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

The Problem is Getting Worse

1 million 82 days
Nurses short by 2024 in the US Average time to hire a nurse

Describe 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?
Employers apply to candidates, instead of the other way around... nurses love it.
Explain your SOLUTION

## THE SOLUTION

Rebuilding email, for business this time

<table>
<thead>
<tr>
<th>COLLABORATIVE</th>
<th>INTEGRATED</th>
<th>UNIFIED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company &gt; Team &gt; User</td>
<td>Analytics</td>
<td>All email providers</td>
</tr>
<tr>
<td>Share, assign, mention</td>
<td>3rd party integrations</td>
<td>All channels</td>
</tr>
<tr>
<td>As transparent as can be</td>
<td>Open API</td>
<td>All teams</td>
</tr>
</tbody>
</table>

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?
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

68% of RN candidates accept their 1st offer

61% of RN candidates accept their first offer, even when their 2nd or 3rd offer has higher compensation

Source: Incredible Health Data Analytics
Show your TRACTION

CONSISTENT ORGANIC GROWTH

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 Dropbox

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

<table>
<thead>
<tr>
<th>New Platforms</th>
<th>New Integrations</th>
<th>New Channels</th>
<th>Enterprise Ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>HubSpot, Base, Zoho</td>
<td>Messenger</td>
<td>SSO</td>
</tr>
<tr>
<td>iPad New iOS</td>
<td>Dropbox, Google Drive Box</td>
<td>WeChat Whatsapp</td>
<td>Teams</td>
</tr>
<tr>
<td>Native Mac App</td>
<td>Mailchimp, Magento, ConstantContact</td>
<td>Exchange</td>
<td>SLAs</td>
</tr>
<tr>
<td></td>
<td>Kissmetrics, Mixpanel, Segment</td>
<td></td>
<td>Custom Rights</td>
</tr>
<tr>
<td></td>
<td>NetSuite, Marketo, Etc.</td>
<td></td>
<td>Light Users</td>
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<tr>
<td></td>
<td></td>
<td>Other email providers</td>
<td>Advanced Reporting</td>
</tr>
</tbody>
</table>
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 😎