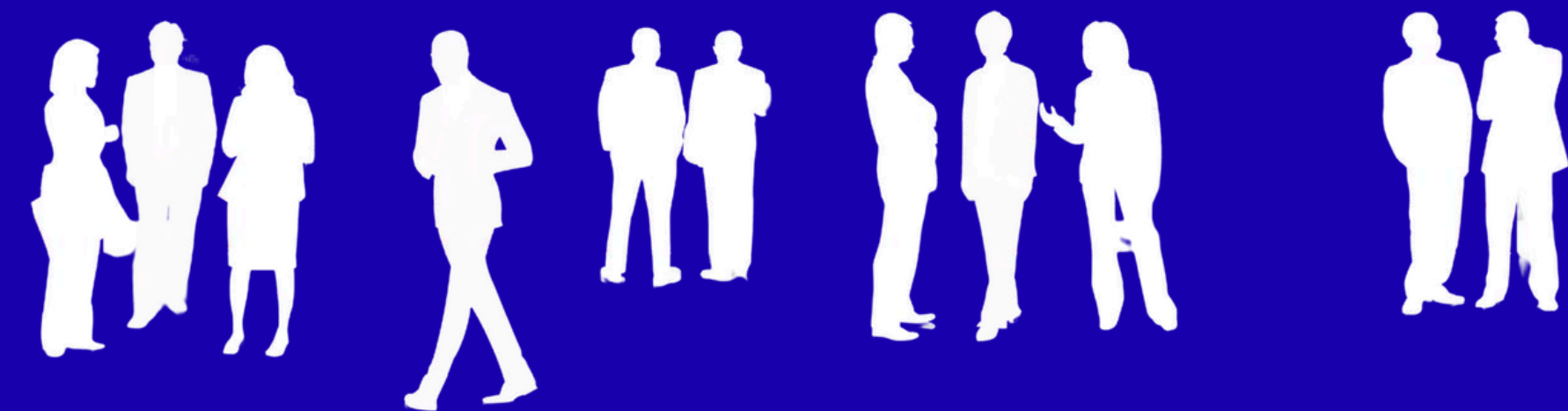


FINANCIAL NARRATIVES

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

[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.

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.

STORIES STICK

63%

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



**CLEAR NARRATIVE
= LESS RISK PERCEPTION
= BETTER TERMS**

Higher Valuations

WHAT IF YOUR NUMBERS TOLD YOUR STORY?

MONTHS WEEKS

Faster Funding Closes

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



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

END-TO-END NARRATIVE STACK

FROM RAW FINANCIALS TO INVESTOR-READY PITCH DECK.

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

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