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Autore	Kamps Haje Jan
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Disciplina	658.11
Soggetti	New business enterprises Leadership Capital investments Business enterprises—Finance Public relations Start-Ups/Venture Capital Business Strategy/Leadership Investment Appraisal Business Finance Corporate Communication/Public Relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	1. Storytelling and Why it's so Important -- 2. How Venture Capital Works -- 3. How to Design you Pitch Deck -- 4. What Slides will you Need? -- 5. Slide: The Problem - and Why it is Worth Solving- 6. Slide: The Solution - and How you are Different from Other Solutions on the Market -- 7. Slide: The Product - What Does the Solution Actually Do? -- 8. Slide: Market- Where is the Market Today? Where is it Going? -- 9. Slide: Team - Why You are the Right People to Solve this Problem -- 10. Slide: Traction - How are you Measuring Your Success to Date? What Milestones Have you Hit? -- 11. Slide: The Moat - Why is it Hard for other Startups to do What You're Doing? -- 12. Slide: Business Model - How are you Going to Make Money? -- 13. Slide: Go-To-Market Strategy - What's the 'Beach-head Audience,' and How are you Going to Reach Them? -- 14. Slide: Competitors - Who Else is in the Market? How Else are your Customers Solving the Same Problem? -- 15. Slide:

The Ask- How Much are you Raising, and What are you Going to Accomplish with that Money? -- 16. Slide: Timing - Why is Now is the Perfect Time to Start this Company? -- 17. The Take-Home Deck- Should You Have Multiple Versions of your Pitch Deck? -- 18. Who Should you be Talking To? Creating an Investor Lead List. -- 19. Getting Introductions- So, How do you Get in Front of the Right People? -- 20. The Investment Thesis- Your Potential Investors Have a Thesis They Use to Guide Their Investments. It's Helpful to Know What it is -- 21. Further Reading - Now that you Have a Pitch, What Else do you Need to Know?.

Sommario/riassunto

You have a home-run startup idea and a whip-smart team to execute it. Everything should be in place to kick-start your company and secure funding. However, there is one more step that can make or break the entire deal: the pitch. Founders everywhere struggle to nail the perfect pitch to garner VC backing, and this book is here to help. Pitch Perfect by Haje Jan Kamps expertly teaches you how to tell your startup's story. To raise venture capital, it is absolutely crucial that your foundation is a story that is accessible, compelling, and succinct. Kamps uses his invaluable experiential knowledge to guide you through your presentation, from slide deck specifics to storytelling details to determining a fundamental philosophy for your business. In the process of creating and formulating a pitch deck and the story to go with it, founders often discover deep flaws in their business idea. Perhaps the market is non-existent. It could be that the "problem" isn't worth solving. Maybe the idea is so simple that it would be too easy to copy. Maybe it's already been done, or the team simply is not up to the job. Pitch Perfect has all of those bases covered so that you can excel. How do you convince an institutional investor to part with their money and fund your company? The small block of time you are given for a pitch holds your startup's future in its grasp. Learn how to craft your startup story in a way that will get people to lean into your message with Pitch Perfect. Your dream is only one pitch away.
