


Pitch deck canvas™  **FundingHero**
 Simple Startup Fundraising

Get Freemium access Company Service

Business description What is the product	Problem Why does the problem exist	Solution Highlight your value proposition	Market Opportunity TAM Total addressable market
Big picture vision	Who experiences the problem	Align the problem to the solution	SAM service available market
Stage of business / product	What is the actual pain	Showcase your product (screenshot)	SOM service obtainable market
Competition Position yourself v competitors	Competitive advantage Compelling competitive advantage	Commercial model Clearly explain your commercials	Traction Identify any quantifiable progress
Financials High level story telling headlines	Team Showcase the team	Use of funds Simply laid out for the reader	Investment proposition Explain the ask

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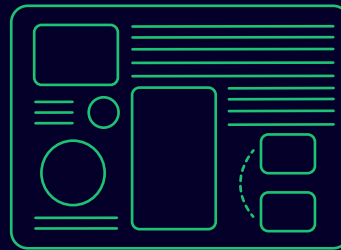
Write Your Perfect Pitch Deck

Why Most Pitch Decks Fail to Get Investment!

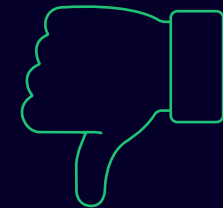
Most founders fall into the **3 common traps** when creating a pitch deck:



1. They dive straight into the design and worry about its look.



2. They brain dump everything onto the page and over-clutter.



3. Result = an unclear & confusing deck which investors hate.

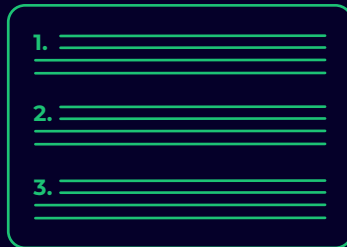
This leads to **days** of initial creation **months** of investor rejections & **months** of refinement.

There is a better way!

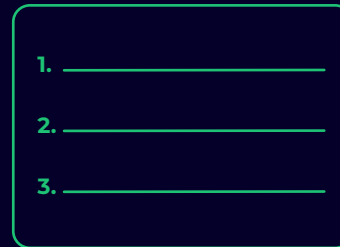
see how we solve this in 3 steps...

A Pitch Deck Canvas Solves Your Pitch Deck Pain

Write your perfect pitch deck slides in minutes not days with our Pitch Deck Canvas.



**Capture 2-3 key
messages per slide.**



**2. Refine into short,
simple, key messages.**



**3. Just add design for
your perfect pitch deck**

The key to the perfect pitch deck is to keep it simple, clear and concise.
Create a simple flow from page to page to ensure anybody can understand.
Don't over clutter, less is more and create short headline messages that stick.

see how we help you to fundraise...

Raise Startup Investment successfully



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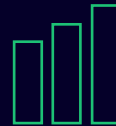
- 1% of startups successfully raise investment
- 99% fail as they don't know the rules of the game
- FundingHero teaches you how to fundraise
- We help you to succeed where the rest fail
- We empower you to **Learn> Prepare> Raise**



Online
Canvases &
Templates



Detailed
Fundraising
Library



Powerful
Dashboards
& Trackers



Simple
Investment
Tools



Large
Investor
Directory

see how our canvases & guides help...

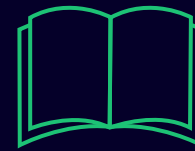
Simple Canvases, Perfect Planning.

A canvas is a quick & simple template used for your fundraise preparation & planning.
Use this simple & powerful framework to **Brainstorm, Refine and then Create.**



Simple
Canvas
Templates

&



Funding
Library
Resources

1. Our Platform has a range of online canvases, each with a detailed how to guide.
2. Complete each one step by step to learn the rules to becoming a real FundingHero.
3. Our extensive library is full of top fundraising tips & hacks to place you 10 steps ahead.

see our example canvas to get you started...

Pitch Deck Canvas™ **EXAMPLE**

Get Freemium access	Company Your company	Service Automation of social media for Edtech	
Business description What is the product Automation of social media content creation for startups in Edtech Big picture vision The leading provider of automated social media content for businesses to create deeper engagement & customer relations Stage of business / product Beta has been released to 50 pilot customers with 5 letters of intent to buy once MVP released	Problem Why does the problem exist Startup content creation fails to create deep customer engagement whilst companies start to understand their tone of voice Who experiences the problem Startups < 3 years old What is the actual pain Low engagement rate Expensive alternatives Slower revenue growth	Solution Highlight your value proposition Automated content creation Just 5 clicks AI content from 4 key words AI learns from social results Align the problem to the solution Image of App home screen in beta Showcase your product (screenshot) Create powerful calls to action Cost effective to test & iterate Increase brand awareness and customers	Market Opportunity TAM Total addressable market £5bn revenue & 100,000 companies Global startup companies in Edtech SAM service available market £1bn revenue & 20,000 companies Europe SOM service obtainable market £50m revenue & 10,000 companies in School Edtech to release into niche for POC
Competition Position yourself v competitors We are currently the only service that uses AI to self learn in real time Algorithm is patented in the UK, Europe and pending in the USA & developed over 3years	Competitive advantage Compelling competitive advantage We have secured a major deal with a major US silicon valley multi-national to provide our service into their 100 companies from launch	Commercial model Clearly explain your commercials SaaS subscription - volume & channels. Strong upsell model based on volume needs 80% GM, expected Life time value (LTV) of 3 years	Traction Identify any quantifiable progress 50 enterprise pilot customers 5 letters of intent 1,000 on wait list 10,000 generated AI content pieces
Financials High level story telling headlines Rev forecast to hit £20k MRR £100k forecast Yr 1 £400k Yr2 £1m Yr 3 EBITDA break even H2 of Year 2	Team Showcase the team Chairman - Ex Linkedin Board NED - Ex Head of AI at Bath Uni NED - Marketing Agency owner £100m T/O Founder - 10 years in Social Media Marketing	Use of funds Simply laid out for the reader £50k to finish MVP £50k for marketing & 2 campaigns £100k for 3 staff £50k for sales channel activation	Investment proposition Explain the ask Initial Seed £250k £1m pre money valuation 20% 12 months runway Goal then raise Seed £500k at min £4m Pre-money valuation

Pitch Deck Canvas™

Get Freemium access	Company	Service	
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The 6 Pillars of Fundraising

To help make your learning easy, we've split the raise process down into 6 pillars:

1.Raise Strategy

Design a clear fundraising plan to capture strategic needs, a realistic timeline and budget.

2.Raise amount & valuation

Understand how to determine the right level to raise and at what valuation

3.Investment Landscape

Learn the different investor types and plan who to approach, their benefits and critically, when.

4.Investment Materials

Know what key investment materials you need, in what format and how to create them.

5.Pitch Preparation

Create an effective pitch, ensuring investors understand your business opportunity.

6.Due Dilligence

Prepare your complete due diligence dataroom for a swift closing process, stress free.

[see all of our different canvases in each pillar...](#)

Raise Startup Investment successfully



Get Freemium access

1. Raise Strategy

- Raise plan
- Raise strategy
- Raise budget
- Funding timeline

2. Raise amount & valuation

- Raise amount
- Valuation
- Valuation justification
- Exit headlines

3. Investment Landscape

- Funding sources
- Finding funding
- SMART funding

4. Investment Materials

- Financial model canvas **FREE**
- Pitch deck canvas **FREE**
- Financial model check
- Commercial model check
- Metrics

5. Pitch Preparation

- Pitch preparation
- Pitch delivery
- Funding communications

6. Due Dilligence

- Corporate & equity
- Personal & policies
- Loans & legals
- Financial information
- Tech register
- Intellectual property

why wait, click here to create your free account now...