



VITALISE

Virtual health and Wellbeing Living Lab Infrastructure

Fundraising: What to send to Investors

Anthology Ventures



This project has received funding from European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101007990.

Fundraising: Pitching your startup



- Pitch Deck – customize it for each investor
- Product Demo – anything that shows how your product works: video, app, etc.

Fundraising: Pitching your startup

Your deck should cover:

- Problem
- Solution
- Team
- Market Size & character
- Competition & competitive advantage
- Business Model
- Go to Market strategy
- Traction (so far)
- Financials & revenue (forecast)
- Investment Needs
- Contact info



For a well-known, time-tested template use this link: [Sequoia Capital](#)

Fundraising: Some things to remember:

- Pitching is storytelling – you want to engage them
- Don't try to “sell” to them – give them what they need to “buy-in” to your vision
- Present your information Clearly and Concisely – use images &/or graphs
- Investors want answers to 3 basic questions:
Why this? Why now? Why you?

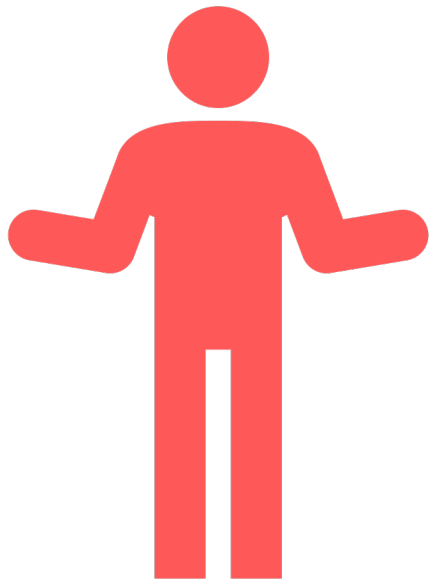


Pitch Deck: Problem Slide



- Describe the problem, ideally from your users' perspective
- How many other people share the same problem
- Quantify the size of the problem: Does it manifest in loss of Time? Money? Other?

Pitch Deck: Problem Slide

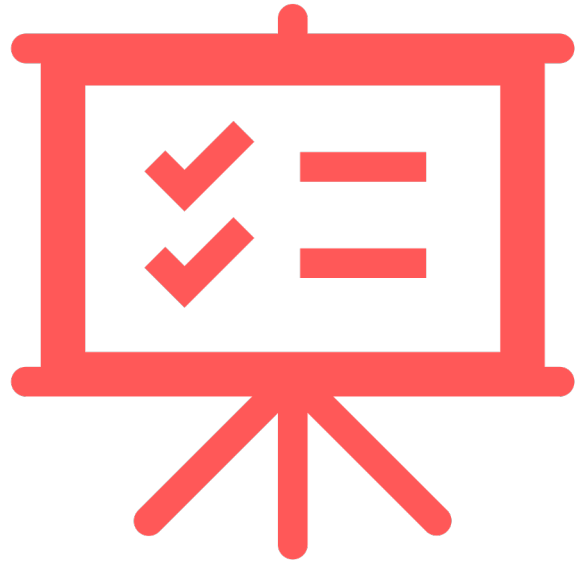


[XX%] of Seniors in care homes need assistance to use VOIP-based technology to contact loved ones.

On average, care home staff spend [X] hours/week assisting residents with video calls.

This results in frustration / lack of independence for seniors, and greater stress (time pressure) on staff.

Pitch Deck: Solution Slide



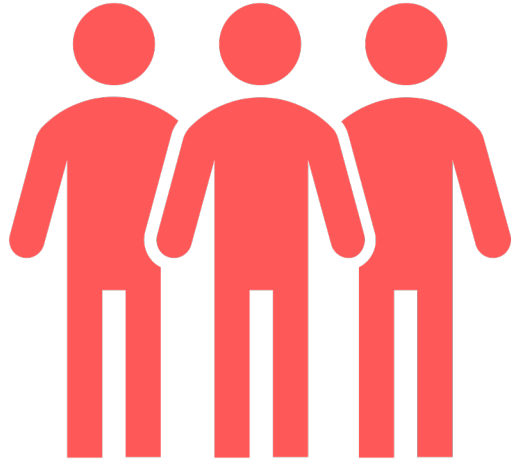
- How does your solution address the problem:
- Technical?
- Business Model?
(Netflix)
- Other Innovation?

Pitch Deck: Solution Slide



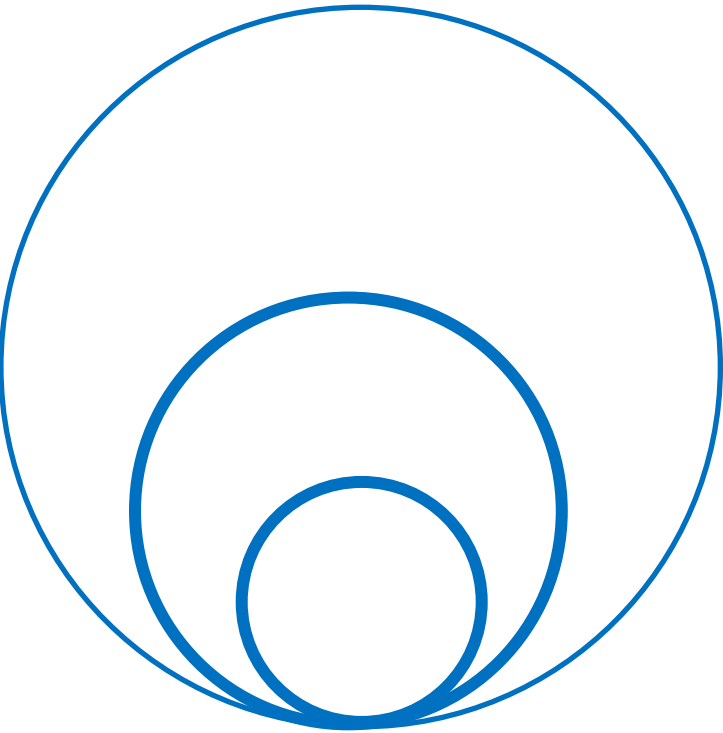
Streaming-like service for dedicated video communication, built specifically for seniors in remote environments (care homes)

Pitch Deck: Team



- Who are you and your co-founders?
- What past experiences do you have that make you the right team to invest in?
- Include Advisors

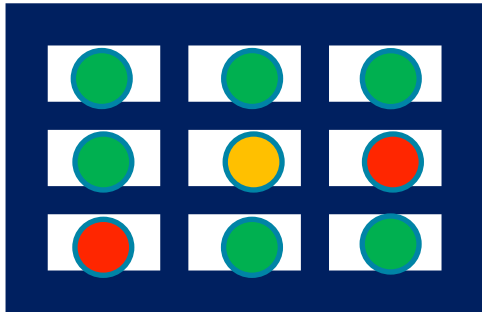
Pitch Deck: Market Size and Character



- **TAM** (Total Addressable Market)
- **SAM** (Segmented Addressable Market)
- **SOM** (Serviceable Obtainable Market)
- **Other Indicative Characteristics**
[XX%] of seniors watch TV in their rooms at care homes.

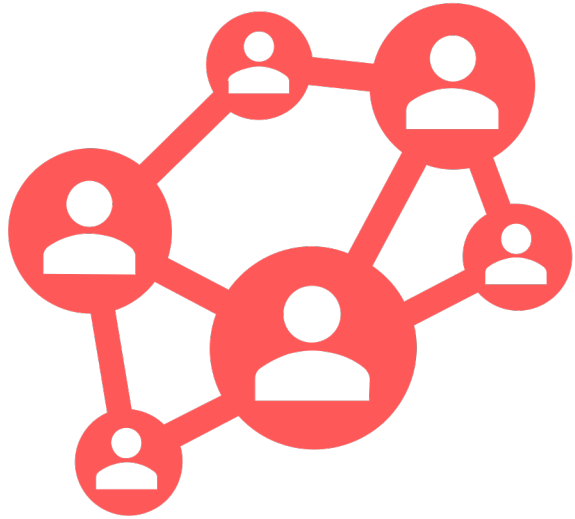
[XX%] of care homes have site-licenses for Netflix or other streaming services.

Pitch Deck: Competition & Competitive Advantage



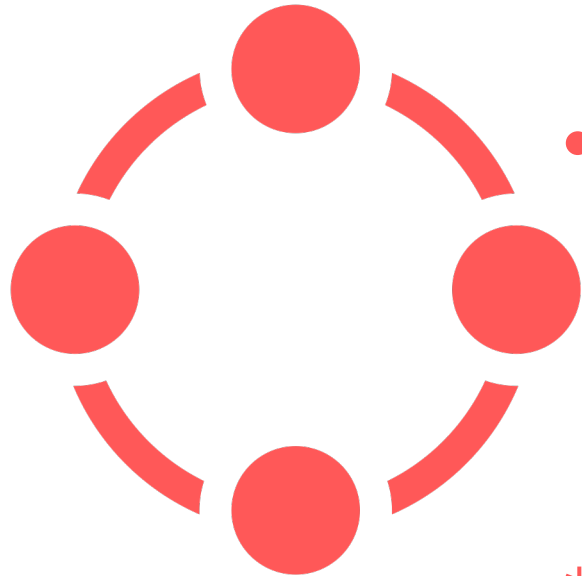
- What other companies are addressing this problem currently?
- How are you different from your competitors?

Pitch Deck: Business Model



- How will you make money?
- What are the key factors/players you must combine for your business model to succeed?
- How do you see your customers/sales/users growing over time?

Pitch Deck: Go to Market



- What strategies and tactics will you use to gain customers?
- What relationships must you activate in order to speed up your market entry?

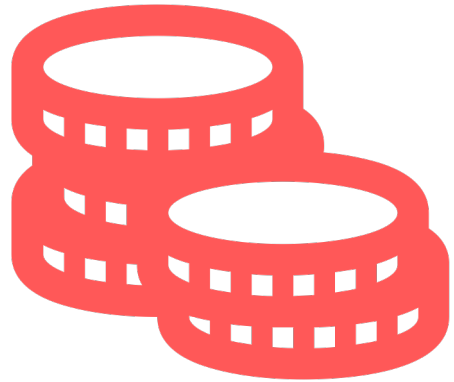
*Hint: this is not just about marketing

Pitch Deck: Traction & timeline



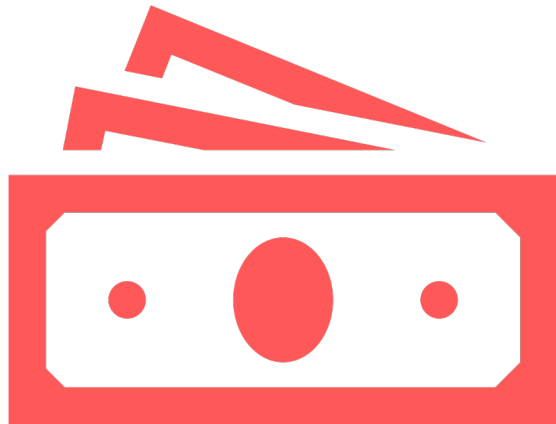
- What have you accomplished so far?
- What are your near-future plans?
- What expectations do you have about each milestone?

Pitch Deck: Financials & Revenue



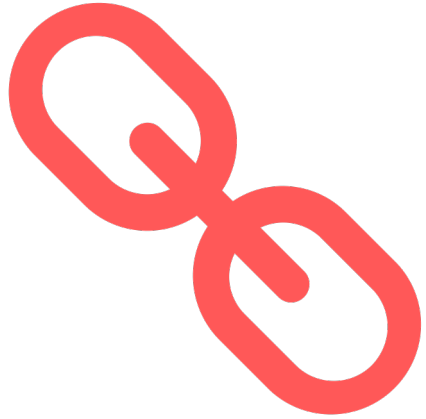
- Provide a forecast of your expected financial development
- Show: Revenue, EBITDA, and Cashflow for 3 years
- Clearly indicate when you will turn profitable

Pitch Deck: Investment Needs



- How much money you need for the next 12-18 mos.
- How you will use the money:
% marketing, sales, product development, etc. (make a graph)
- How you would prefer to structure the investment - Convertible Note or Priced Round? (Equity? Valuation?)

Pitch Deck: Contact Info



- Name & position
- Mobile# & Email
- Company website
- Social Media Links
- QR code (for downloads)

Contact us

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Online presence

-  <https://vitalise-project.eu>
-  <https://twitter.com/VITALISEproject>
-  <https://www.facebook.com/VITALISEproject/>
-  <https://www.linkedin.com/company/vitalise-project/>

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