

FiBAN Template deck - How to find your perfect angel investor match?

This pitch deck is a **template** that you can use as a guideline when you apply for funding through Finnish Business Angels Network, FiBAN.

There is no purrrfect pitch deck that applies to every company, but we have noticed that certain mistakes are repeated by most startups that apply to the FiBAN deal flow.

This pitch deck is for you to freely share and to follow, so you know what angel investors pay attention to when assessing your startup's pitch deck.

Good to know

Every angel investor looks at different things as angels come from various backgrounds and have different interests. However, certain things they ALL pay attention to: is this business scalable, can it offer a return for my investment, and can it survive if something doesn't work out for them?

The repeating things and why they matter are: **the problem, the solution, your team, traction, cap table** and **why you're looking for funding**.

These matter, because an angel investor is ultimately looking for scalable companies that can survive under pressure, and give them return for their investment.

Note that these slides are examples of what typically should be included in a pitch deck - it's ok if you don't yet have all the answers.

Doggo Lover Ltd.

The Purrrfect Pitch Deck For Furry Friends

By FiBAN



Your Value Proposition

State your **value proposition** here so clearly, that the reader knows what you do even if they skip all the rest of your slides.

"Bone Marrow For Those Who Like to Dig Deep"

"Furry cuddles for love-longing hoomans"

- Include what makes your product or service attractive to the customer.
- Include the benefit it has and for whom.

Which problem are you solving?

Make sure you have a **brief definition of the problem** you are solving.

How significant is it? Demonstrate with **relevant data**.

"Millions of hoomans lack love and cuddles, but don't have enough meatballs to offer to dog. Hoomans have to settle for cat."



Solution ✓

So, how does your solution work? Make sure the description of the solution is clear and **can be understood by anyone.**

Who is your target customer? Why is this solution relevant for them?

"Tailwags and kisses to hooman results in happiness. Dog can help better than cat. Dog easier to please than cat. We take the cat away and ease hooman access to meatballs."



How does your business make money?

This is the slide where you introduce us **your business model**. After this slide, the reader understands **how you make** (or intend to make) **money**.

"Our business model is Dog2Hooman and we offer tail-wags and kisses in exchange for meatballs, sauce and bones."

- Introduce your business model.
- How the customers buy from your business and at what cost?

Competitive Landscape

State **why your solution is better than your competitor's solution?**

What is the expected **future development of the market?**

"Our main competitor is Cat2Human but cats don't offer tail wags or kisses, only smelly cat poo and distant admiration. Hoomans urgently need us for the kisses."

Include:

- Your competitive advantage.
- Future market development.
- Every company has competitors. Name the key competitors in your niche.

How does the market landscape look like?

Investors usually request to see **TAM, SAM and/or SOM** for understanding the revenue potential of selling the product or service. These are used for predicting and tracking your startup's growth possibilities.

"Finland has 2 million households with pets, but only 1 million dog households. 1 million households of pet owners would like to get a dog instead of cat, but don't have enough meatballs or have taken over by cat."

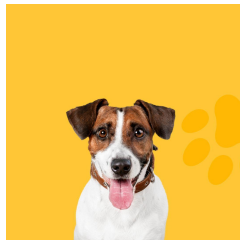
Demonstrate here your

- Total Addressable Market
- Serviceable Addressable Market
- Serviceable Obtainable Market

I can haz diverse team with not just all dog panel

Who are your **team members**? Why are they important to the success of the startup?

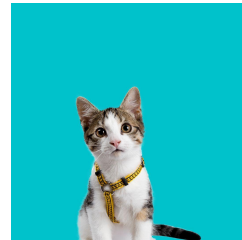
Include details such as past roles, experience, education, and/or LinkedIn profiles in the deck.



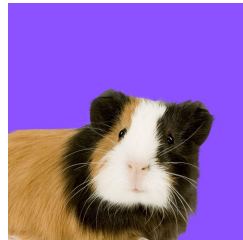
CEO & co-founder with guard dog experience



CFO Good Boi & co-founder counts bones



Director of Boxes and why it's relevant for this business



CTO Woffniak has built this whole thingy

Your Go-to-market strategy

Where do your customers come from? Explain how your startup will conquer the **Serviceable Obtainable Market** with your growth model. This gives the investors an idea of how well you know your market, and an overall look on how you view growing your business.

"First wag tail for free, then hooman likes and wants to get their own tail wagger. Dog tells hooman about cost (meatballs), then hooman gets meatballs and dog for a 15 year agreement. Zero return policy."

- Include details about **marketing, product, or sales-led growth.**
- If it hasn't come up yet, this is the latest where you should tell **who are your target customers.**

Traction

This can be things such as sales, sign-ups, users, letters of intent, social media numbers, as long as it demonstrates that there is demand for your product or solution.

"We have 3 billion letters of intent in social media in the form of likes and comment in dog pictures. This is how dogs knows hooman wants a dog in their lives, but cannot because they have to settle for a cat."

- Include your most recent development.
- Lessons learned from the customer.
- Leverage data of your traction.

Metrics and financials

What are the main metrics you are following and their forecast? Where does your current revenue or funding come from?

This type of information helps the investors understand your overall cost structure and business stage better.

"Current burn rate is 20 meatballs a week with two full time employees, CEO Guard Dog and CFO Good Boi, and outsourced guinea pig and cat."

- Include financial metrics e.g. CAC, LTV, or MAU.
- Include other relevant metrics, such as burn rate and revenue sources.

What do you want to achieve with this funding round?

Explain how you plan to secure funding, and how you plan to use it.

“For maintaining our current level of service, we have a runway of 2 days with the current revenue streams of 20 meatballs and 3 sauce cans. To scale, we need an investment of 2000 meatballs which allows us to hire 3 more puppers and allows launching kiss-to-mouth marketing.”

Include details such as

- Hiring plan and how it affects the startup's growth prediction.
- Add other revenue sources here, if they didn't come up on previous slides.

Cap table & terms of the round

On this slide, you need to include a clear breakdown of ownership between the founders, team, and investors in your cap table.

Investors want to see you committed and reserving enough equity for yourself, future employees and investors.

"Dogs own 100% of company, it's no cat table."

Are you looking for equity or a convertible loan?

- If it's equity, include a pre-money valuation.
- If it's a convertible note, include interest, conversion discount, and valuation cap.