

Pitching Your Company to Investors



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How does “investing” work?

To **invest** is to allocate money in the expectation of some benefit in the future. In finance, the benefit from an investment is called a return.

“I bought every V12 engine / Wish I could take it back to the beginning / I coulda bought a place in DUMBO before it was DUMBO / For like 2 million / That same building today is worth 25 million / Guess how I’m feelin’? Dumbo”

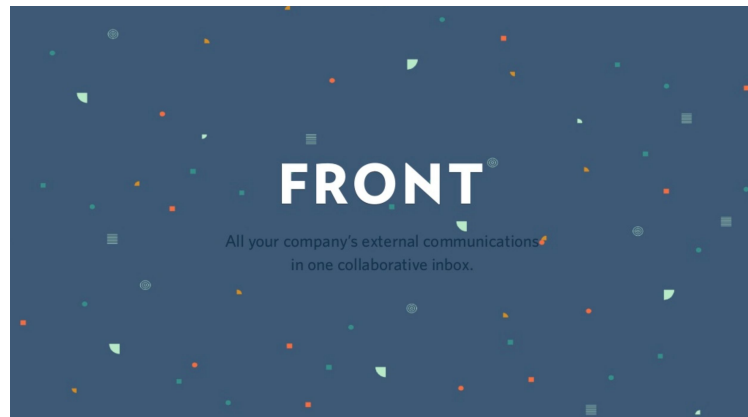
“I bought some artwork for 1 million / 2 years later, worth 2 million / Few years later, worth 8 million / I can’t wait to give this to my children.”

Creating A Pitch Deck



Incredible Health

- Iman Abuzeid
- \$15M Series A
- Led by Andreessen Horowitz
- *Two-sided marketplace to place healthcare professionals where they are most needed.*



Front

- Mathilde Collin
- \$10M Series A
- *All your company's external communications in one collaborative inbox*

I have a great idea/company that I want to grow using venture capital. But where do I start when building my pitch deck?

Describe the
PROBLEM



Describe the PROBLEM

THE PROBLEM

Email is the most important business communication channel

215 billion

EMAILS SENT PER DAY

54%

ARE BUSINESS EMAILS

7%

YEAR-ON-YEAR GROWTH

But email is a tool designed for personal use



NOT COLLABORATIVE



BAD PRODUCTIVITY



ERROR-PRONE



Ok, state my problem...
then what?

Explain your
SOLUTION

The Solution



Employers apply to candidates, instead of
the other way around... nurses love it.

Explain your **SOLUTION**

THE SOLUTION

Rebuilding email, for business this time





COLLABORATIVE

Company > Team > User
Share, assign, mention
As transparent as can be

INTEGRATED

Analytics
3rd party integrations
Open API

UNIFIED

All email providers
All channels    
All teams

A multichannel *email* client, where every conversation finds its way to the right people, and is accounted for in the right system.

Problem, Solution...
But is that enough?

Show your
TRACTION

Hire permanent nurses in less than 30 days

- Days to fill less than 30 days vs 82 day national average
- 25X more efficient than traditional job boards
- NPS scores from talent & employers: 86+

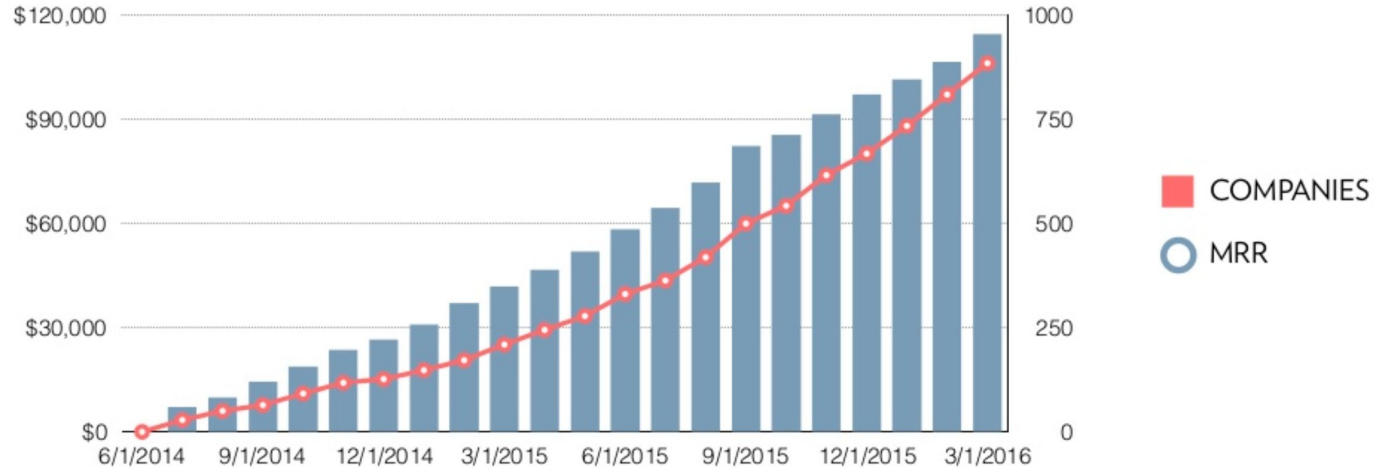


Show your
TRACTION



CONSISTENT ORGANIC GROWTH

Show your
TRACTION



MRR grew 5.4 times in the past 12 months.

Now, tell them WHY YOU & YOUR
TEAM?!

Hype Up Your TEAM

THE RIGHT MIX OF PASSION AND EXPERIENCE



Mathilde Collin

CEO, co-founder



Laurent Perrin

CTO, co-founder



Cailen D'Sa

Head of Sales

1st sales @ **box**nd 



Greg Walder

Head of Customer Success

Former head of upsells @  **Dropbox**

Unfair access to pool of excellent French engineers



Hype Up Your **TEAM**

Incredible Health



Founded in 2017
San Francisco, CA



Incredible Health is a "Marketplace
Technology"



Backed by top tier Silicon Valley
investors, Marketplace and
Matching Technology experts.



Team: MDs, RNs, software
engineers, marketers,
designers. Healthcare and
Matching Technology experts.



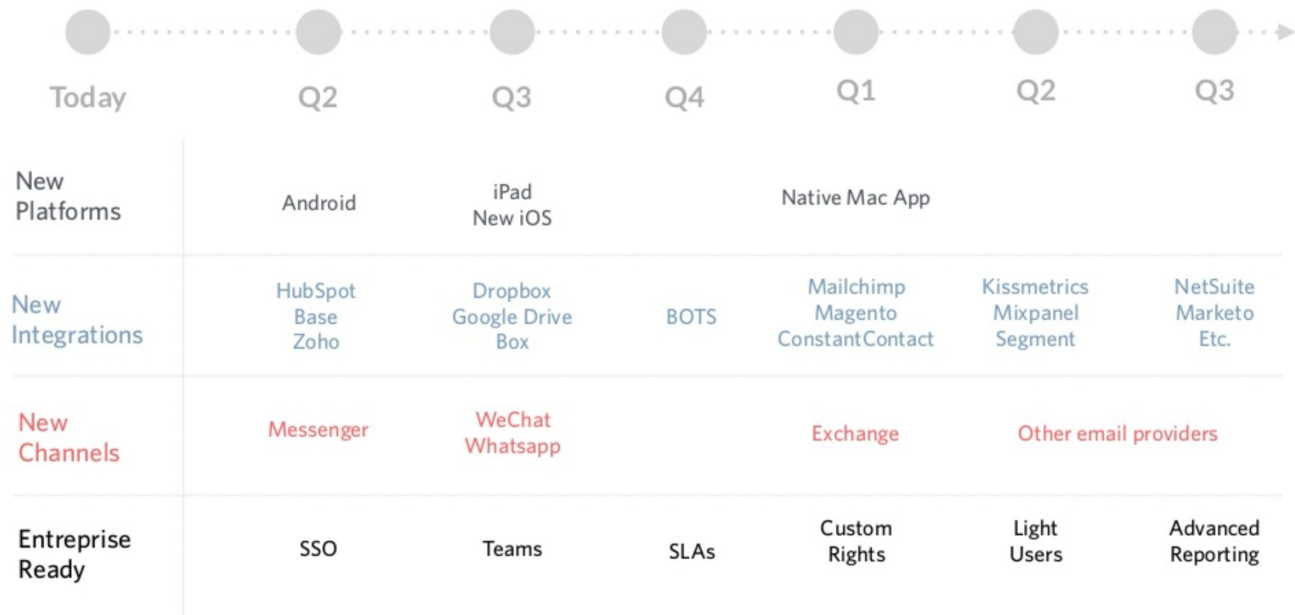
Serve IDNs, academic medical
centers, community hospitals
throughout the nation.



How should I wrap up?

Hype Up Your TEAM

THE PRODUCT ROADMAP IS CLEAR



Elements of a successful pitch

- **Introduce yourself**
- Introduce the **name of your company**
- **Clearly convey the problem** you want to solve.
- **Describe the product** your company is working on
- **Describe the unique selling proposition**
- Provide a **call to action**
 - Do you want your audience to purchase something?
 - Do you want them to connect you to advisors?
 - Do you want them to invest?



Elements of a successful pitch

1. Ask for help to get started 🤔
2. Time your pitch 🕒
3. Practice 🎤
4. Speak clearly 🗣️
5. Be conversational 🤝
6. Smile and let your passion show! 😄
7. Test and tweak 🧐