Twitter Thread by Raj Shamani

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I'm building my second startup on stealth
So, I studied 100s of pitch decks that got over $1M funding to make mine.
Here's what they all had in common:

1. Talk about the milestones:

Focus on the milestones you'll achieve after the fundraiser and not just the time it buys you.

Talk about how long you will take, and how the raise will help you get where you want to be.

2. Strong plan:

Be more specific with your plans instead of keeping them vague or weak.

For your marketing plans, know your target audience well enough. Answer how you'll reach your TG(target group)specifically.

3. Talk about your competitors

Talk about your competition and what advantage you have over them.

Have a clear answer to the question- "What is it that you are doing differently to make sure your competitors cannot copy you?"

4. Testimonials:

Let the investors know you have customers who believe in your idea.

Build your rapport by talking about the feedback you have received on your product and how the problem is worth solving.

5. Talk about team roles:

Investors must be introduced to every team member along with the role they play in the startup.

A brief, witty introduction about the role of each team member (and not just their designation) must always be a priority.

6. Brand story

Don't miss out on narrating a story about your mission and why you built your product in the first place.

When did the idea of building the product strike you first? Your brand story must be the highlight of your pitch.

7. Keep it concise:

Keep your pitch deck short and crisp. Too much information adds to confusion and boredom.

Use concise data (graphs, charts) and images, in the place of long sentences/paragraphs.

8. Keep it simple

The best way to look professional with your pitch deck is by keeping it simple and engaging.

Don't go for too many animations and fancy graphics.

9. Being realistic

Do not make big claims and overestimate your capabilities.

Be realistic with the present achievements and future plans and say only what you can back with data.

10. Referring to why the advisor didn't invest:

Refer to the advisor only when they are investors in the company. If they aren't, explain why.

Investors become cautious if an advisor who knows the company inside out isn't an investor.

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