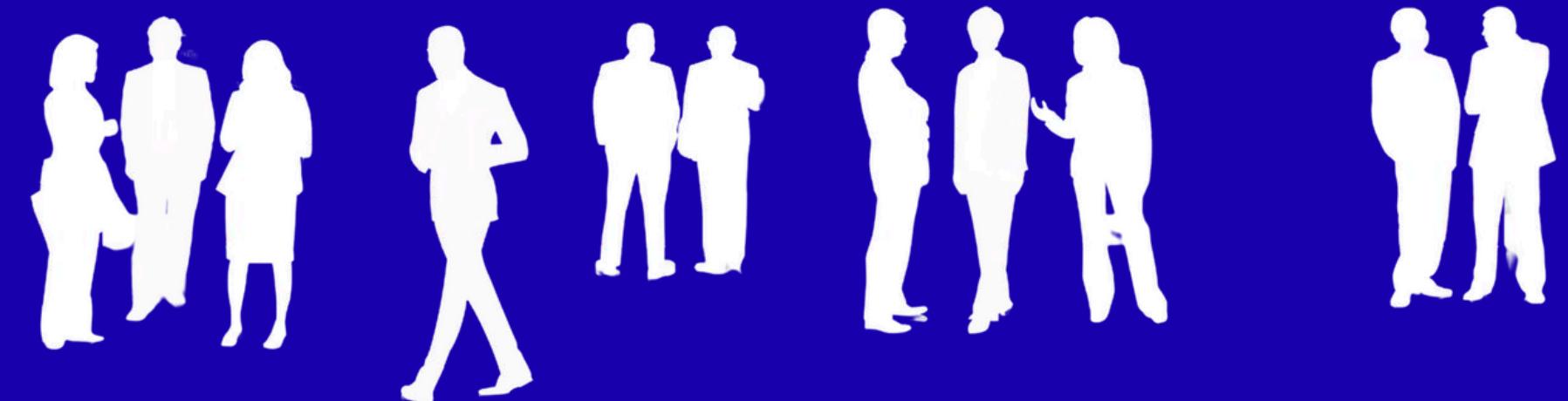


FINANCIAL NARRATIVES

BY BRUNO MORETY



TURN FINANCIALS INTO STORIES THAT UNLOCK CAPITAL.

(MORETY.UNO)

FOUNDERS AND CFOS SPEAK NUMBERS. INVESTORS LISTEN FOR STORIES.

—THE MISMATCH KILLS DEALS.

THE COMMUNICATION GAP



DECKS BECOME DATA DUMPS, NOT DECISIONS.

Most pitches overflow with metrics and charts but no narrative — Investors leave with information, but no reason to act.

NUMBERS AND STORIES SPEAK DIFFERENT LANGUAGES.

Founders live inside performance; investors live in narrative. CFO reports show precision. Pitch decks show potential.

NO ONE OWNS THE FINANCIAL NARRATIVE END-TO-END.

Accountants keep the books. Analysts build models. Designers polish slides. But no one is responsible for weaving it all into one coherent financial story.



CONVICTION = NUMBERS X NARRATIVE

01

AUDIENCE JOURNEY MAPPING

I map how investors move from skepticism to conviction—designing each beat to move them emotionally and logically forward.

02

FINANCIAL STORYTELLING

Your metrics are narrative evidence. I weave them into a coherent story that explains why your business matters and de-risks the investment.

03

INVESTOR-READY PITCH DECK

The output is a complete pitch deck that works on its own or in front of investors. Designed for conviction, built on rigor, ready for capital conversations.

Morety.uno bridges the gap between KPIs precision and investor persuasion. We combine Nancy Duarte's audience journey methodology with rigorous financial analysis to transform your numbers into a coherent narrative that builds conviction and unlocks capital.

STORIES STICK 63%

of investors remembers stories. **Only 5%** recall raw stats.



WHAT IF YOUR NUMBERS TOLD YOUR STORY?

MONTHS WEEKS

Faster Funding Closes

CLEAR NARRATIVE = LESS RISK PERCEPTION = BETTER TERMS

Higher Valuations

"The #1 reason investors pass on otherwise solid companies: **failure to articulate a clear narrative.**"



END-TO-END NARRATIVE STACK

FROM RAW FINANCIALS TO INVESTOR-READY PITCH DECK.

"I help founders and CFOs tell the financial story that closes rounds."

FINANCIAL RIGOR

5+ years in corporate finance. I read balance sheets like novels.

NARRATIVE ARCHITECT

Ghostwriting Craft + The Audience's Journey Framework to drive conviction and capital.

CANVA MASTER

Every pitch deck is a visual argument. Form and function— inseparable.



I believe your numbers are an engine waiting for its narrative. Let's build the story that gets investors and teams backing you.

LET'S COLLABORATE

BY BRUNO MORETY

REACH OUT
BMORETY@ICLOUD.COM

VISIT
HTTPS://MORETY.UNO