

# Meet Dom Santry. Then make your move.

I am the co-founder and CEO of Daisie, a place that helps creators network, learn and kick-start their careers.

I started getting into computers at nine, and founded my first company when I was fifteen – a fashion brand. After I finished school, I began working in the film industry in various production roles and later co-founded a film production company – Daisy Chain Productions.

I started Daisie in 2017, and we raised money in 2018, 2019 and 2020 from Founders Fund, 8VC, Kleiner Perkins, Shrug Capital, Josh Elman, among others. Daisie is now a fully distributed team of 20 people.





# Getting started with fundraising.

**The best founders are the best storytellers – storytelling creates change and inspires purpose. As a founder, regardless of whether you're marketing, selling or hiring – you're telling a story.**

If you want to raise funding for your startup, one of the most important moments of storytelling is your investment pitch. In this meeting, you'll present your business idea, outline the problem you're solving for and explain why your team have the potential to build a successful company.

The first step to raising capital is building a compelling pitch deck. My toolkit follows a deck format I've used to raise over \$5M USD in venture funding. It's simple, direct, and effective. As a template it should work for most companies approaching a seed round.

It's important to remember that every business/sector/market is different, as is every founding team. Always consider your unique strengths (i.e. experience, timing, hardware) and optimise your deck accordingly. Build a narrative that highlights the strengths of your business.

Your deck is the springboard for your story. It should be concise and well structured, running alongside a presentation that you and your co-founders lead for 20-30 minutes. Leave the rest of the pitch open for questions and conversation.

Investors are easily distracted. You may be their 5th pitch of the afternoon and they're daydreaming about a Kygo concert that evening. Intrigue, inspire and keep them engaged. Imagine your pitch as a movie. Your opener is key to making your audience want to learn more... convince investors to sit up and pay attention by identifying a big problem that you're solving, or teasing impressive metrics to follow.

And remember... this is an ever-changing story. You should be prepared for your deck to shift, change and bend based on feedback. Don't be rigid! The average venture capital investor will look at a pitch deck for 3 minutes and 44 seconds before deciding whether to meet with a new startup – make it great!





## Introduction.

Before creating your deck, I'd recommend getting your narrative down. You can do this by writing out a long-form story of what you want your deck to say.

During this phase, try to identify the 5 to 7 most important ideas people should know about your startup (I learned this from YC).

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## Top tips:

1

Keep your deck **below 15 slides**.

2

Go for **large and clear fonts**. Over-optimize for ease of viewing.

3

**1 point per slide**. Multiple points over-complicate and confuse.

4

**Get feedback** from investors, founders & friends.



# The deck.

## SLIDE 1:

Company name & logo. Identify what the company does in one sentence.

**Your company statement:**

## SLIDE 2:

**The problem:** what problem is the business solving? This slide is the crux of your deck and pitch. It sets up the scale of your business and guides your narrative. Make sure it's a clear (and real) problem!



## SLIDE 3:

**The solution:**

How your company solves the problem?

Why now is the time to solve it.

**SLIDE 4:**

**Momentum:** where is your product now? Show off your metrics/traction or prototype. This can be two slides if needed.

**SLIDE 5:**

**Timeline:** what milestones have you achieved? What's the story so far? Add a graph here if it displays progress well.

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**SLIDE 6:**

**Why us:**

What makes the business special?

How are you solving the problem differently?

**SLIDE 7:**

**How is your business unique?**

**SLIDE 8:**

**Business model:** if the company makes money, how much and how? If there's no revenue to show, what's the potential model?





**SLIDE 9:**

**Team:** who's doing this with you? Don't bother with advisors – make this about your founding team. Link to everyone's LinkedIn profile and make it easy for a VC to carry out research.

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**SLIDE 10:**

**Market:** how big is the potential market? How much money could this company make? Paint an exciting future.

**SLIDE 11:**

**Competition:** what does the market look like right now? (A competitor analysis chart can be very useful, but make sure it's simple and clear).



**SLIDE 12:**

How much are you raising and why?

What's it for?

Where does this funding get you?



## Ending notes:

Keep the last slide open as you **open up for questions**. Be prepared to flick back to previous slides as you open up the conversation.

It's important to understand the backgrounds of the investors and partners you pitch. The companies they have previously invested in (or passed on) will be extremely helpful in crafting your deck and feeling informed when answering their questions.

**Good luck!**

