



## **About Us**



### **Founding**

Aristagora VC was founded in 2020 to disrupt the traditional venture capital industry. A collaboration between Israeli and Japanese general partners, the fund is vertically agnostic and does not focus on specific sectors, believing that newly established startups must be afforded creative flexibility and the ability to adapt themselves to a dynamic world.



#### **Aim**

Aristagora VC's aim is to bring added value to the negotiating table through strategic global partnerships and the unique opportunity to survive "Start-Up Death Valley."



### Investment

Aristagora VC focuses on early-stage companies, providing the funding and professional help to continue development until additional, later-stage funding can be secured. Aristagora VC serves as a feeder for later-stage investments within the Israeli market and abroad.



### **Advantages**

VC's Aristagora revolutionary approach provides much-needed capital, opens doors to markets that are traditionally hard to penetrate, and offers the peace of mind that your company will survive to the next funding round.



## **Our Team**



Takeshi Shinoda

President and General Partner



Gideon Ben-Zvi

Head of Investment Committee and General Partner



Moshe Sarfaty

Managing Partner



Anat Tila Cherni

Managing Partner



Ori Edry

Senior Associate



# What Are We Looking For?

Aristagora VC is a sector-agnostic, early-stage venture capital fund. We partner with exceptional teams and support them from inception to growth. We believe in a "hands-on" approach and work closely with our portfolio companies to add value in any aspect required. When relevant, we offer our expertise and deep network in Japan to provide our companies with access to the Japanese market.



### **Early Stage**

We invest in early-stage startups from inception to growth stage, helping them throughout their journey to later-stage funding.



### **Domain Knowledge Founders**

We partner with multidisciplinary founders who are fully committed to the startup journey.



### **Cutting-Edge Technologies**

We look for Israeli cutting-edge technologies that disrupt and digitize various sectors and industries.





# **COVER SLIDE**



Company name



Purpose – define your company in 1 sentence



**Contact Info** 



## **Team**





### Name

Relevant experience and expertise



### Name

Relevant experience and expertise



### Name

Relevant experience and expertise

### **Key Team Members**



### Name

Relevant experience and expertise



### Name

Relevant experience and expertise

### **Board of Directors / Advisors**



### Name

Relevant experience and expertise



### Name

Relevant experience and expertise



## The Problem



What is the problem you are solving?



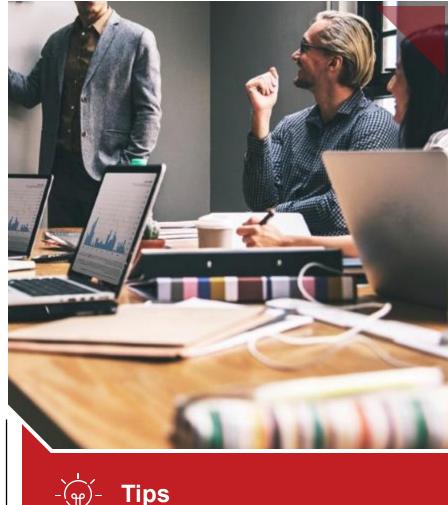
Who experiences this problem and how do they solve it today?



How big is this problem?



Why now is the time to solve this problem?





Use 1-2 data points/ customer stories to support your claims



## **The Solution**



## **Tips**

Keep the explanation simple. Imagine you explain it to your elderly aunt at a family dinner





How do you solve the problem?



What makes it unique or better than the alternatives?



What is the value chain of your customers and where does your product fits?



Demonstrate a before and after example



## The Market



What is the market? Who is it for?



How big is the market? – TAM, SAM, SOM



How fast is the market growing?



What are the key industry trends that support this growth?



## **Tips**

Do not take your TAM size and growth rate from random online sources. Avoid stating broad (often inflated) market sizes.

### **TAM**

e.g. \$100B

#### SAM

e.g. \$50B

# **SOM** e.g. \$10B



## **Product Deep Dive**



Show a picture, process flow, icons, etc. It should be easy to understand what your product does and to get its look and feel.



Product walkthrough



Show how your product solves the problem



Show your product lineup – form factor, functionality, features, architecture, IP, etc.



Show your development roadmap



# **Go-To-Market Strategy**



Who is the ideal target customer? – vertical, size, etc.



How will you acquire customers?



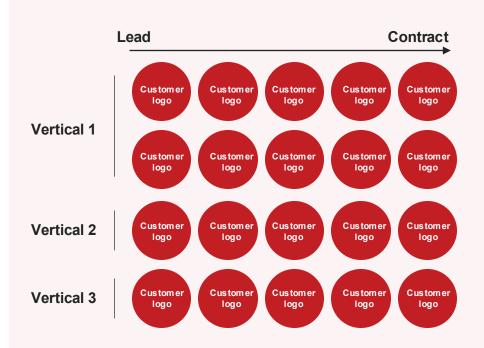
How long is your sales cycle?



Who is the person you contact in your customer organization?



## **Sales Pipeline**





# **Business Model**



## Tips

Know your numbers! And if you are not sure, say it. Investors can easily spot improvised answers.



What is your revenue model?



What is your pricing model?



What are your relevant metrics? – unit economics, ACV, CAC, BOM....



What is your sales and distribution model?



# **Competitive Landscape**



Who are your competitors? Direct and indirect



What is their approach to solving the problem?



What is your competitive advantage/ moat?

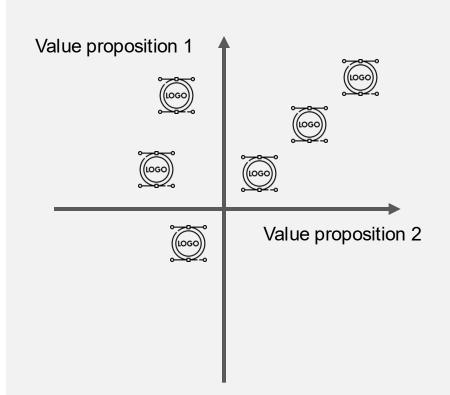


Show a competition analysis (graph, 2x2, etc.)



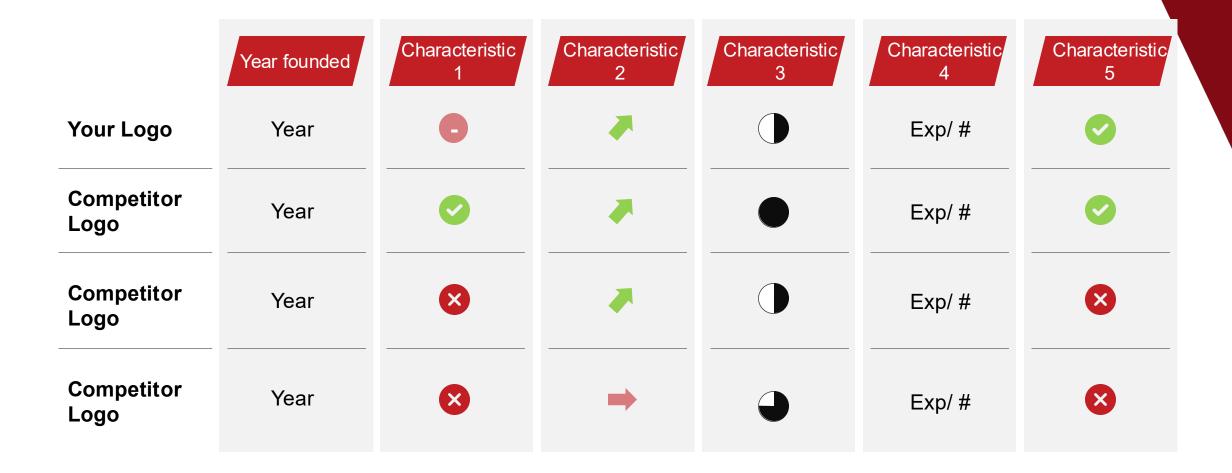
## **Tips**

Competition slides are tricky, make sure to not only state the weaknesses of your competition, also show what they do well.



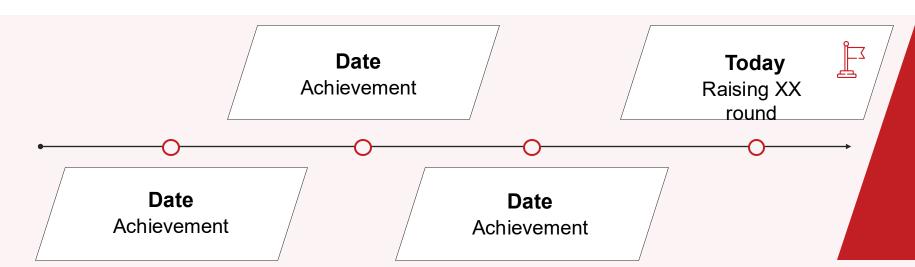


# **Competitive Landscape Deep Dive**





# **Traction & Milestones**





## **Tips**

Try to show what the company will look like in the next 2-5 years.



What stage are you in and what is the plan ahead?



Show key metrics – revenue, cost structure, burn rate, runway, etc.



Who are your current customers, and what does your pipeline look like?



If relevant show a summarized financial projection



## The Ask



What have your raised so far and what were the terms?



Who are your current investors?



How much do you want to raise and what are the terms?

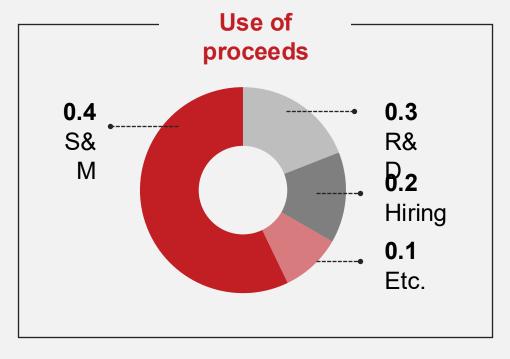


What will this funding allow you to do? What milestones/ goal will you achieve and in how long?



## **Tips**

Know your numbers and be clear and transparent about what you raised and want to raise.









### **ISRAEL**

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