THE VENTURE GUY

I bring the founders vision to life:

- flow
- design
- content
- narrative
- simplification

Different

I am a Venture Capital investor.

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Why us

EXPERIENCE

I am your audience.

TIME

Founder time is priceless, Spend it running the company.

PERSPECTIVE

Founders are too close to the business to craft a summarised narrative.

Pitch Deck Development

03

Philosophy

With strong software and a cohesive story, great things can happen.

The latter is often neglected.

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How we work

PHASE 1

Today, where are you and what does your company look like.

PHASE 2

Where do we want to get to and what is the ultimate goal for the company & fundraise.

PHASE 3

Structuring the content & narrative to align with the stage of the company.

PHASE 4

Collaborating to ensure founder comfort with presenting the content and confidence in the narrative.

PHASE 5

Hit the road & raise the round with full confidence in the deck we have crafted.

Pitch Deck Development

"Excellent Experience, as an entrepreneur I can tell you that this gig is invaluable! Don't hesitate to order. TheVentureGuy is an expert."

Radius Care

Justin, Founder & CEO
Digital Health Tech

"Worth far more than the price. Clever insights and a keen eye. A good start to what is hopefully a long and fruitful cooperation."

Daitr

Christian, Founder & CEO
Dating App

"This is my second large project with TVG, and yet again it's another top-notch work delivered by one of the best! Thank you so very much for helping my startup; your work is invaluable!"

IMPACTFACTORS

Yuri, Founder & CEO
SaaS

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Samples

Consumer Tech

I worked closely with Tuo to to develop a deck that reflected both the development of the MVP whilst also showing the potential of the product once fully developed.

tuo

tuo
Autonomous credit score builder.

Credit Builder

Problem

42% Of highly engaged users have 6 or more financial products. fact

25% Of users are moderate to highly Engaged. fact

50% Of users are new account applications. fact

Market

4,377 US Banks

Americans spend around $2.8bn on credit repair services each year.

321m
US Population 2020

247m
US Population over 18+ 2020

Chill out, build credit.

Engagement

1. **The Start**
   Introduce the benefits & limitations of credit & credit scores and how they operate. Connect accounts.

2. **The Magic**
   Autonomously builds customers credit score in the background.

3. **The Money**
   Graduation credit products become eligible, bringing greater freedom to customers and greater revenues for banks.

28%
Gen Z consumers opened an account to obtain better interest rates.

tuo Credit Builder

Now raising a $4.5m at $17m Pre-money

Raised to date:
$309,950

Investment
- Staffing & Operations
- Implementation/BaaS
- Sales/Brand/Marketing

SaaS

The VC's favourite, a classic SaaS. A model that requires stickiness & high-margins yet a compelling narrative around defensibility and retention. I worked with UnicornConnect to position their deck in the best position.
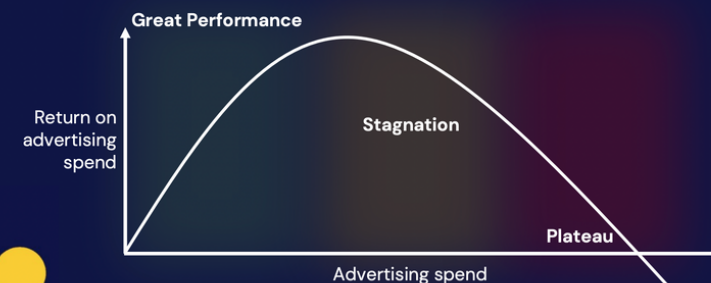

UnicornConnect

UnicornConnect

Affiliate Programs

Return on investment
Increase revenue with the product you have. Partner marketing can offer returns upwards of 650% on your investment.

Targeted traffic
Perfect audience match ensures actions and conversions throughout your various channels.

Gain authority
Instantly gain the trust of potential buyers as partners share your offer with their audience.

Business Development

Targeting
Sophisticated and precise targeting of the exact buyer personas in need of your products or services.

Precision follow-up
It's very rare that a prospect responds to a first outreach attempt. Our systematic outreach process uses 8 touchpoints to guarantee prospecting success.

Direct calendar meetings
We take care of getting the right people in front of you and optimizing your calendar. You do what you do best: demos and closing.

Our
Platform

Unique Marketplace
Streamlined onboarding for both companies and vetted marketing channels with authentic audiences.

Seamless onboarding reduces friction while increasing both supply and demand.

UnicornConnect

The marketplace for companies to acquire new customers.

- Affiliates
- Podcasters
- Youtubers
- Bloggers
- Leads
- Partners
- Influencers

Our
Traction

$12.5k	24	100%
MRR	Brands	MoM growth

Clients include:

Airmeet   ClickUp   Hubstaff   GUMLET

Our
Problem

Social media advertising companies such as Facebook Ads & Google Ads deliver diminished returns for customers as they scale, forcing those customers to use alternative channels to acquire new customers.
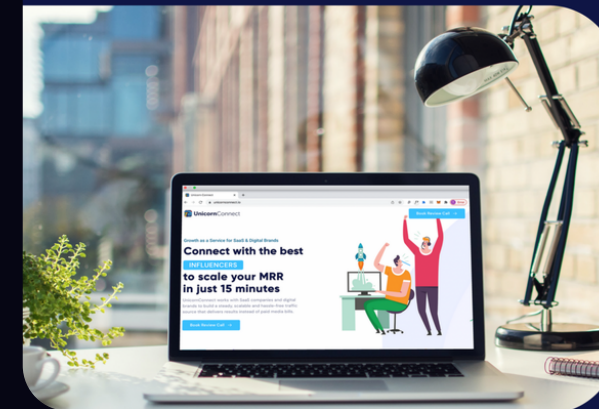
Great Performance

Return on advertising spend

Stagnation

Plateau

Advertising spend

Our
Pricing Model

Company Onboarding
A one-time onboarding fee to setup companies: $5,000

Transaction Fee:
10% Take rate

(Implementing in 2022)
SaaS Fee:
$150 per company per month

Our
Problem

Utilising smaller, niche channels to acquire new customers is expensive, capital intensive, labour intensive and does not guarantee a positive return on advertising spend and therefore a great risk for companies to explore.

Gaming

LevelUp wanted a slick deck that clearly represented the size of the opportunity and anticipated growth rate of the company in order to appeal to top tier VC's.
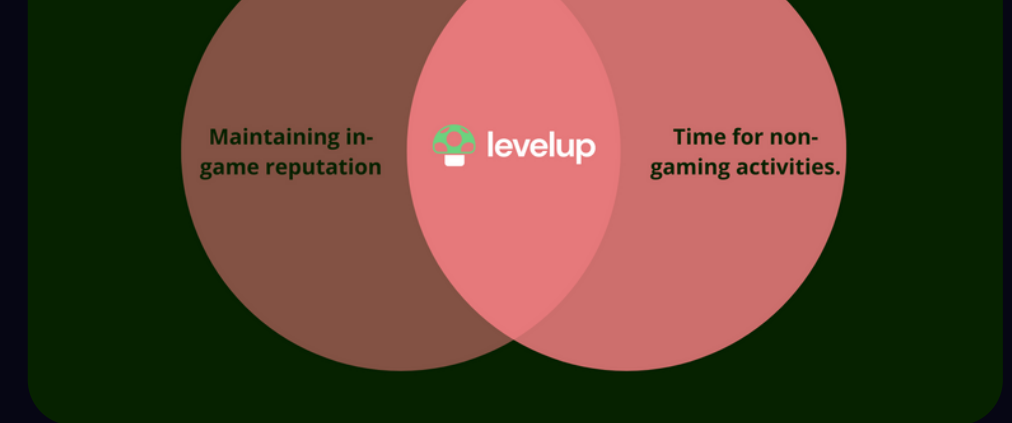

Maintaining in-game reputation.

levelup

Time for non-gaming activities.

levelup

Forecast
We expect to achieve T2D3 growth over the next five years, ar which point we anticipate hitting £50m Revenue with an EBITDA of £32m.

Trends
Team Esports is up.
Social gaming is up.
Perks with level are up.
Avg. in game spending is up.
Avg. spend per level is correlated.

Now raising a £2m Seed

Bootstrapped to date with £250k ARR & £1.25m Pipeline.

Product
Marketing
Talent
Capital Buffer

0%   10%   20%   30%   40%

Market Sizing

TAM
SAM
SOM

Margin Expansion

2022   2023   2024   2025   2026

42%

Increasing margins is essential over the coming 4 years to optimise valuation, bring in recurring

1 Operations
Purchasing economies of scale, distribution efficiencies and self-serve setup will optimise margins.

2 Servicing

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Pitch with confidence

Buy Now >