Winning Fundraising Decks
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VC fundraising has changed. Now VCs spend just 1-2 minutes reviewing your deck to decide if they want to take a meeting. Your deck needs to be optimized to tell your story simply, crisply, in a compelling way, with just what is shown on the slides.

Winning decks follow this flow:

Company name and oneliner

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Problem

Describe the most important existing customer of yours and their problem

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Solution

Describe how you solved it
…and the measured impact on the customer.
…and what they are paying (which is usually about 10% of your measured impact)
(If you don't have customers, get live with an mvp and get traction on a bit of angel money before raising from VCs you don't know personally.)

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Traction

Show how many customers you have. The logos, or an exponential growth chart of MRR if a lot of them.
Show they love it with your NPS score
Show the retention asymptote chart

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Unit Economics

Describe the channel you use to reach customers and the CAC
Show revenue and gross margin per customer per month
Should show 3-12 months to double back your CAC in gross margin = CAC doubling time. The shorter the better.
With SaaS your unit is a sales rep, so do you have them hitting quota.
More details here

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Team

Name, title, linkedin link, and one most interesting thing each full-time founding team member has done in vc-backed startups prior that makes them perfect to be funded in this startup.
Highlight in particular who is 1. Your "coder" founder and 2. Your "seller" founder

(If you are early and want the perfect co-founder, ping jb@platformstud.io who runs the startup studio I funded. His team help you with decks like this and 1000 other things to go from unmet need to IPO.)

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Market size

customers potential x revenue your first customer is paying you. $1B+ for VCs to invest.

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Why Now?

What has changed to create the opportunity for this startup.

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Financials

Simple chart by year showing how your traction and unit economics lead you to $100m revenue in 4-5 years.

By year in the columns until $100m runrate year.

Rows: your unit for your channel (# of reps if b2b, cac spend of b2c paid, viral multiplier if b2c coral, etc), # customers, end of year ARR runrate, revenue, gross margin, S&M, R&D, G&A, operating profit.

If you don't know how to make a financial plan like this, ping paul@opstart.co

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Competition

2x2 grid of the two most important competitive factors, with you in top right quadrant, then a little detail on those 2 closest to you.

Ideal if there is a unicorn or bigtech incumbent in one or more of the other quadrants.

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Financing

What have you raised and from whom prior.

What is current MRR and gross and net burn.

What you are raising now and what revenue milestone you will hit in the 18-24 months of runway the round funds. Key revenue levels to unlock the next round: $500k ARR to raise a seed, $3M ARR to raise an A, $30M ARR to raise a B, or $100M ARR to go public. Even better, you get to reakeven on this round and don;t need more equity dilution to get to $100M revenue in 5-6 years (doable if cacd is great).

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Thank you

Your email for how investors can reach you.

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Send the deck to investors via a decksend.net link. Best if deck is sent from someone who knows the investor and knows you well. Keep the email short with a few lines defining what you do and the decksend link.

If you want to send to me, https://decksend.net/inbox/timc

Stats say if the VC spends 1 minute or less looking at your deck they are passing, whether they tell you or not. Focus on those who spend 2+ minutes.