



Your Investor Marketing Materials & Pitch Deck Should Be:



INVESTOR
CUSTOMIZED



VISUAL

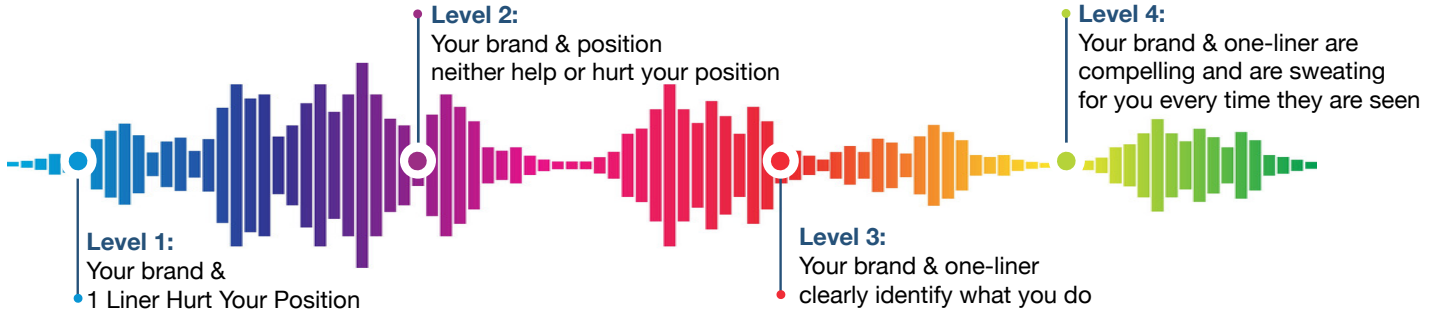


CLEAR



PROFESSIONALLY
DESIGNED

Positioning Spectrum



Investor Pitching Materials Checklist

- Level 4 Brand
- Professional Logo
- One-Liner
- Pitch Deck
- One-Pager
- Data Room
- Master DDQ
- Educational Marketing Folder
- Top 10 FAQs
- CRM
- Recorded Audio/Video Speech
- Whiteboard Explainer Video
- Video Pitch or Pitch Supporting
- Video
- Shock & Awe Package

Investment Marketing Assets to Attract Investors

- Articles & Blogs
- Educational Videos
- Educational Marketing Folder
- Special Report or Survey
- Recorded Speeches
- Podcast Interviews
- Public Speaking
- Handbook
- Social Media Accounts

Key Visuals



Your team headshots should be professional, standard, and uniform in every respect.



Your unique value add process, secret sauce, or unique investment process should be crystal clear and visually displayed prominently



Your track record, client examples, assets acquired, or milestones reached should be shown to build credibility and de-risk things for the investor



Most visuals do not do their founders decades of experience justice, they have very poorly constructed or few visuals not well thought out yet have decades of experience

\$100,000 Pitch Deck Mistakes

- 1 Working with a graphic design shop that makes things look pretty but has no experience raising capital and doesn't know what investors demand
- 2 Amateur looking materials that hurt credibility
- 3 Not enough visuals that explain the industry or your secret sauce
- 4 Missing a one-pager and supporting materials that together help de-risk the transaction or the investor