

How to Wow VCs, Angels, and Institutional Investors

THE 12 MAGIC SLIDES

INSIDER SECRETS FOR RAISING GROWTH CAPITAL



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The 12 Magic Slides Insider Secrets For Raising Growth Capital

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The 12 Magic Slides Insider Secrets For Raising Growth Capital:

The 12 Magic Slides Paul M. Getty, 2013-12-08 How to wow VC s angels and institutional investors Cover **The 12 Magic Slides** Paul M. Getty, 2014-02-28 Author Paul Getty has seen thousands of brilliant founding CEOs present to angel investors venture capitalists and institutional investors And he has seen thousands of them fail in their quest for the money they sincerely believed would lead to entrepreneurial success and riches for all Again and again he watched would be tech titans fail to create a good first impression deliver poor presentations tell lengthy stories that put investors to sleep and fail to address the critical issues sophisticated investors are most eager to hear about If only they d read *The Twelve Magic Slides Insider Secrets for Raising Growth Capital* Getty s slide topics developed while coaching hundreds of company founders to fundraising success cover each of the twelve key themes investors want to know about in depth before they part with their hard earned money the problem you see your solution to it the resulting business opportunity the amount of money you need to grow the firm and the potential returns for investors among others Getty managing director of Satwik Capital Advisors in San Jose California shows that properly developing each slide and the thinking behind it can get you the investment capital required to vault your company to the next level But *The Twelve Magic Slides* is more than a book about how raise money from professional investors It presents a whole new way of how to think about and develop a successful startup Regardless it will show you better ways to accomplish your goals and increase the chances you ll get the green light from investors Whether you are seeking startup funding from the angel down the street or trying to convince investment bankers to help take you public *The Twelve Magic Slides* provides a clear step by step process that will enable you to Identify the key elements of the business that must be developed to attract external capital Understand the critical dos and don ts CEOs must know to sell their story to investors in a quick and efficient manner Create twelve perfect slides and a presentation that secures investor interest from the start and gives them plenty of reasons to write you a check You need to find money to fund your company s growth Investors need to find entrepreneurs and ideas they can believe in *The Twelve Magic Slides* presents a proven method for attracting funds from angel investors venture capital firms private equity firms and institutional investors It will give you the knowledge and confidence you need to ask for and receive the capital you need to launch or grow a business **The Customer Trap** Andrew R. Thomas, Timothy J. Wilkinson, 2015-04-07 American business is dysfunctional Companies of all sizes follow the mistaken belief that their products and services are best sold through mega customers with pervasive market reach such as Amazon and Walmart Far too many business leaders fail to realize until it is too late that the relentless pursuit of volume at all cost is not the key to long term profits and success *The Customer Trap* How to Avoid the Biggest Mistake in Business is Thomas and Wilkinson s sequel to *The Distribution Trap* Keeping Your Innovations from Becoming Commodities which won the Berry American Marketing Association Prize for the best marketing book of 2010 *The Distribution Trap* contended that cracking the big box channel is not necessarily the Holy

Grail that many marketers assume it is The Customer Trap takes this thesis to the next level by arguing that all companies regardless of the industry there are in should maintain control over their sales and distribution channels Volume forgone by avoiding the mass market is more than offset by higher margins and stronger brand equity The Customer Trap shows that giving power to a customer who violates the ten percent rule sets a company up for ruin Yet when presented with the opportunity to push more sales through large customers most decision makers jump at the chance As a result marketing has come to resemble a relentless quest for efficiency and scale Demands from mega customers in the form of discounts deals and incentives erode the integrity of the brand and what it originally stood for Lower margins become the norm and cost saving compromises on quality take over In time the brand suffers and in some cases fails outright Stark examples from Oreck Vacuum Cleaners Rubbermaid Goodyear Levi's and others illustrate the perils of falling into the customer trap This book demonstrates in vivid detail how to thrive by controlling your sales and distribution The authors show how many firms such as STIHL Inc et al Apple Red Ant Pants and Columbia Paints Coatings have prospered by avoiding the customer trap and how your company can have similar success

Sales Hunting David A. Monty, 2014-02-25 The first year of developing a new sales territory is a daunting task especially in dog eat dog industries The traditional advice is to train quickly on product grab a customer list start calling for appointments discover opportunities and close deals In fact almost every sales model out there is based on nothing more than opportunity management But jumping straight to opportunity will have new salespeople or veterans developing new territories chasing their tails for the first year or two As Sales Hunting How to Develop New Territories and Major Accounts in Half the Time Using Trust as Your Weapon details there is a significant problem you must overcome when opening up new accounts and territories No matter what you are selling your prospect already has a trusted relationship with an incumbent vendor and will continue to buy from that vendor even when you have the better solution The playing field is not level and you're on the wrong side So how can you compete to win Trust is the grease that makes business sales effortless writes sales pro and trainer Dave Monty Opportunity metrics are important but trust and a few sharp insider tactics Monty reveals is the guidepost that leads to success His sales model therefore incorporates metrics based on trust along with traditional sales measures That is the fuel that helps you not just turn virgin territory into a consistent revenue generator but helps you win over potential accounts that now use competitive products Sales Hunting helps you start establishing trust before you step foot in a prospect's door and it shows you the tactics necessary to penetrate new accounts Once you gain access trust can be used as systematic way to build long lasting relationships that pay dividends well beyond that first sale you make Among other things this book explains Why most customers don't want to buy from you yet Why trust based relationships enable you to open up territories and bag the biggest customers quickly How to qualify and rank customers based on traits How to get in step with the customer's buying cycle How to establish trust based and traditional sales metrics to guide your efforts With advice based on Monty's twenty years of IT

sales and sales management experience along with principles confirmed by academic research Sales Hunting is an easy to read book that is packed with real life examples and prescriptions for achieving sales success It will prove a lifesaver for any salesperson or sales manager developing a new territory or trying to penetrate new accounts What you ll learn Why traditional sales models do not work for new account acquisition Why long term sales success is built on developing a trusted relationship with the customer The best methods for achieving first meetings The best solutions to lead with How to qualify customer and opportunities Where to best spend your time How to measure and track your success Who this book is for Salespeople and sales managers opening new territories or trying to penetrate new accounts Table of Contents Hunting Misunderstood Identify the Silent Sales Killers The Buyer Process The Sales Process Trust Trust Sales Cycle Build Business Relationships Understand the Sales Equation Preplanning Prepare Yourself Niche Selling Rich Hunting Grounds Where to Find Customers Cold Calling On the Phone for the First Time Power in Sales Selling Strategies Qualify the Customer Building Trust before Opportunity Qualifying and Developing Opportunities Are You Winning or Losing Wrapping Up Summary

Disruption by Design Paul Paetz, 2014-12-19 From Eli Whitney to Henry Ford to Ray Kroc to Steve Jobs market disruptors have reaped the benefits including fame and fortune But do you have to be that rare genius whose unique skills can literally change the world No Disrupting a market is a discipline that can be learned Disruption by Design a handbook for entrepreneurs CEOs product developers innovators and others who want to build products or create services that systematically disrupt markets is the first book that shows you how There is a huge difference between being an innovator and being a disruptive innovator Disruptors change the basis for competition in markets and they end up controlling market share typically 40 to 80% of the total revenue and half or more of the total profits in the categories they create But while many market opportunities have disruptive potential only a small fraction of those ever succeed in disrupting markets And too often those that do disrupt do so by accident It doesn t have to be that way Disruption by Design conveys lessons learned from successful disruptors and from the many companies that should have disrupted but failed Beginning with a quick review of the theory and key elements of the patterns of disruptive innovations and how to identify ideas with disruptive potential Disruption by Design guides you through the design build and go to market phases that successful disruptors follow Using many examples of disruptive companies and products this book takes the popular theory of disruptive innovation and drives it down to the level of practical application It answers the question How do I create a disruptive company product and culture Disruption by Design ul Goes beyond describing how disruptive innovation happens and answers and explains the all important why Provides a where to look guide for discovering disruptive opportunities Shows you how to predict when market disruption is likely Outlines the necessary ingredients and elements of corporate strategy that maximize the probability of being disruptive Provides a roadmap to disruptive success from the initial idea through product launch to actual market disruption Shows how to stay atop the market and not be the next victim of a new disruptor Includes the

Disruption by Design Canvas for mapping a disruptive business model Most important Disruption by Design articulates a step by step process for developing a product and marketing strategy and a business model design that maximizes the probability of successful market disruption

The Introverted Presenter Richard Tierney, 2015-04-09 The introvert is a personality type that draws energy from the outside inward According to standard personality testing assessments most people are introverts and no group is more introverted than technical professionals Introverts are congenitally programmed to recoil from the prospect of public speaking with fear and loathing yet making presentations to expert and non expert audiences is an inescapable requirement for career advancement in any technical field Presentation coach Richard Tierney rides to the rescue of fellow introverts in the IT and engineering sectors with The Introverted Presenter his fail safe guide to delivering competent presentations no matter how unsuited by nature you might be to the performing arts This short book lays out the complete process guaranteed to raise you from a debilitating state of terror and aversion to a comfortable place of clarity calm and competence perhaps even brilliance if you can train yourself to convert the free energy of your fear into controlled performance Tierney repeatedly warns his introvert readers that they risk presentation fiasco if they skip skimp or change the order of any of the ten steps he prescribes for thoroughly and efficiently preparing their presentations The surefire sequence of steps for The Introverted Presenter begins with defining your presentation s audience and objective The next step is to write the script of your speech in stages constructing it on the basis of proven structural rules cognitive laws and dramatic tricks Then you incrementally refine and tighten your script by delivering it iteratively first in front of a mirror and then in front of increasingly critical test audiences progressing from your cat to your boss When you have a well constructed and sound tested script in hand and only then you may create some slides to graft into your script in support of your opening action call and your concluding takeaways which you commit to memory Your slides should be limited to the smallest number possible even zero and the fewest possible words

This book delves into The 12 Magic Slides Insider Secrets For Raising Growth Capital. The 12 Magic Slides Insider Secrets For Raising Growth Capital is a crucial topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into The 12 Magic Slides Insider Secrets For Raising Growth Capital, encompassing both the fundamentals and more intricate discussions.

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 - Chapter 1: Introduction to The 12 Magic Slides Insider Secrets For Raising Growth Capital
 - Chapter 2: Essential Elements of The 12 Magic Slides Insider Secrets For Raising Growth Capital
 - Chapter 3: The 12 Magic Slides Insider Secrets For Raising Growth Capital in Everyday Life
 - Chapter 4: The 12 Magic Slides Insider Secrets For Raising Growth Capital in Specific Contexts
 - Chapter 5: Conclusion
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The 12 Magic Slides Insider Secrets For Raising Growth Capital Introduction

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