

The Perfect Pitch Deck



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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 start-ups 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

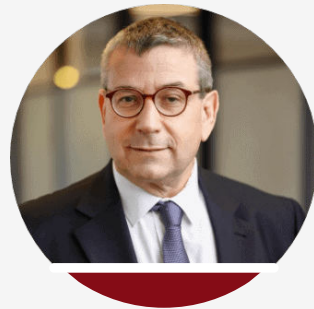
Aristagora VC's revolutionary approach provides much-needed capital, opens doors to markets that are traditionally hard to penetrate, and offers the peace of mind that your company will survive to the next funding round.

Our Team



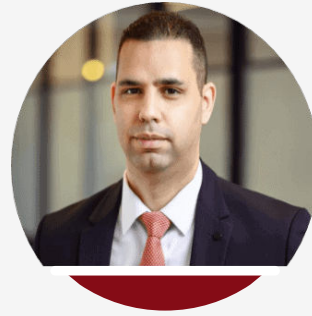
**Takeshi
Shinoda**

*President and
General Partner*



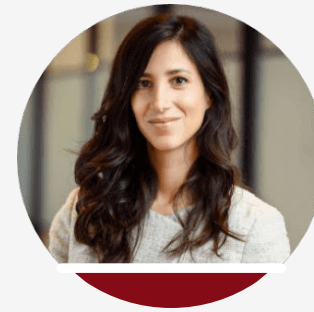
**Gideon
Ben-Zvi**

*Head of Investment
Committee and
General Partner*



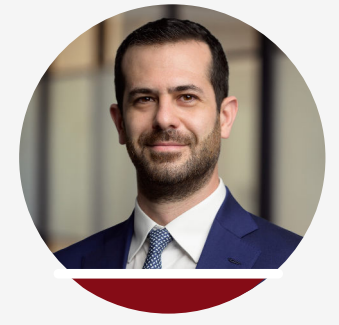
**Moshe
Sarfaty**

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

Founders



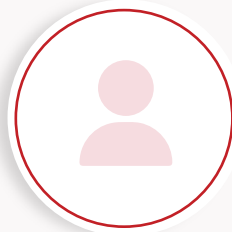
Name

Relevant experience and expertise



Name

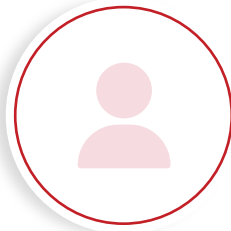
Relevant experience and expertise



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?



Tips

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?

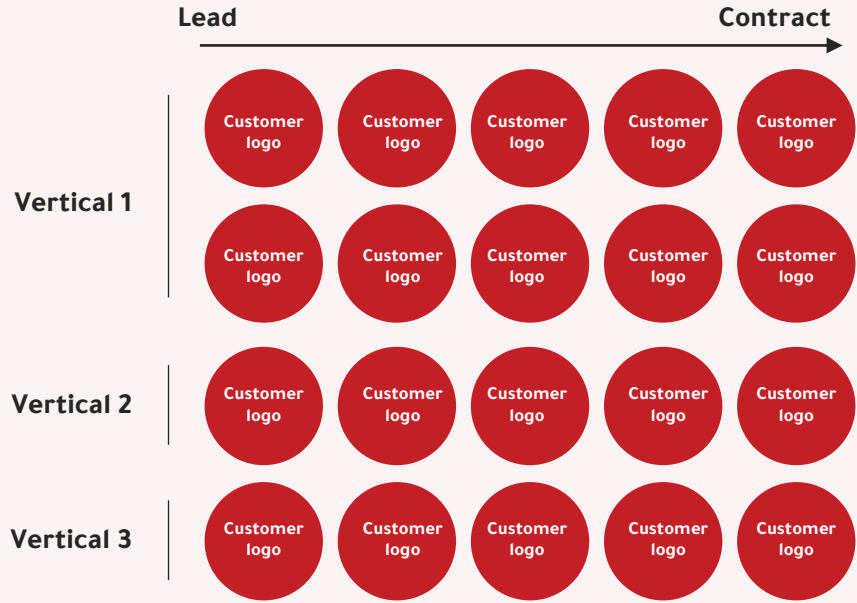


Who is the person you contact in your customer organization?



Tips
TBD

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?



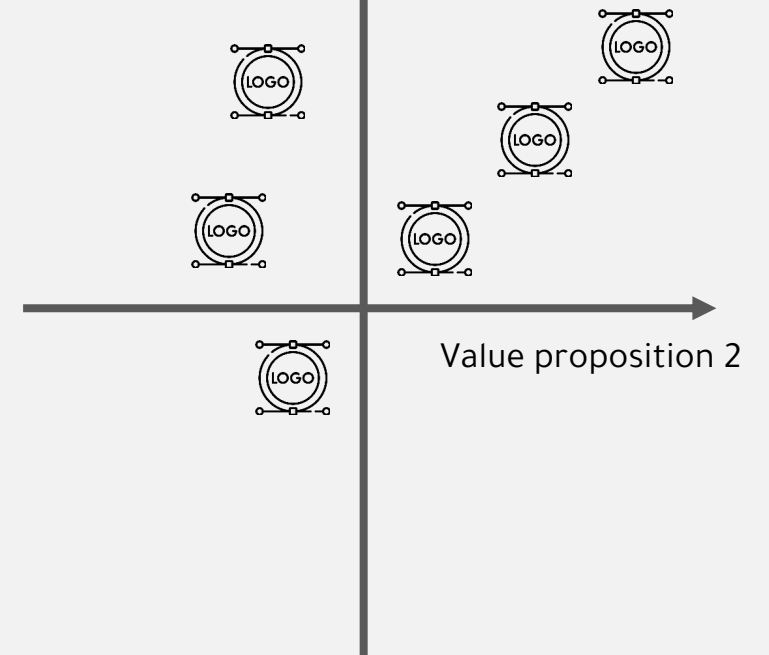
Show a competition analysis (graph, 2x2, etc.)



Tips

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

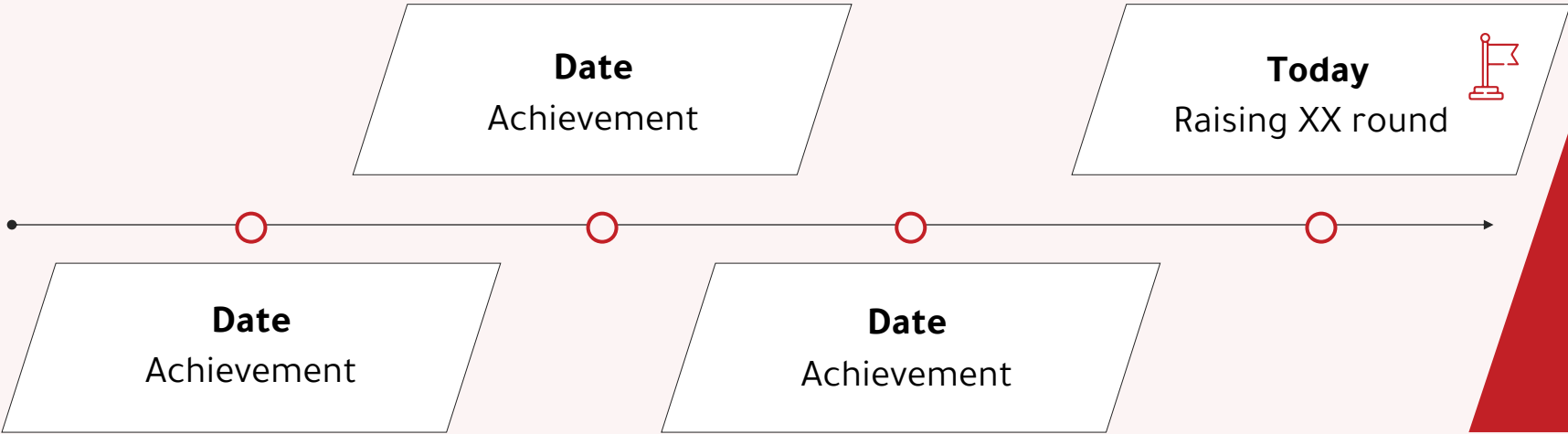
Value proposition 1



Competitive Landscape Deep Dive

	Year founded	Characteristic 1	Characteristic 2	Characteristic 3	Characteristic 4	Characteristic 5
Your Logo	Year	-	↗	◐	Exp/ #	✓
Competitor Logo	Year	✓	↗	●	Exp/ #	✓
Competitor Logo	Year	✗	↗	◐	Exp/ #	✗
Competitor Logo	Year	✗	→	◑	Exp/ #	✗

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 you 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?



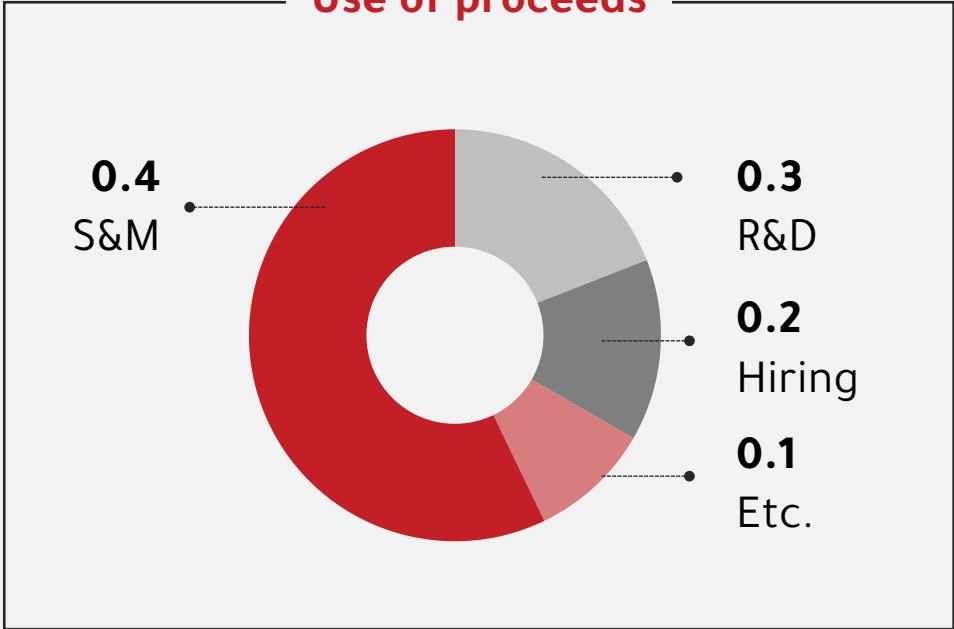
What will this funding allow you to do? What milestones/ goal will you achieve and in how long?



Tips

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

Use of proceeds





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