

Pitch essentials



Agenda

- About Iron Wolf Capital
- Business development cycle and value growth
- Key pitch elements
- How to talk to an Investor?



About Iron Wolf Capital

25 million early-stage VC fund

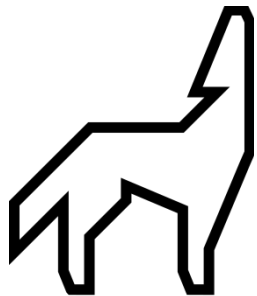
- ▶ with an experienced team of professionals with global outlook and start-up experience
- ▶ offices in Vilnius and London

We invest in early-stage startups with key criteria

- ▶ strong founders' team
- ▶ Innovative product offering, innovative technology and/or unique business model
- ▶ targeting global markets
- ▶ traction/revenues

We actively support founders by sharing

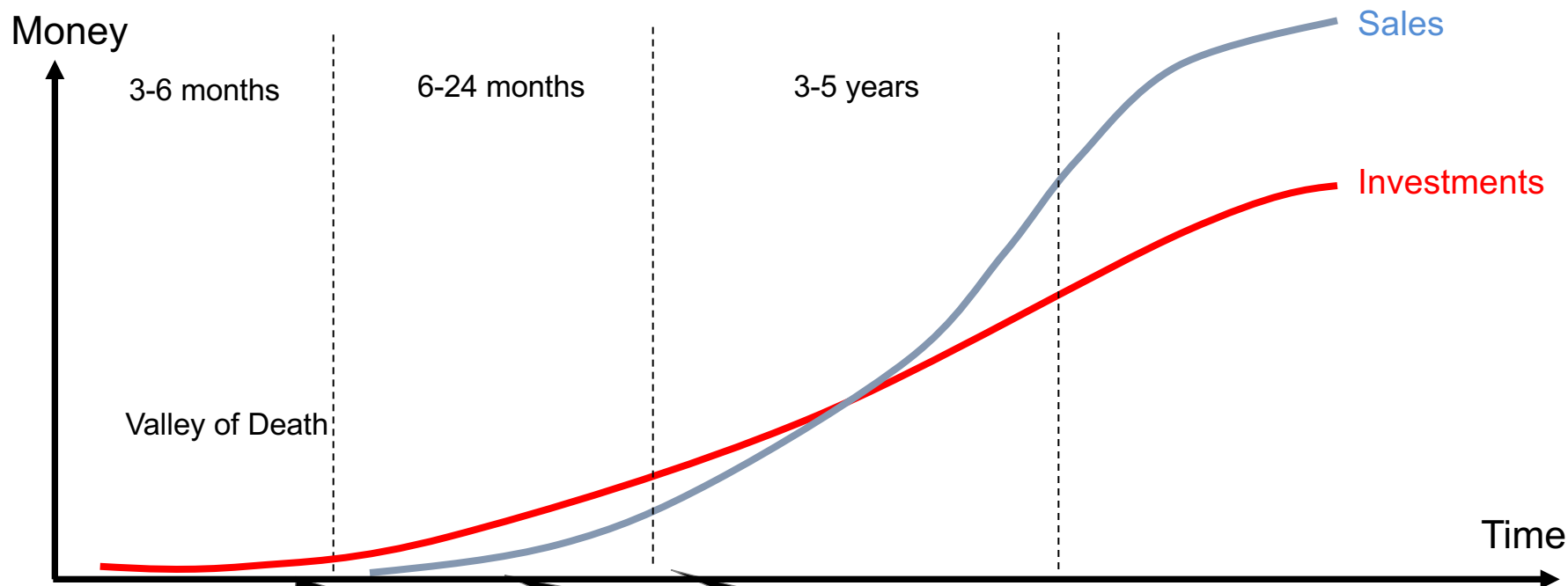
- ▶ strategy, team strengthening, operations and helping understand global trends in technology space
- ▶ our international network of contacts (access to the leading London and Silicon Valley based investors)



**IRON WOLF
CAPITAL**



Business development cycle



Pre-seed

What for? Prototype, Business Plan, First traction

Who? FFF, Business Angels, Accelerators, Government grants, Contests

How much? ~30.000

Seed

What for? Project development, Beta, Patents, Monetisation tests, Go-to-market plans

Who? Seed VC Funds, Business Angels

How much? ~300.000

Series A, B,C ... IPO

What for? Business Expansion, Sales & Marketing

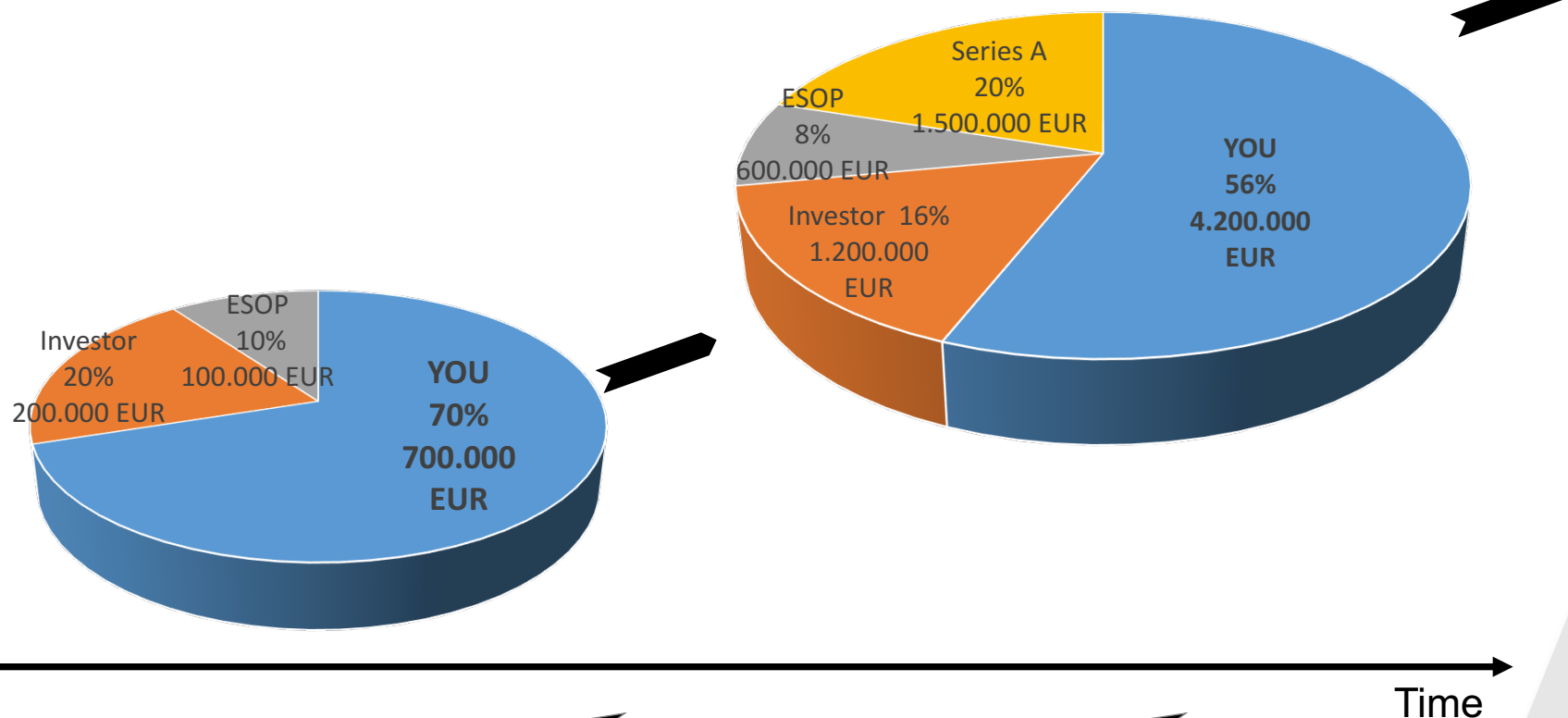
Who? VC, Alliances, Banks

How much? 1+ Millions



How does your startup valuation grow over time?

Valuation



Time

Pre-seed

You HAVE IDEA
It is WORTH **0 EUR**
IF you do nothing with it!

Seed

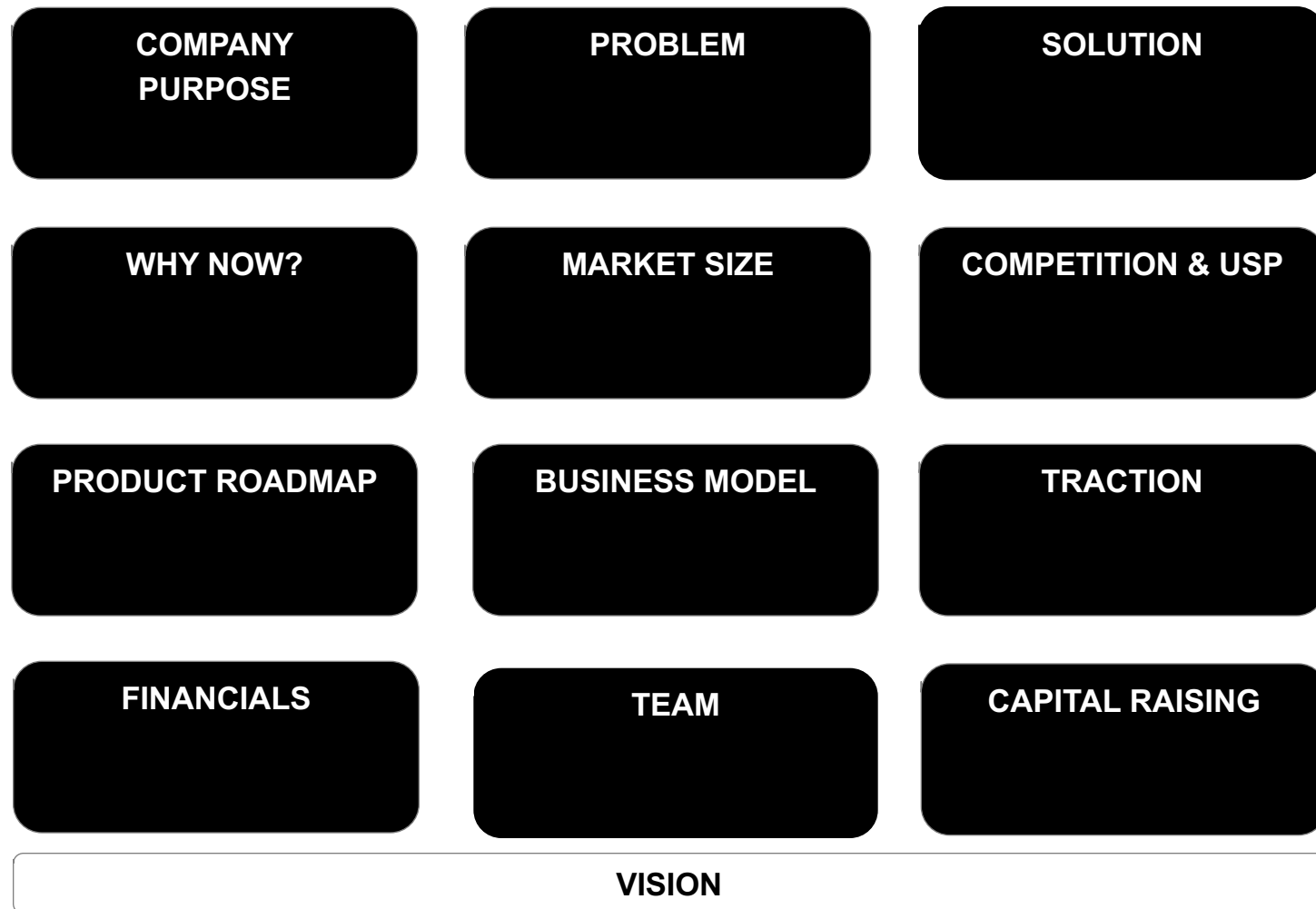
After 6 months you are LUCKY
YOU get SEED Funding 200.000 EUR
Your Share value = **700.000 EUR**

Series A

After 12-24 months you get lucky again! ☺
You get Series A 1.500.000 EUR
Your Share value = **4.200.000 EUR**



Pitchdeck elements



Clarity of purpose

Summarize the company's business mission on the back of a business card



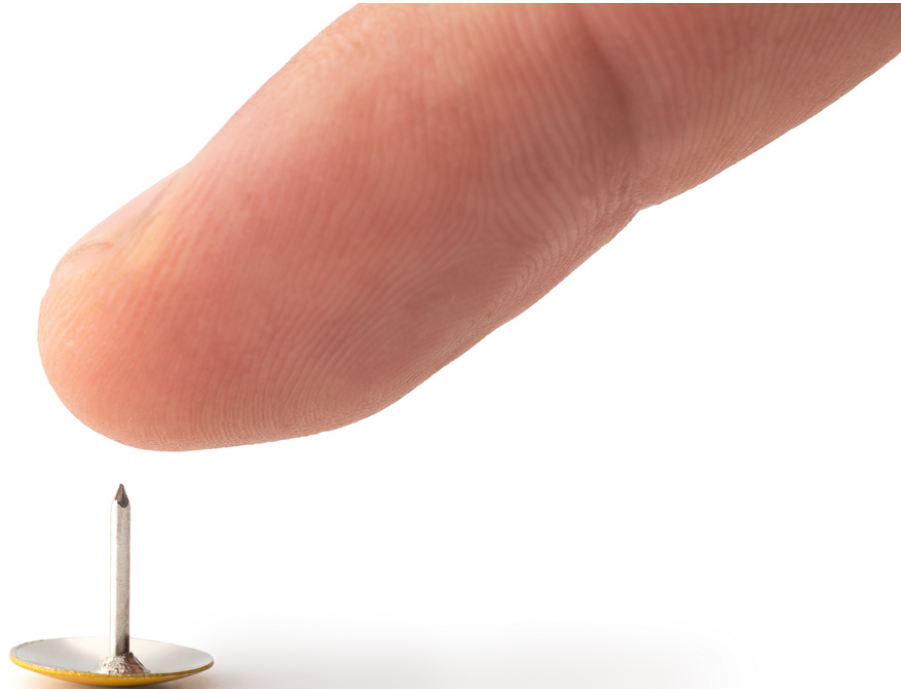
**IRON WOLF
CAPITAL**

Problem & pain you see

Describe the pain of your customer now.

Who are those target customers?

What are the shortcomings to current solutions?



**IRON WOLF
CAPITAL**

Your offered pain killers

Show your compelling solution for the problem.



**IRON WOLF
CAPITAL**

Why now?

Why hasn't your solution been built before?
Show historical evolution of category.
Serve or create demand?

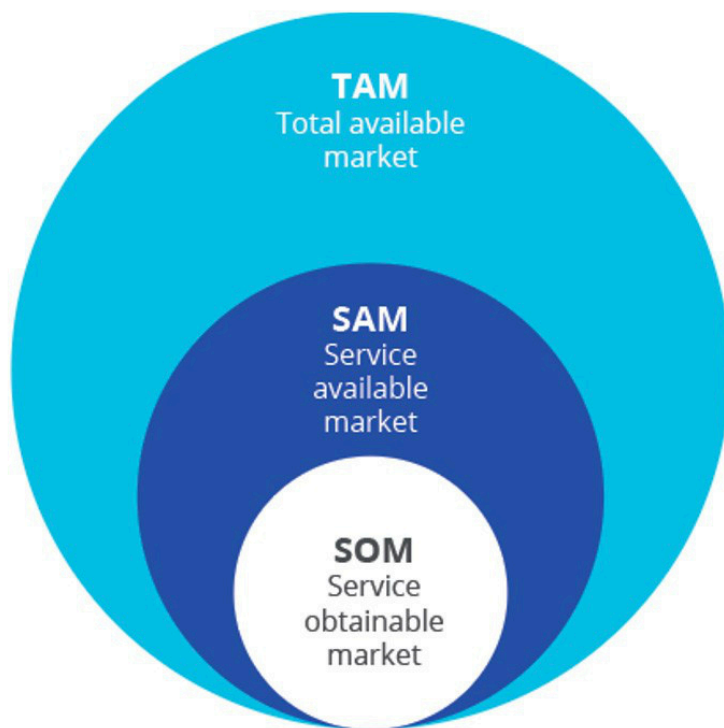


IRON WOLF
CAPITAL

Market potential TAM SAM SOM

Address existing markets poised for rapid growth or change.

A market on the path to a \$1B potential allows for error and time for real margins to develop.



Competition & your USP

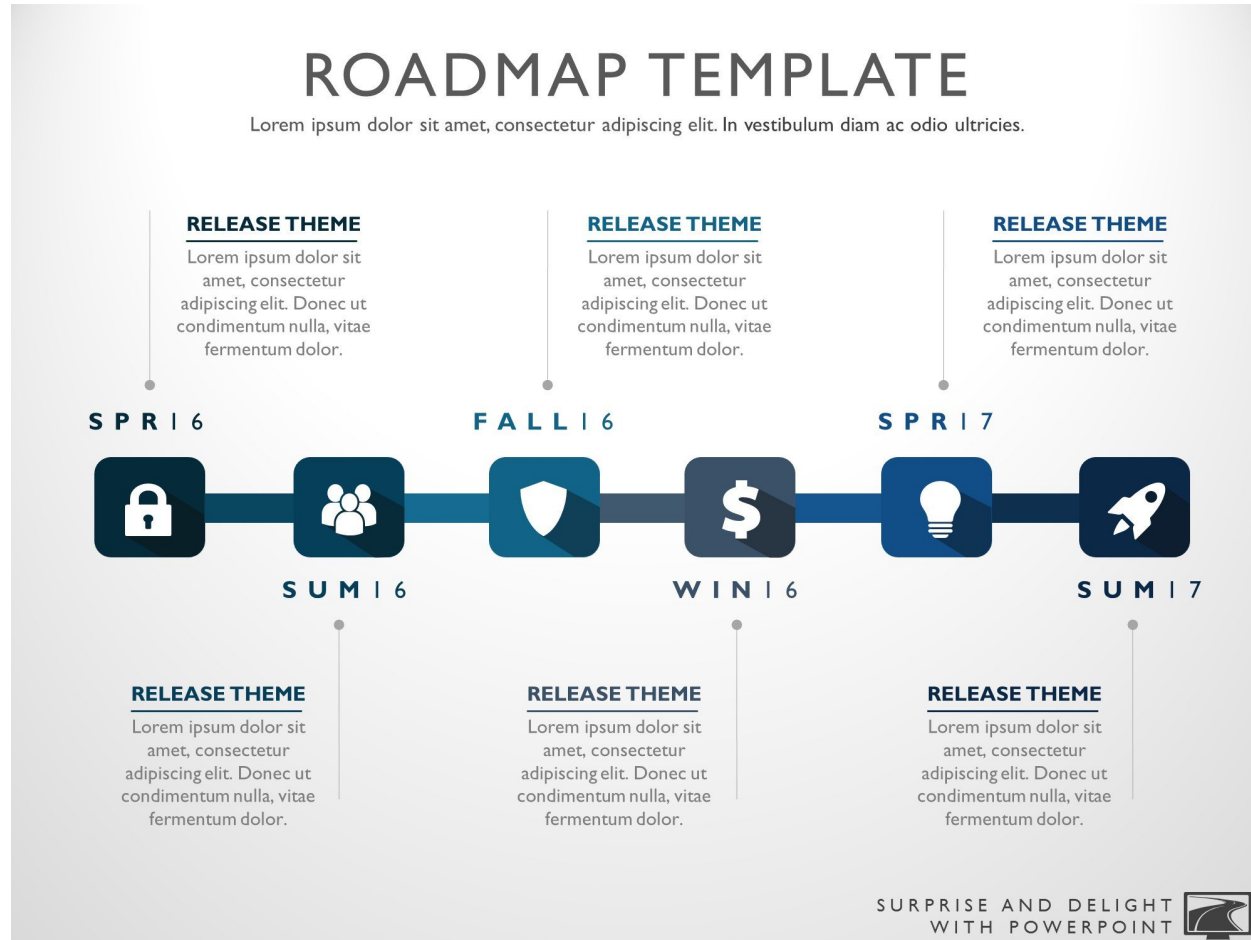
Show competitors' features side-by-side.
Show your USP.



**IRON WOLF
CAPITAL**

Product roadmap

List important development milestones.



**IRON WOLF
CAPITAL**

Team DNA

“A” level founders attract an “A” level team
If not many “A” in Founders’ team, show capability to attract “A” level advisors.
Show story of founders, backgrounds.



IRON WOLF
CAPITAL

Business model

Show how you are making money.

Keep it simple! Focus on the main revenue stream.



Revenue Model



IRON WOLF
CAPITAL

Financial plan -> Inferno

Start with only a little money. It forces discipline & focus. A huge market with customers yearning for a product developed by great team requires very little firepower.



IRON WOLF
CAPITAL

Fundraising

How much \$ do you need?

Where will you spend it ?

What will you achieve with it?



**IRON WOLF
CAPITAL**

Vision

In 5 years if everything goes as you planned -> who you are?

"If you are working on something exciting that you really care about, you don't have to be **pushed**.

The vision **pulls** you."

-Steve Jobs.



Photo Copyright: Albert Watson



**IRON WOLF
CAPITAL**

How to talk to an Investor?

- Pitch for Investors has to be presented **fine-tuned**
- With Investors, you need to talk **their language**
- **Provide numbers**, researches, assumptions, amount you need, where you plan to invest, how you plan to earn money
- Do not expect fast results – fundraising is a **long negotiation process**
- PPT selling times are over – **get some traction** before approaching for SEED investment



THANK YOU

Tomas Martūnas

Iron Wolf Capital Partner

E-mail: tomas@ironwolfcapital.com

Mobile: +37061145376

<http://lt.linkedin.com/in/tomasmartunas>



**IRON WOLF
CAPITAL**