

Discover your Growth Story

Investors Pitch Deck Tool Kit



Your investors pitch deck is the first asset your fundraising journey will require.

Investors Pitch Decks must be:



Concise



Well-Researched



Communicative



Financially Sound

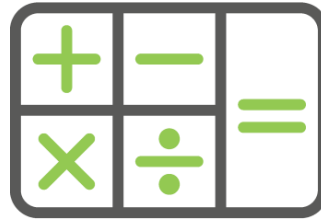
IPDs are more than just a quick view of your product and your ask, they are a reflection of your brand. They must create a substantiated and compelling growth story that will resonate with investors, instantly.

We have developed a 3-tier process that creates highly effective IPDs



**RESEARCH &
STRATEGY**

1



**FINANCIAL
PLANNING**

2



**CREATIVE &
COPYWRITING**

3

Building your case...



Product Assessment

We research and test your product or service, in order to record its USPs, its existing and/or prospect customer base, its growth potential, and its overall positioning within the marketplace.



Competition Analysis

We evaluate the competitors you submit to us, and possibly locate more in order to see how you measure up against them. We study their business model, core features, client-base, and identify their USPs.



Market Opportunity

We help you size the market in order to identify the market opportunity of your product or service. This segment is an important one, since revenue templates are expected to substantiate an identifiable market share.



Market Strategy

We evaluate and refine your go-to-market strategy, as well as your exit strategy, both of which investors want to see. We look at your expansion route, customer acquisition plan, and marketing tactics.

Proving your claim...



Business Modeling

We take a close look at your business model be it SaaS, SaaS, or otherwise, and run growth projections based on its current pricing scheme. Testing your revenue streams allows us to suggest formulas to enhance your model.



Revenue Templates

We test any existing revenue template assumptions you may have and create additional ones, if needed, to enhance your up-selling, cross-selling, and upgrading capabilities. This essentially makes your market share claims solid.



Market Growth

We calculate the penetration, adoption, and monthly return rates, based on your current traction, as well as your refined business model and revenue templates. This is where we provide the data and figures to support your growth story.



Financial Projections

We collect all your input costs and produce a 5-year projection chart, meant to create an attractive but also realistic EBITDA margin. We make sure that your financial projections fully support your investors ask, as well as your market growth projections.

✓ RESEARCH & STRATEGY

✓ FINANCIAL PLANNING

COPYWRITING & CREATIVE

Curating the message...



Outline & Copy

We begin assembling all the pieces of your IPD into a sharp and concise deck. We create the outline, examine title treatments, tone, and produce the copy for all approved sections. This is where your IPD narrative is crafted.



Creative & Art Direction

We develop various concepts and treatments for the design approach of your IPD presentation. We explore custom table and chart styles, infographic concepts, custom graphics, headers, footers, and general layout direction.



Design & Layout

We design the final edition of your IPD, after taking 2-3 revision rounds with your team. We conclude on a color scheme, finalize all custom graphics, complete the layout of all slides, and finally produce output files for you to use.

Our IPD toolkit provides you with a number of deliverables, that go beyond a presentation. Each of these tools are essential for your fundraising efforts.

	Section	Deliverable Assets
Research & Strategy	Product Assessment Competition Analysis Market Opportunity Market Strategy	<ul style="list-style-type: none">✓Product Fact Sheet✓Competitors Data Sheet✓Source Data & Market Size Spreadsheet✓Go-to-Market Plan
Financial Planning	Business Modeling Revenue Templates Market Growth Financial Projections	<ul style="list-style-type: none">✓Scalability Spreadsheet✓Revenue Streams Spreadsheet✓Penetration Scenario Spreadsheets✓Financial Pro Forma Spreadsheets
Creative & Copywriting	Outline & Copy Creative & Art Direction Design & Layout	<ul style="list-style-type: none">✓Final Copy Word File✓Table & Chart Styles✓PPT. PDF (Print), PDF (Web) Files

Get Started

Investors Pitch Deck Tool Kit



www.mcubed.gr | accounts@mcubed.gr