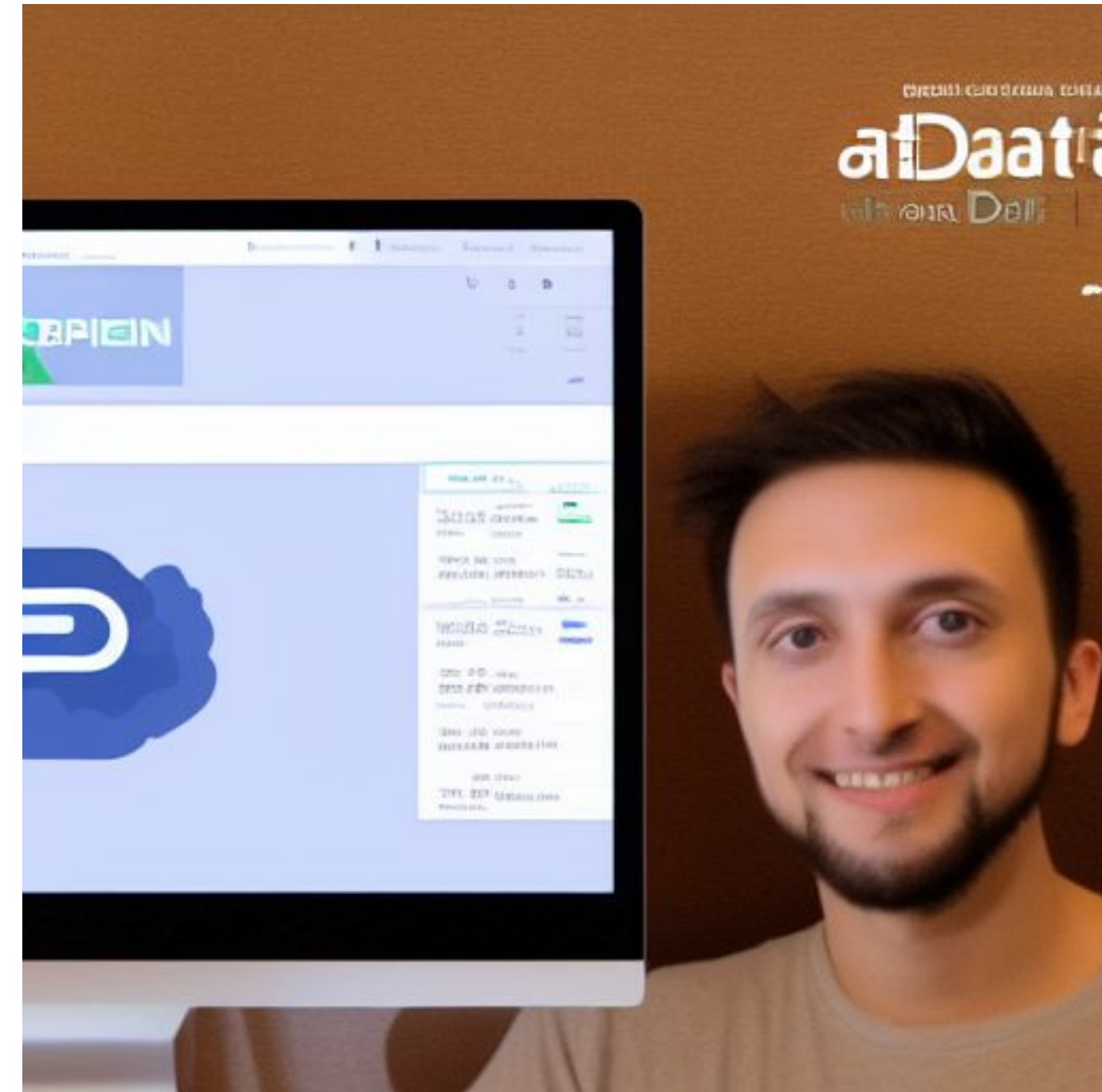
The Opportunity

- There are over 3 billion internet users who generate data that can be monetized.
- The global data market is expected to grow from \$1.7 billion in 2016 to \$3.0 billion by 2021.
- DataCoin will enable users to monetize their data in a way that is convenient, safe, and secure.



Traction

- DataCoin has been featured in TechCrunch, Mashable, and VentureBeat.
- DataCoin has a strong web3 community on Discord, Twitter.

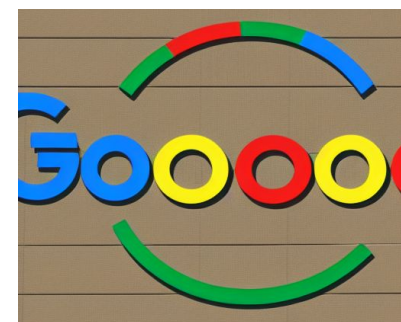


Team



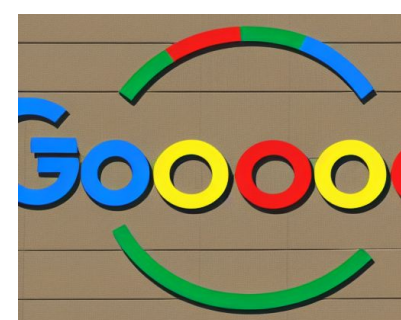
CEO: Sasha Koprivnikar

Serial entrepreneur with experience in web3 technologies and data science. He has a degree in computer science from Stanford University and has worked as a software engineer at Google and Facebook.



CTO: Anastasia Kravchuk

Anastasia is a data scientist with experience in web3 technologies and data mining. She has a degree in data science from Stanford University and has worked as a data scientist at Google and Facebook.



Our Ask

- We're raising \$1 million from VCs.
- The money will be used to build the platform, hire talent, and market the platform.

Why we'll win

- We're solving a real problem that affects billions of people.
- We have a strong team with the experience and expertise to build a successful platform.
- We have a clear path to monetization.
- We have a strong advisory board.
- We're based in Silicon Valley.



OK! Now you should be a pitching machine, thanks to GPT-3. 👍

Questions?