

Pitch Deck

VS

Investment Memo?



For more fundraising tips, follow [Michael Ho](#)



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What's the difference between your pitch deck and your **investment memo**?



Nothing!

Both documents are two sides of the same coin.
It's the same narrative, just different levels of detail.

LESS DETAIL



LOTS OF DETAIL



That's why I think every founder should draft an investment memo

In addition to their pitch deck because it's the details behind your deck anyway...



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3 Minute Movie Trailer

Think of your pitch deck as the short, exciting movie trailer...



3 Hour Feature Film

...and your memo as the full 3 hour feature film

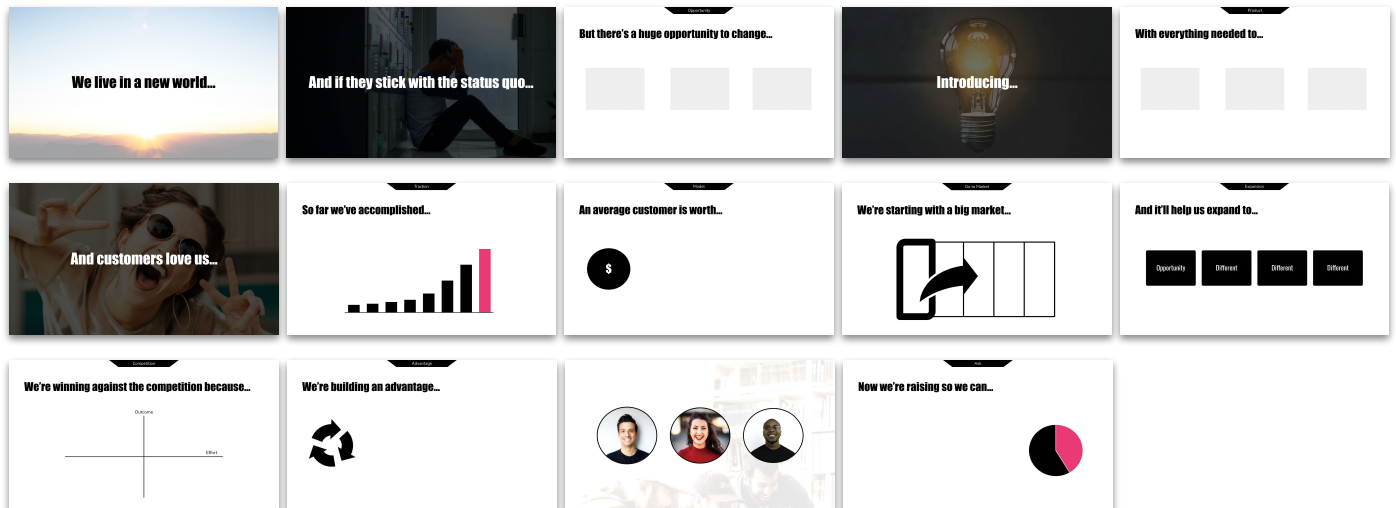


**Both need to tell
the same story**



Why Now Pitch Deck

Your entire story in a simple 14 slide narrative



Investment Memo

The details behind your simple 14 slide narrative

Markets



Plans



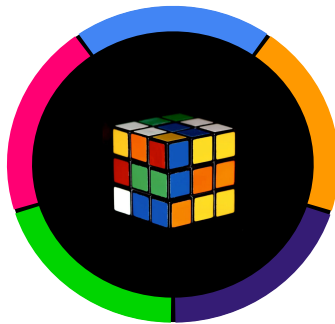
Playbooks



Products



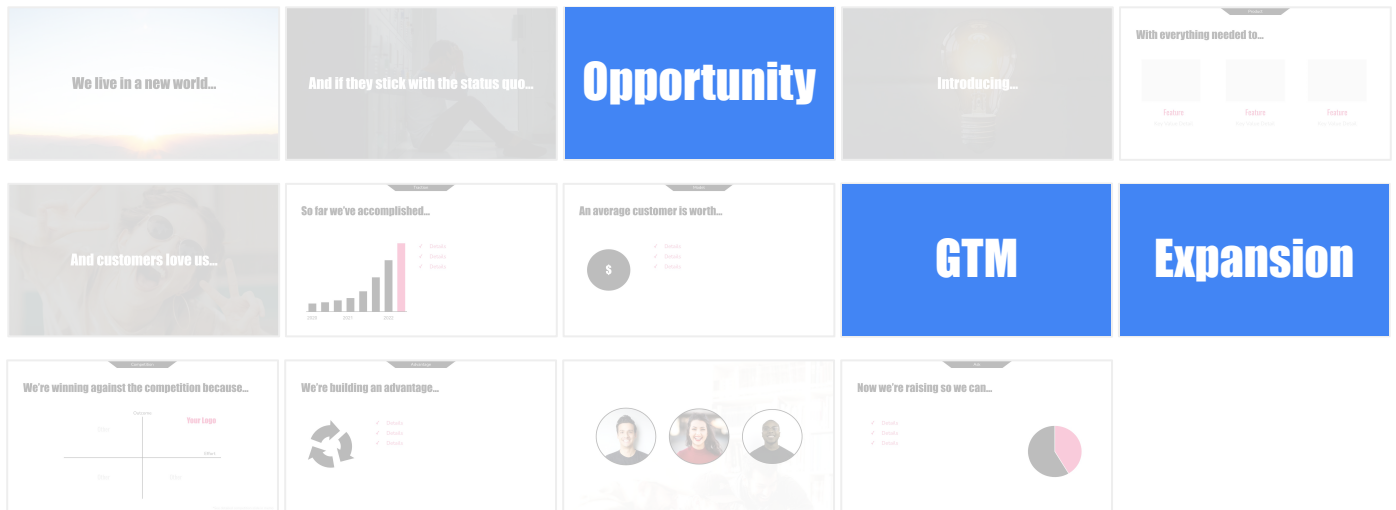
Models



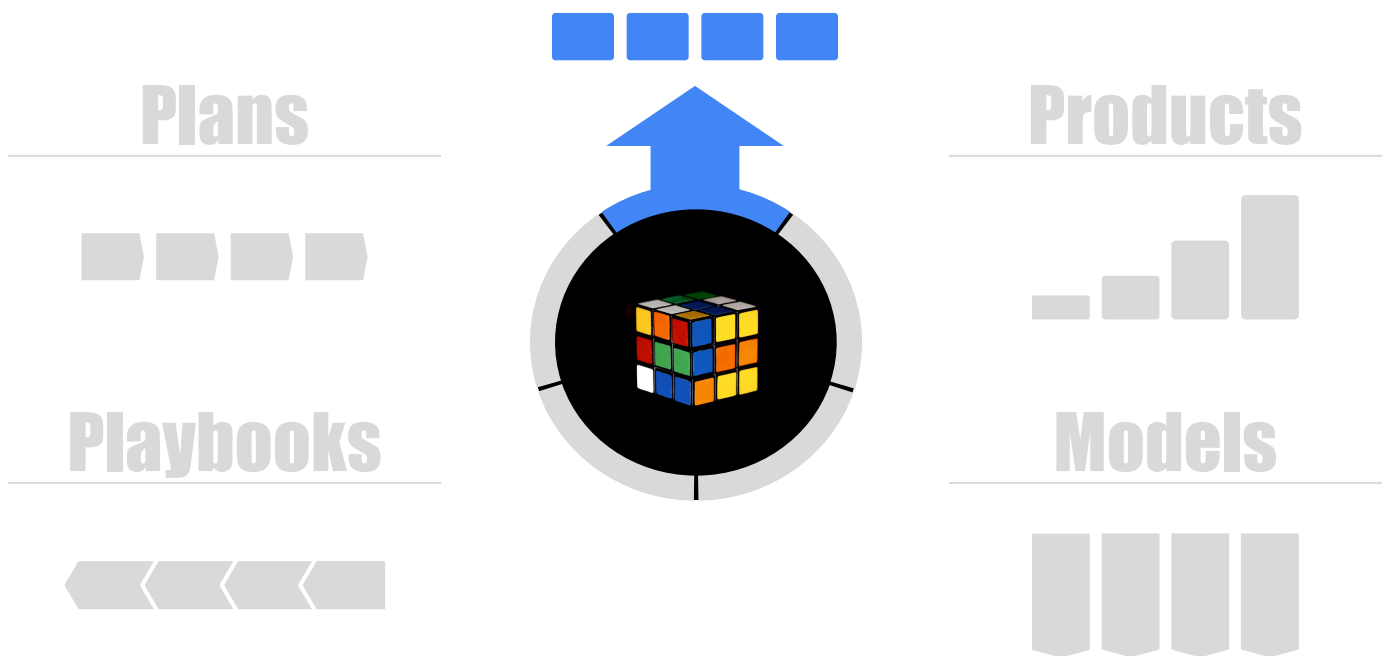
Now each section of the memo just adds the details to specific slides in your deck

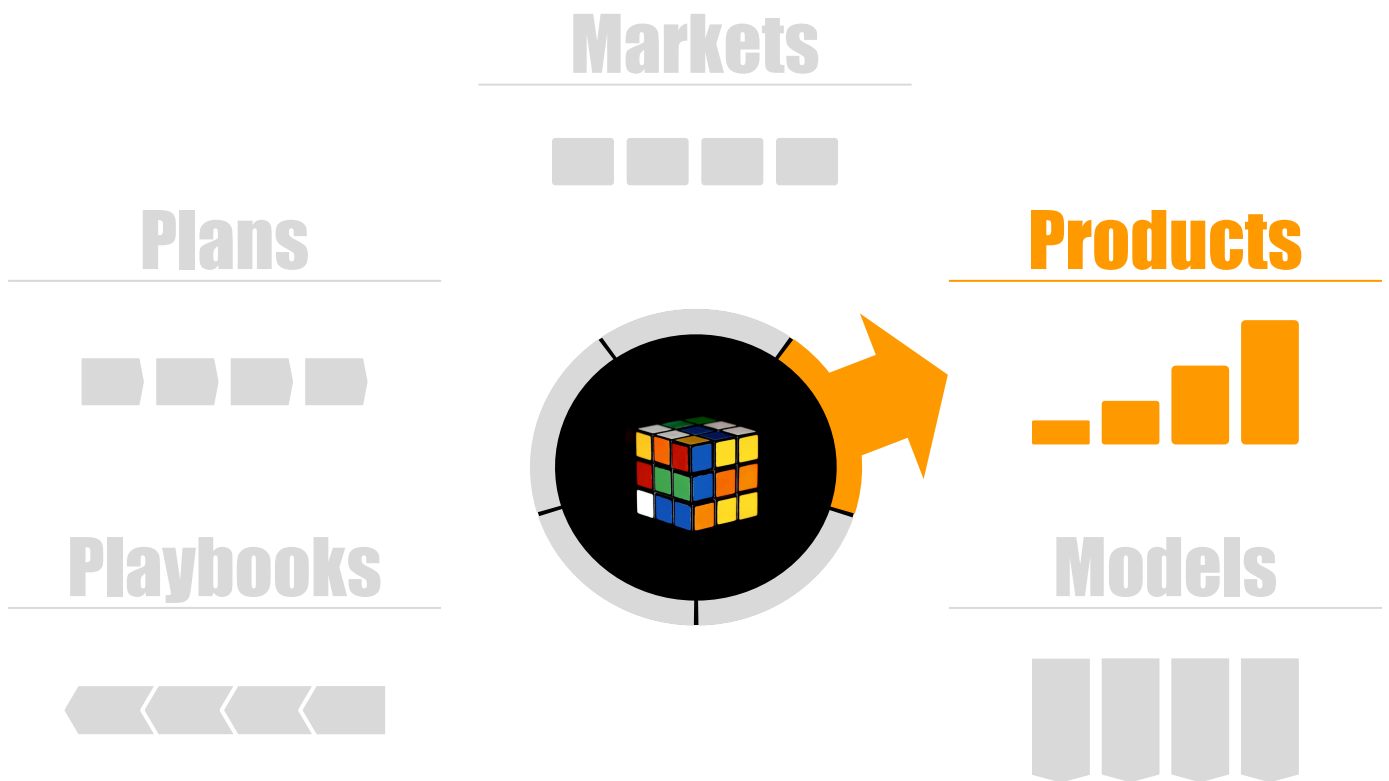
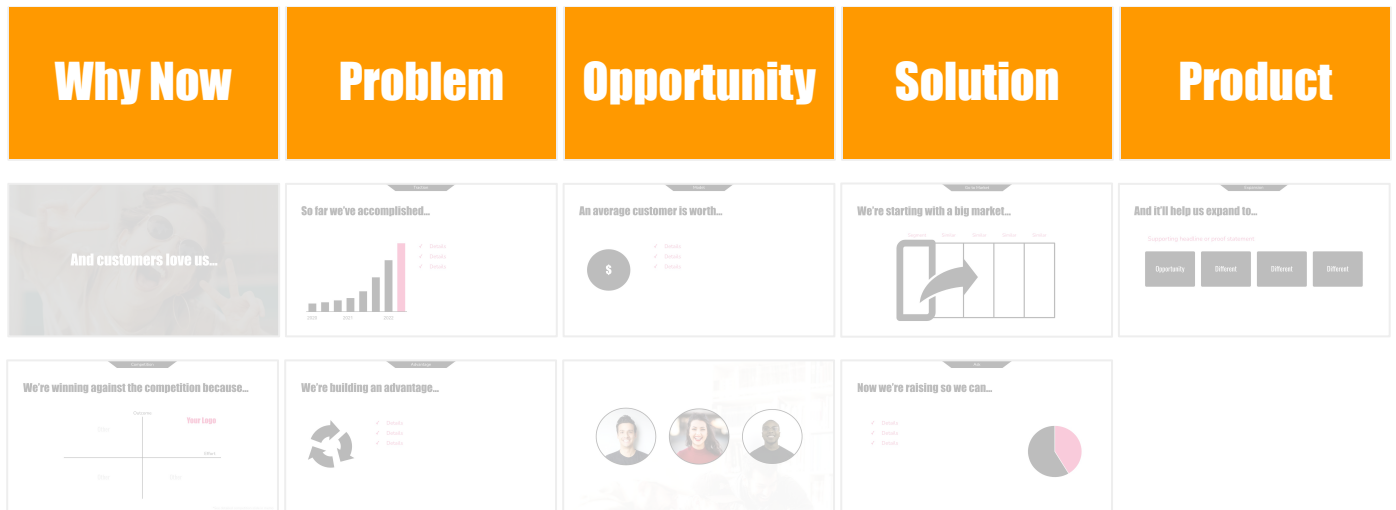
Now you don't need to write a full long memo (or even send it to investors) - but drafting out the supporting details behind each slide will help you prep for diligence

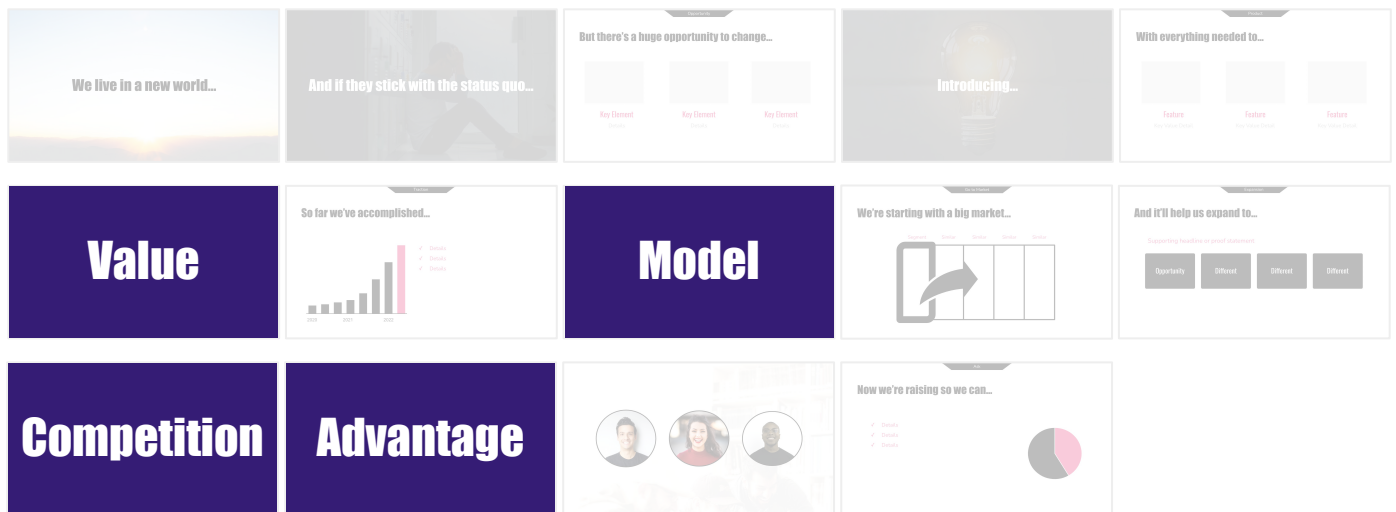




Markets







Markets



Plans



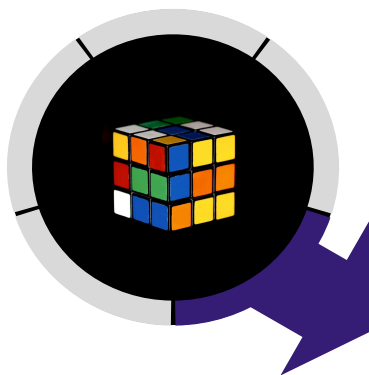
Playbooks

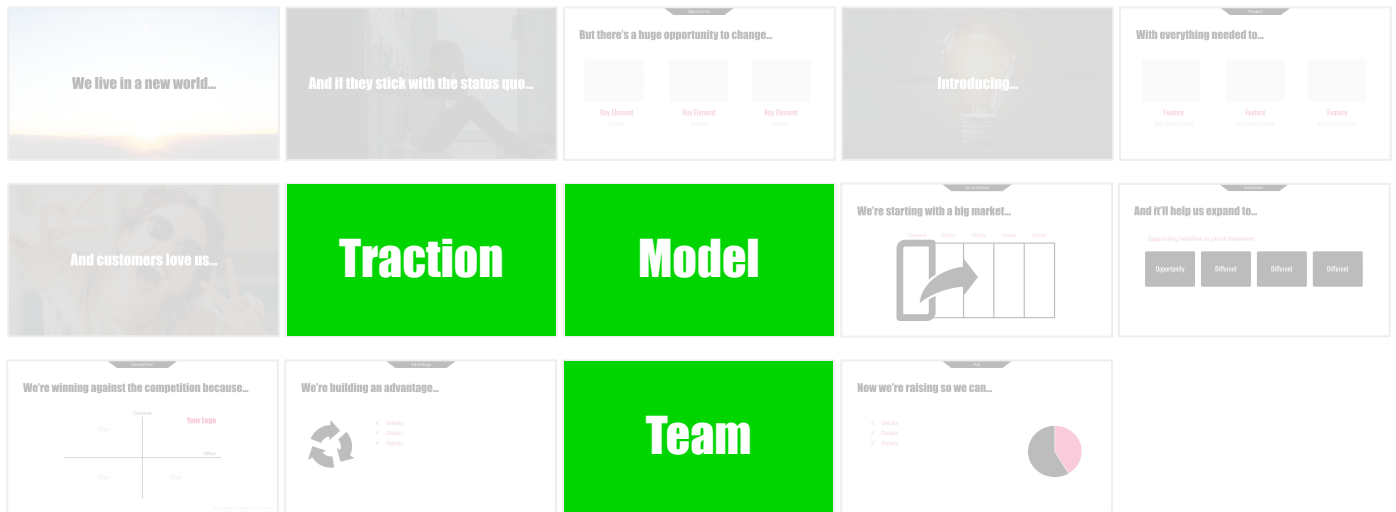


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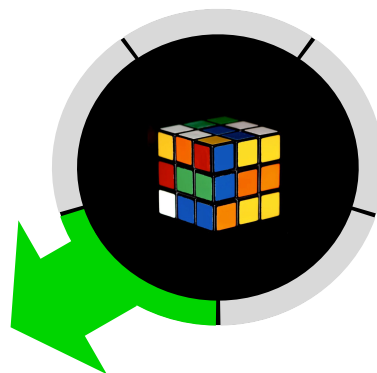
Playbooks

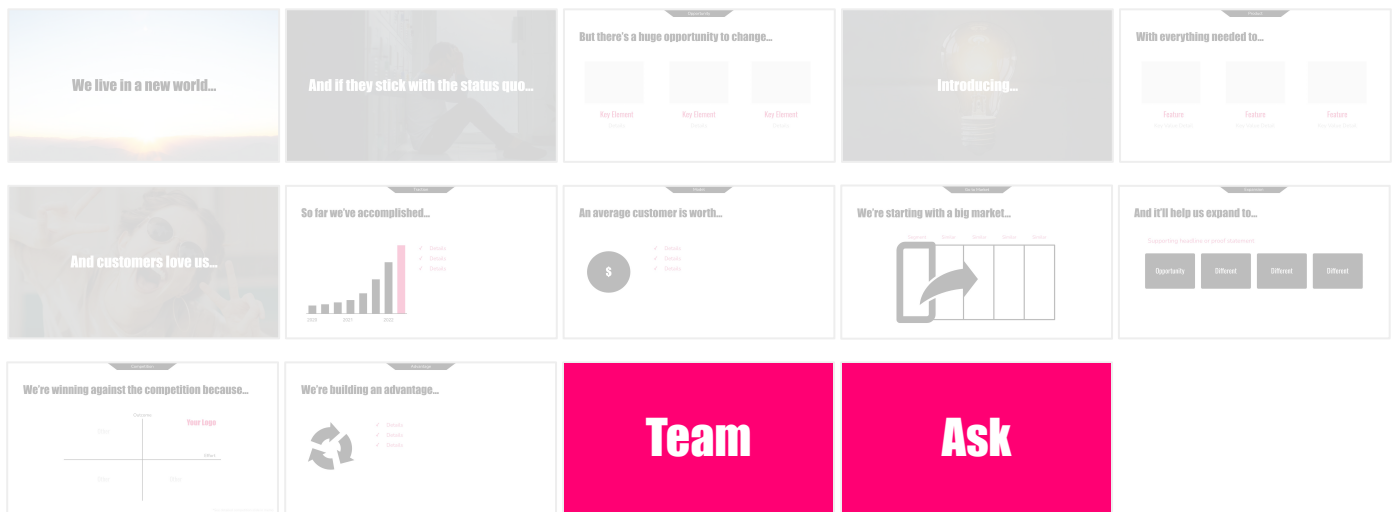


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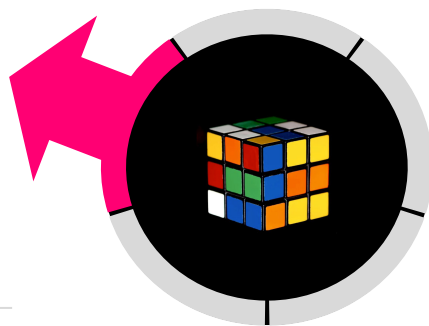
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So To Recap

1. It doesn't matter if you show the memo to an investor.
2. Systematically step through all 6 sides of your Rubik's cube
3. And draft your memo to make sure you're ready for anything the investors throw at you 💪

