

# Venture Capital

4/2/2024

# Agenda

- Oluwafunmilayo Somoye  
Karan Mudaliar  
Arya Shukla  
William James  
Yunke Nie  
Hamidreza Komaki  
Stephen O'Neil
- == Break ==
- How to talk to VCs
- Tufte

All Images Videos Forums Shopping More

Tools

PDF

Business plan

Template

Successful

Pre seed

Startup

Film

TV show

Nonprofit

About 20,700,000 results (0.61 seconds)



Pitch

<https://pitch.com/blog/15-great-pitch-decks-from-su...>

### 15 great pitch deck examples from successful ...

Jul 19, 2022 — 15 great pitch deck examples from successful startups · 1. Stytch · 2. Nylas · 3. Front · 4. Softr · 5. Catch · 6. Ledgy · 7. Morty · 8.



Slidebean

<https://slidebean.com/Slidebean-Blog/Lessons>

### 35+ Best Pitch Deck Examples from Successful ...

Feb 22, 2024 — Find here the best 35+ pitch deck examples and templates from successful startups like Airbnb, Uber, Tesla, free to download and get ...



HubSpot

<https://www.hubspot.com/startups/resources/startup...>

### 12 Startup Pitch Deck Examples [+ Template]

12 Startup Pitch Deck Examples [+ Template] · 1. Problem Slide · 2. Solution slide · 3. Market validation slide · 4. Market size slide · 5. Product slide · 6.



Vennage

<https://vennage.com/Blog/Graphic-Design>

### 30+ Best Pitch Deck Examples, Tips & Templates

Jul 4, 2023 — Learn the secrets of the best pitch deck examples like Uber, TikTok, Airbnb and Y Combinator, plus get templates you can customize.

[What is a pitch deck?](#) · [What makes a good pitch deck?](#) · [Best pitch deck examples...](#)

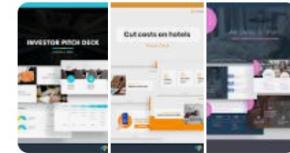


Visme

<https://visme.co/blog/best-pitch-decks>

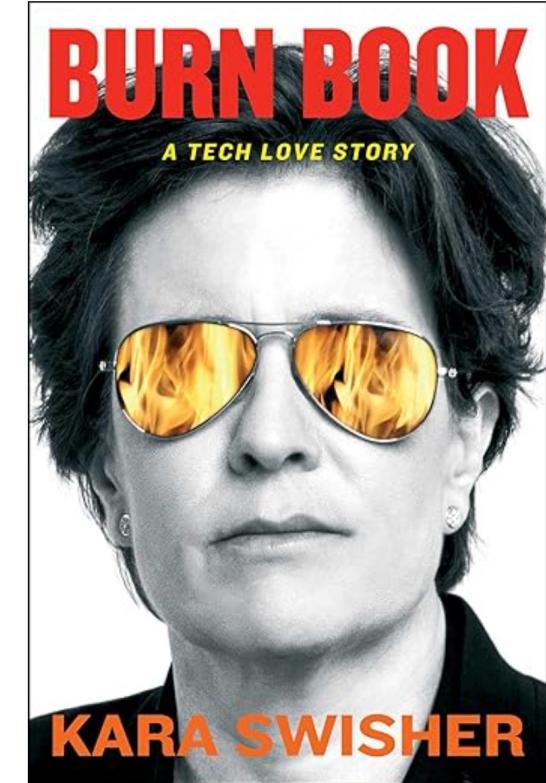
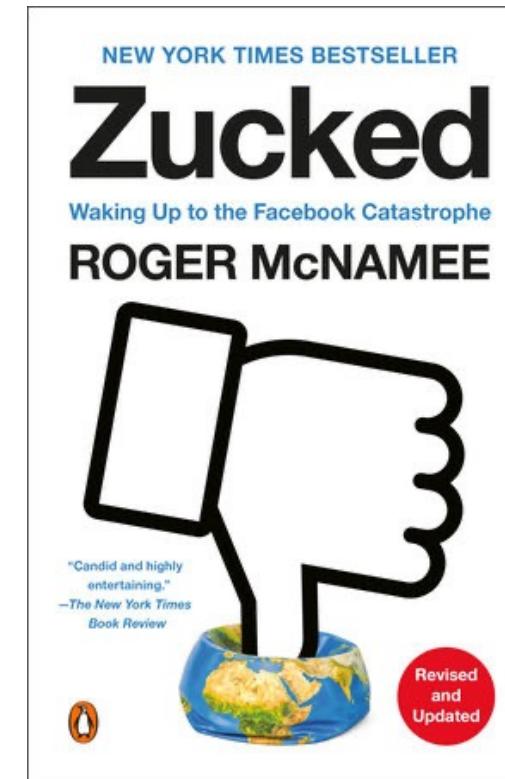
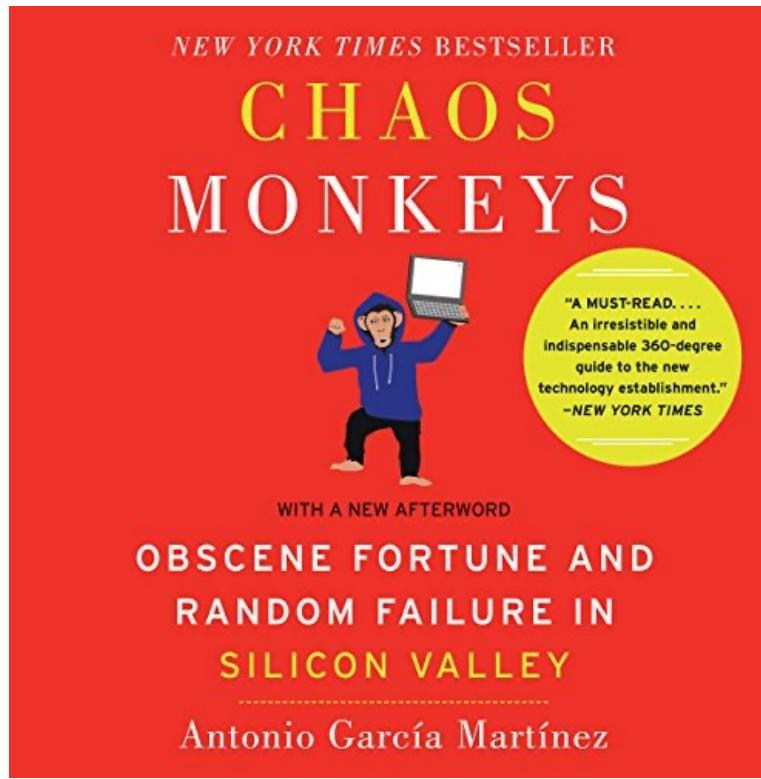
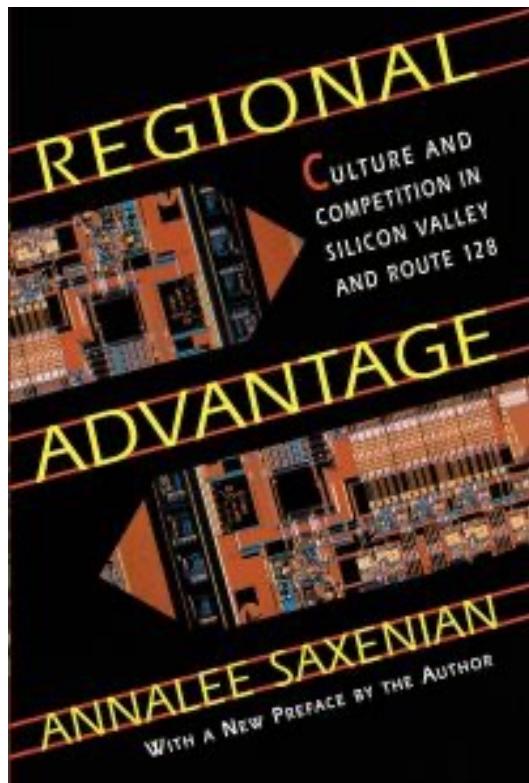
### 35 Best Pitch Decks From Real-Life Startups [With Templates]

Dec 18, 2023 — Discover the best pitch deck examples from successful startups around the world, including Airbnb, Dropbox,...



# Too much “free” advice

# Best Sellers



**SILICON VALLEY**

ABOUT SEASON ▾ SHOP ↗



WINNER OF 2 EMMYS, NOMINATED FOR 41 EMMYS

**Silicon Valley**

6 SEASONS | 53 EPISODES | TV-MA

WATCH NOW **max**

# <https://articles.sequoiacap.com/writing-a-business-plan>



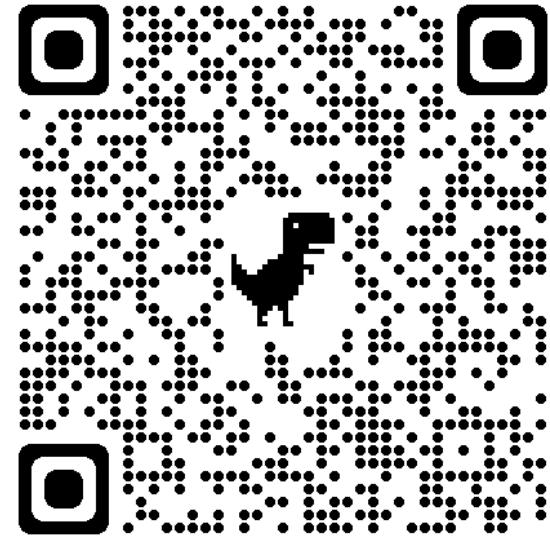
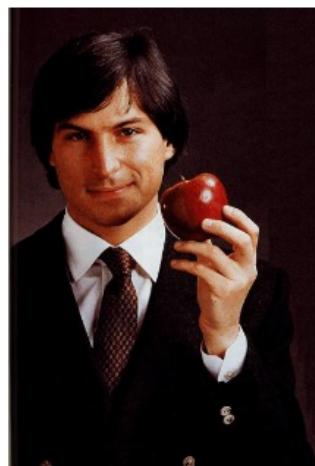
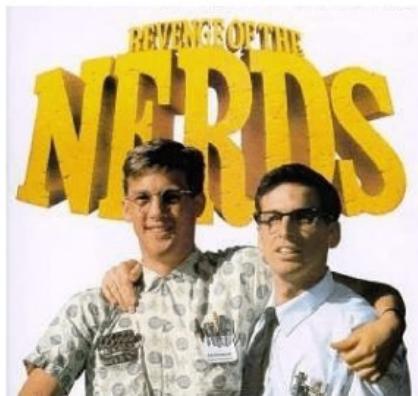
- **Company purpose** Start here: define your company in a single declarative sentence. This is harder than it looks. It's easy to get caught up listing features instead of communicating your mission.
- **Problem** Describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions.
- **Solution** Explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?
- **Why now?** The best companies almost always have a clear why now? Nature hates a vacuum—so why hasn't your solution been built before now?
- **Market potential** Identify your customer and your market. Some of the best companies invent their own markets.
- **Competition / alternatives** Who are your direct and indirect competitors. Show that you have a plan to win.
- **Business model** How do you intend to thrive?
- **Team** Tell the story of your founders and key team members.
- **Financials** If you have any, please include.
- **Vision** If all goes well, what will you have built in five years?

<https://www.alexanderjarvis.com/top-vc-shares-guide-to-pitch-deck-outline-for-startups-fundraising/>

## 9. Team

People that get VCs **Hot**:

- **Geeks** with deep tech experience
- **Entrepreneurs** who have sold companies
- **Sales/Marketing** who bring in customer\$



# VecML.com



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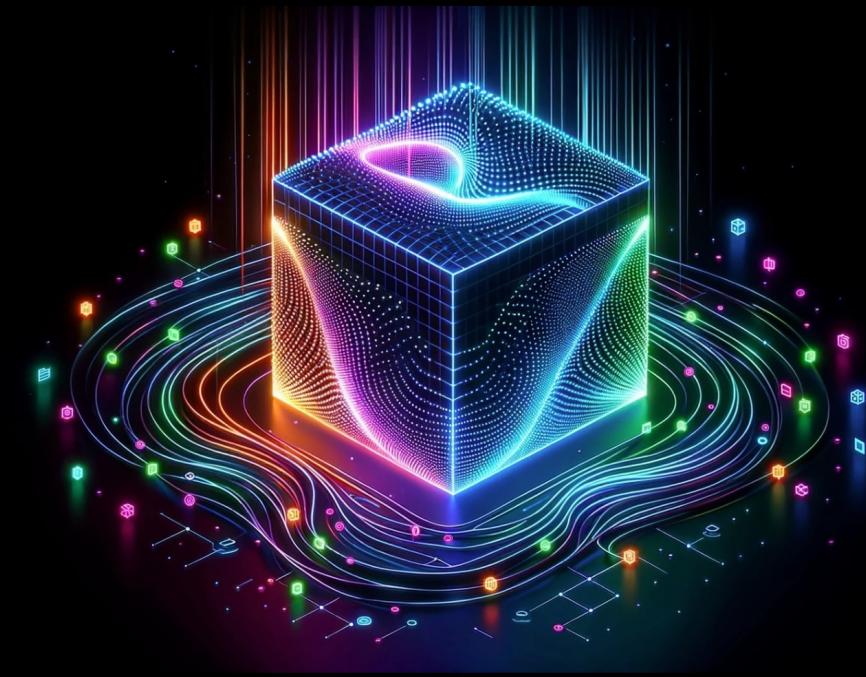
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<https://www.fundraisingcoup.com/perfectpitchdeck>

# THE PERFECT PITCH DECK, DESIGNED BY A VC.

The founders are well educated, experienced and crazy about dogs. The team already exited a unicorn.



**Marc Saltberg, CEO**

**Education**



Harvard  
Business Economics (MSc)



**Elon Muscle, CTO**

**Career**



Microsoft



**Larissa Layer, CMO**



VUH  
Master in Management (MSc)

**Dog**



Billy, 1 yr



Larry, 11 yrs



Oli, 7 yrs

# Introduction to data display and visualization

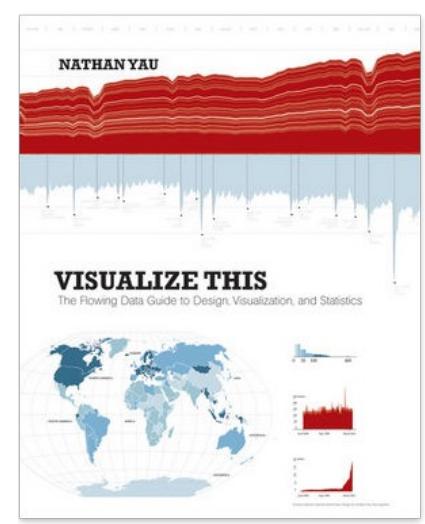
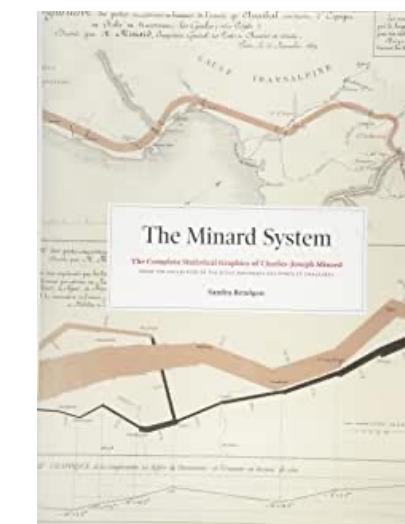
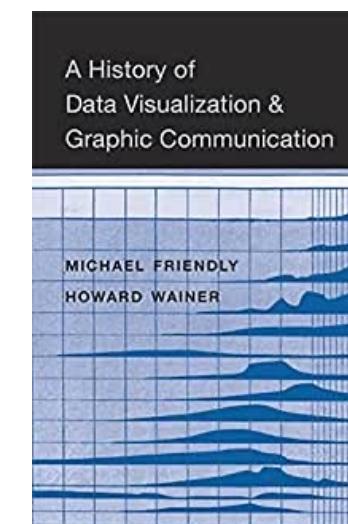
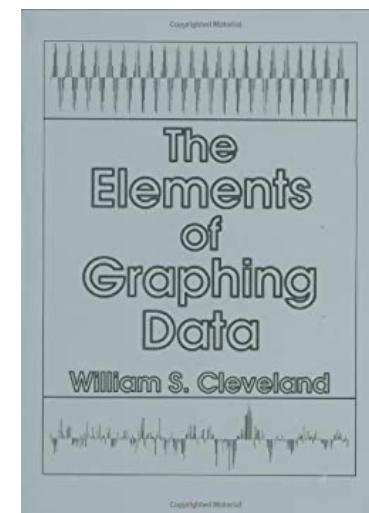
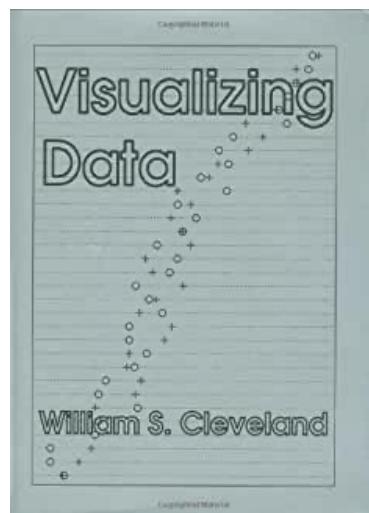
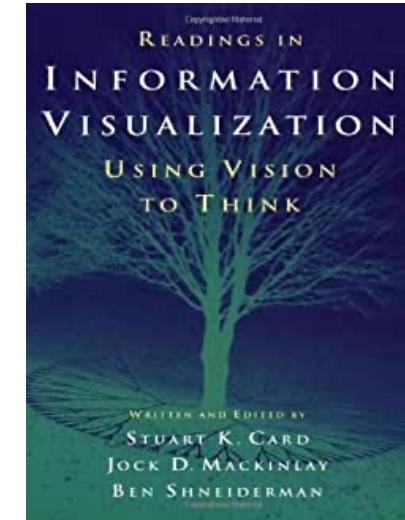
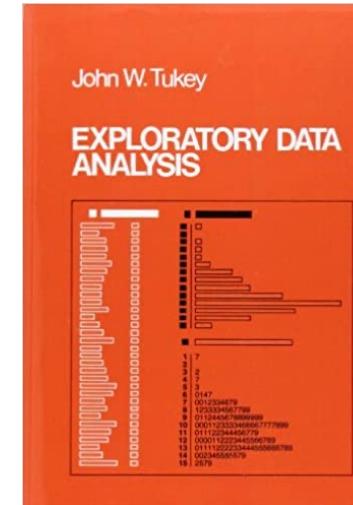
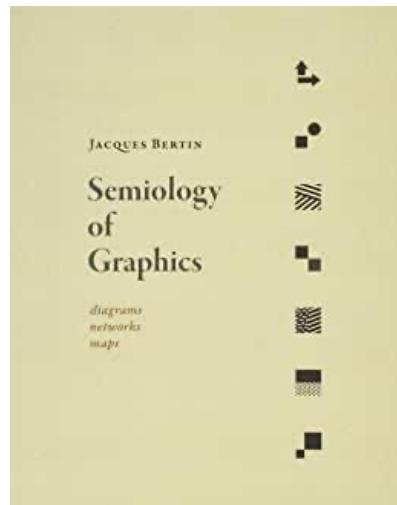
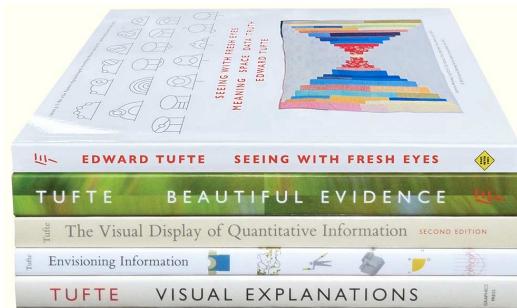
Omar Alonso

6-April-2023

# Agenda

- High level introduction
- Main concepts
- Why this is important
- Grad level class at NEU
- Many books and online resources

# Books



# Why data viz is important?

- All technical documentation contains
  - Tables
  - Figures
  - Diagrams
- You need to communicate main findings and results
- Data presentation helps business decision
- Avoid visualization overload
- Lots of technologies
- Design for an audience

# Graphical excellence

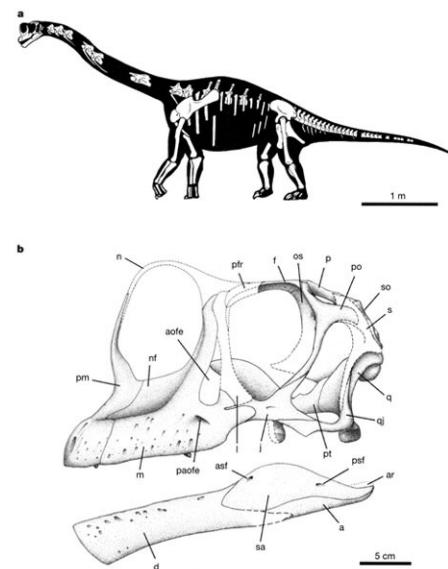
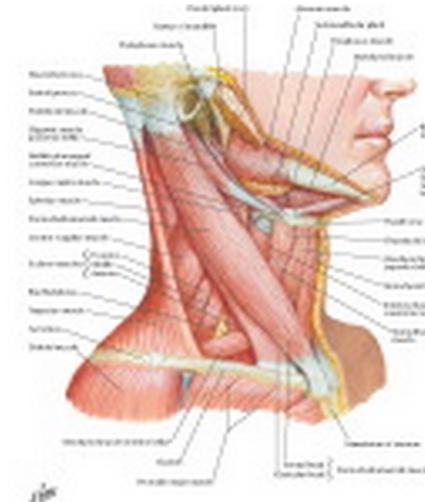
- Well-designed presentation of interesting data: a matter of substance, of statistics, and of design
- Complex ideas communicated with clarity, precision, efficiency
- Requires telling the truth about the data

# Data

- Show the data
- Help the reader to think instead of methodology, graphic design, viz
- Facilitate comparison and to illustrate causality
- Serve a purpose
- Data collection
- Learn all you can about your data before any viz

# Annotations

- Add labeled arrows
- Circle anomalies
- Explanations near the data



**Figure 1** *Euoplosaurus holgeri* gen. et sp. nov. **a.** Reconstruction of the skeleton (known parts shown in white) and outline (black) scaled to the largest individual (body length 6.2 m). **b.** Skull reconstruction based on several individuals but scaled to the largest individual. Abbreviations: a, angular; aofe, antorbital fenestra; ar, articular; af, anterior surangular foramen; d, dentary; f, frontal; j, jugal; l, lacrimal; m, maxilla; n, nasal; nf, nasal fossa; os, orbitosphenoid; p, parietal; paof, preantorbital fenestra; pfr, prefrontal; pm, postmaxilla; po, postorbital; psf, posterior surangular foramen; pt, pterygoid; q, quadrate; qj, quadratojugal; s, squamosal; sa, surangular; so, supraoccipital.

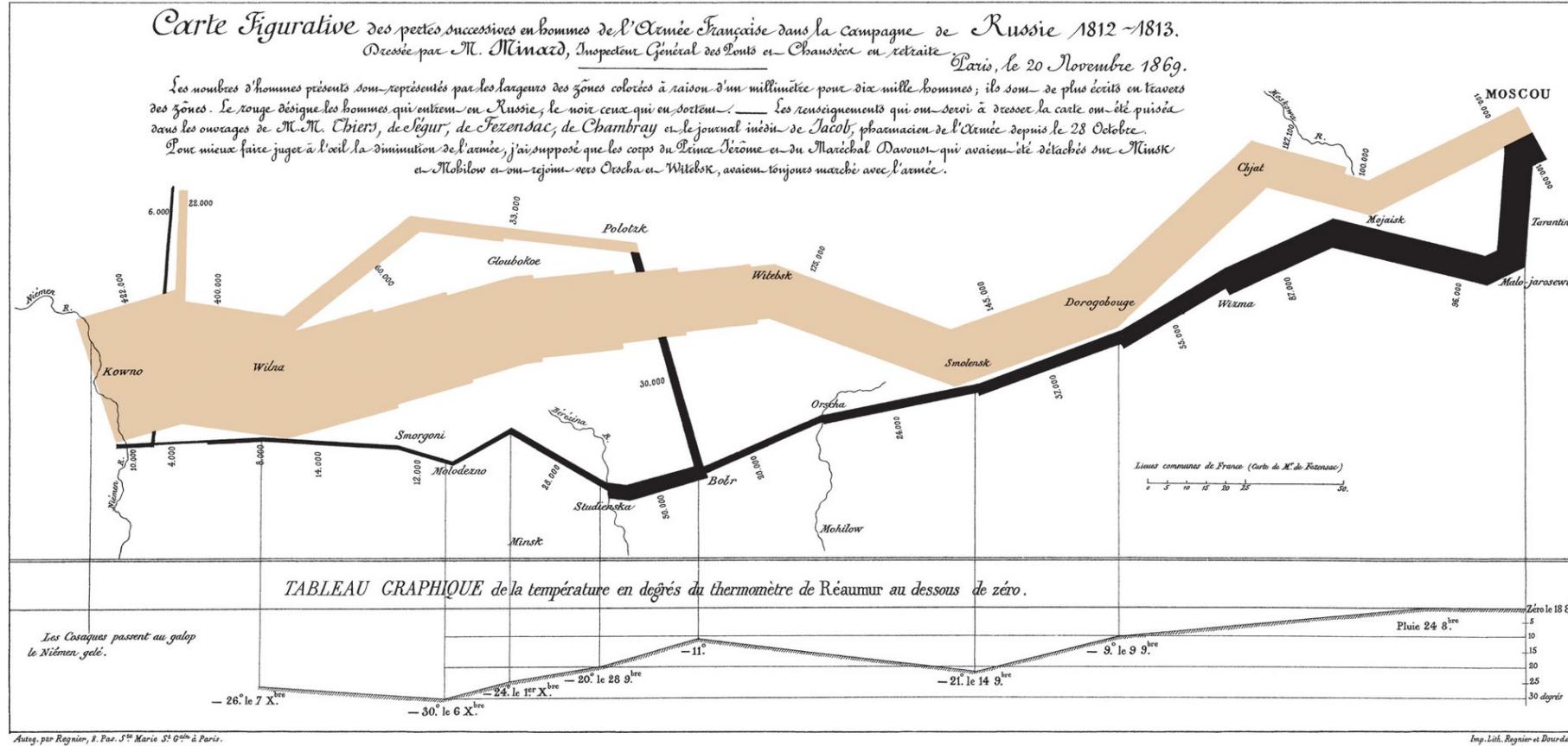
# Avoid clutter

- Present information without creating confusion
- Text needs to be easy to read
  - ADVANCED TOPICS IN DATA SCIENCE
  - Advanced Topics in Data Science
- Use colors carefully
- Don't obfuscate the data display

# Graphical integrity

- Author names
- Dates
- Quote data in full context
- Show data variation, not design variation
- Data-ink ratio: proportion of a graphic's ink devoted to the non-redundant display of data info
  - Data-ink / total ink used to print the graphic
- Be honest

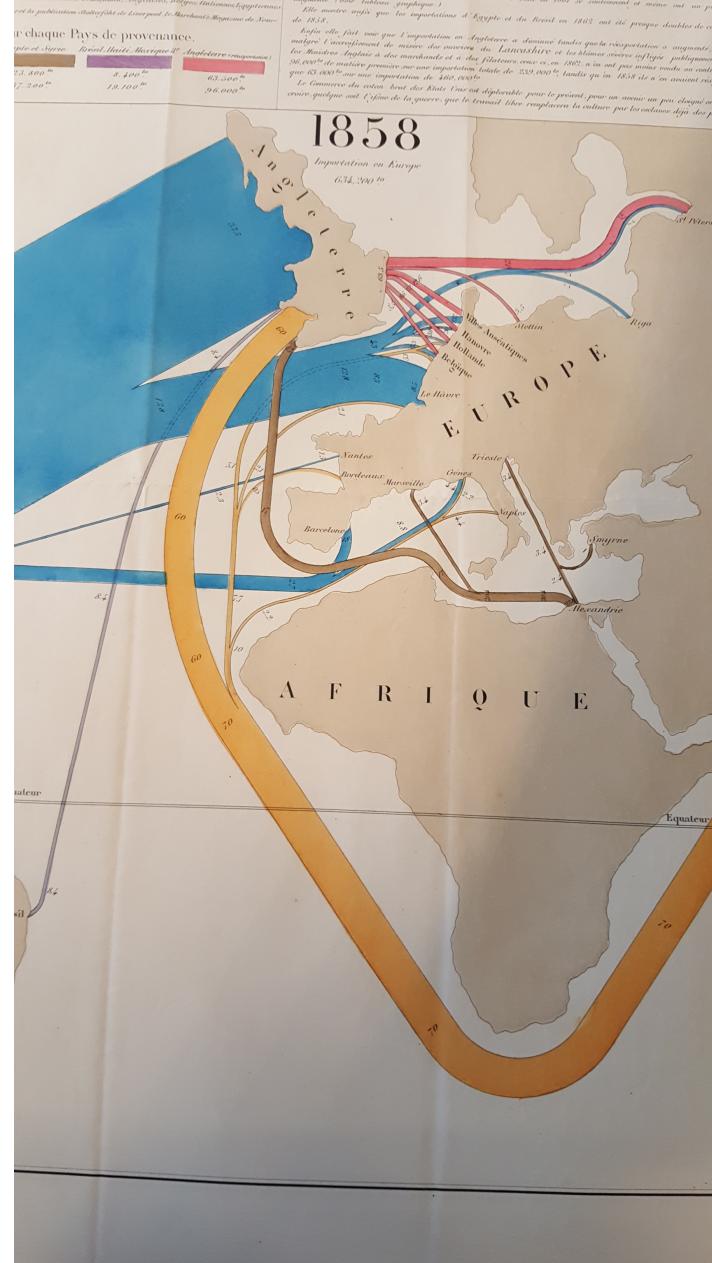
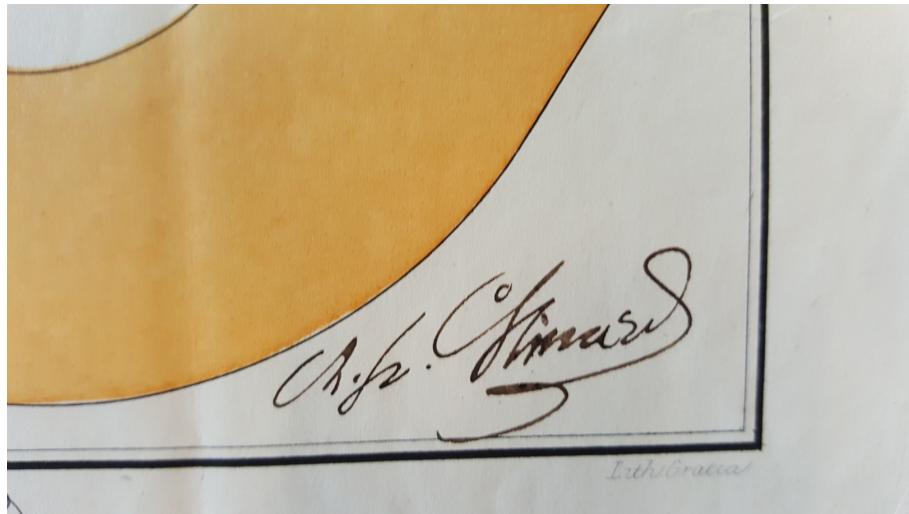
# Minard's map of Napoleon's March



Size of the army  
 Location of 2-D surface by date (latitude & longitude)  
 Direction of movement  
 Date  
 Temperature

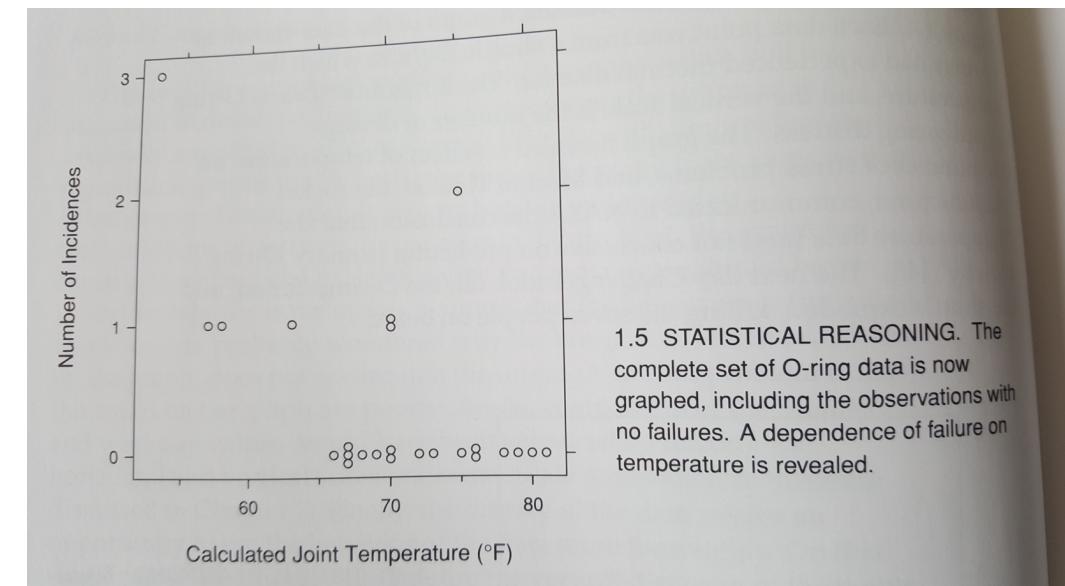
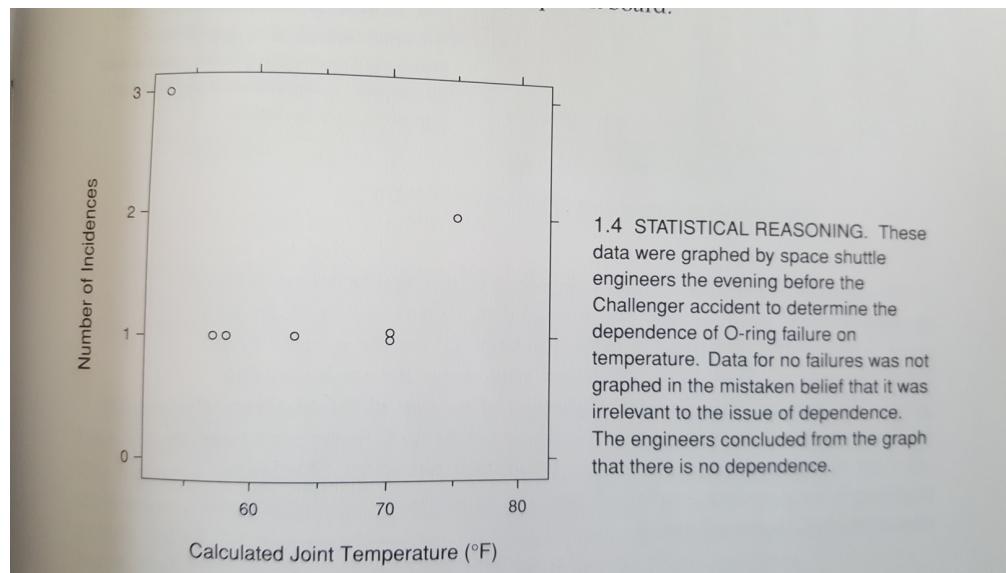
# Charles Minard

- Many other maps
- Carte figurative



# The decision to launch the Shuttle Challenger

- In 1986 the shuttle Challenger exploded because two rubber O-rings leaked
- The engineers who designed the rocket opposed launching
- Evidence presented was inconclusive

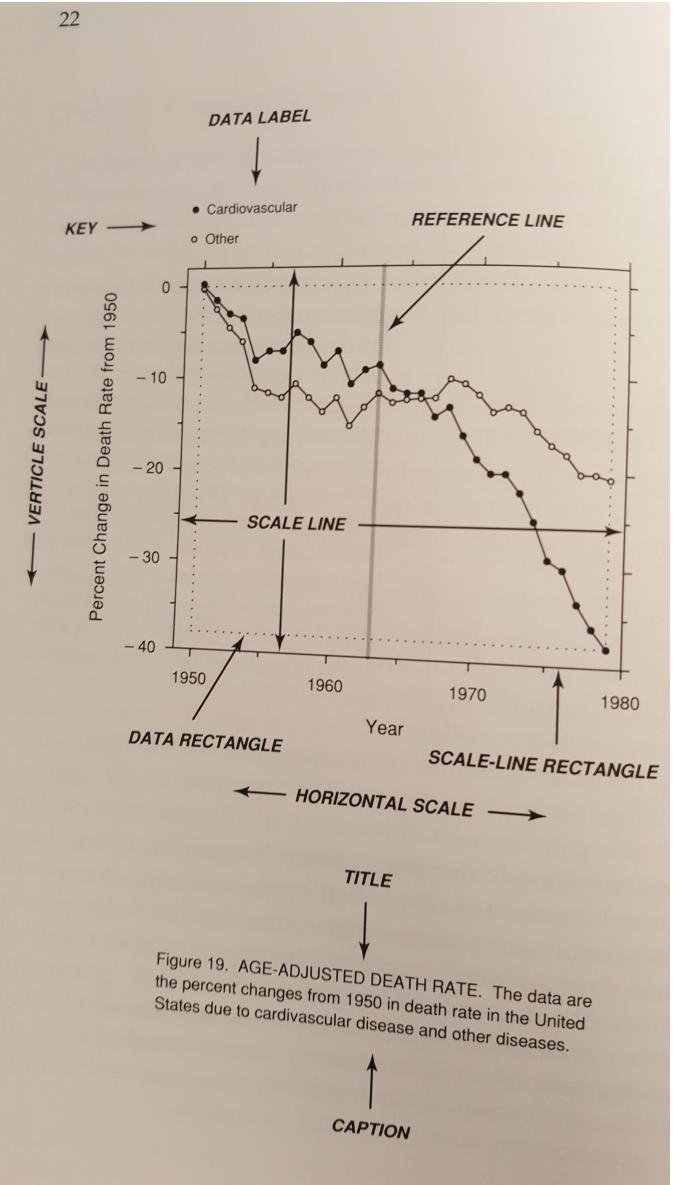


# Information Visualization

- Explore, present, describe meaning
- Communicating and clarifying ideas
- Components
  - Visual cues
  - Coordinate system
  - Scale
  - Context

# Principles of graph construction

- Scale-line
- Data rectangle encloses data
- Data labels
- Make the data stand out
- Make captions informative and comprehensive
  - Describe everything that is graphed
  - Draw attention to the important features of the data
  - Describe the conclusions that are drawn from the data on the graph



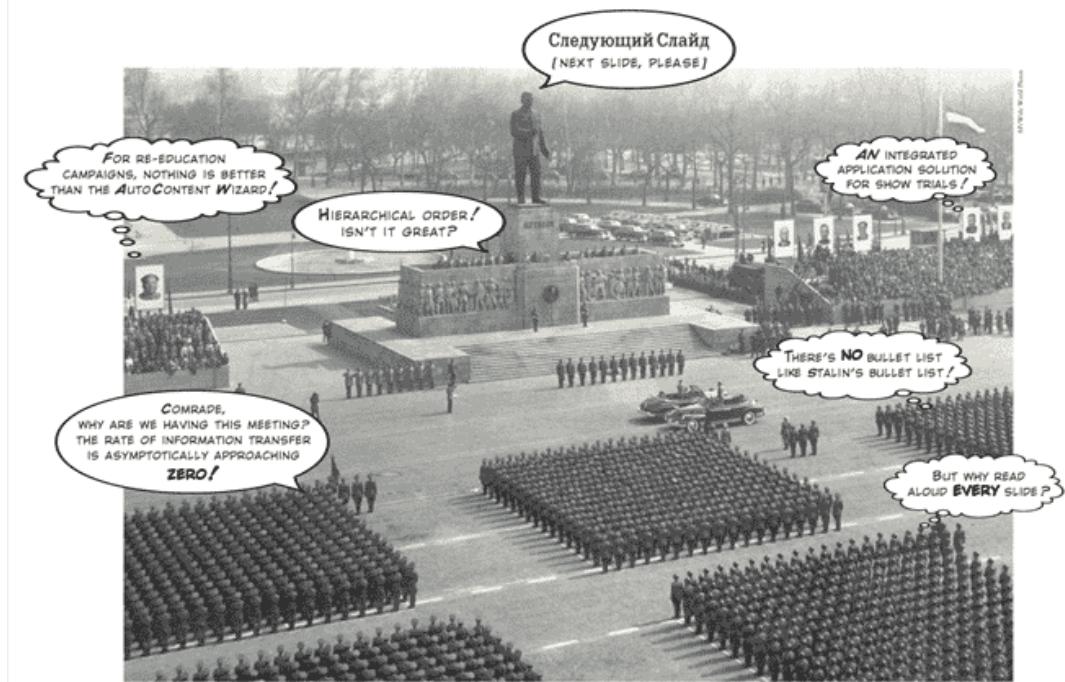
# PowerPoint and presentations

- Tufte's critique
- PPT is presenter-oriented, not content-oriented, not audience oriented
- Replace PPT with word-processing software

Edward R. Tufte

*The Cognitive Style of PowerPoint:  
Pitching Out Corrupts Within*

SECOND EDITION



Military parade, Stalin Square, Budapest, April 4, 1956.

# Assessing the quality & credibility of tech reports

- Does PPT cognitive style affect the quality of engineering analysis?
- Columbia shuttle
  - 82 seconds after liftoff, a 1.67 pound piece of foam broke and damaged the wing's thermal protection
  - Burned up during re-entry
- Some tools are better than others for engineering
- Tech reports > PPT

**Review of Test Data Indicates Conservatism for Tile Penetration**

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
  - Crater overpredicted penetration of tile coating **significantly**
    - Initial penetration is described by normal velocity
      - Varies with volume/mass of projectile (e.g., 200ft/sec for 3cu. In)
    - **Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating**
      - Test results do show that it is possible at sufficient mass and velocity
    - Conversely, once tile is penetrated SOFI can cause **significant damage**
      - Minor variations in total energy (above penetration level) can cause **significant** tile damage
  - Flight condition is **significantly outside of test database**
    - Volume of ramp is 1920cu in vs 3 cu in for test

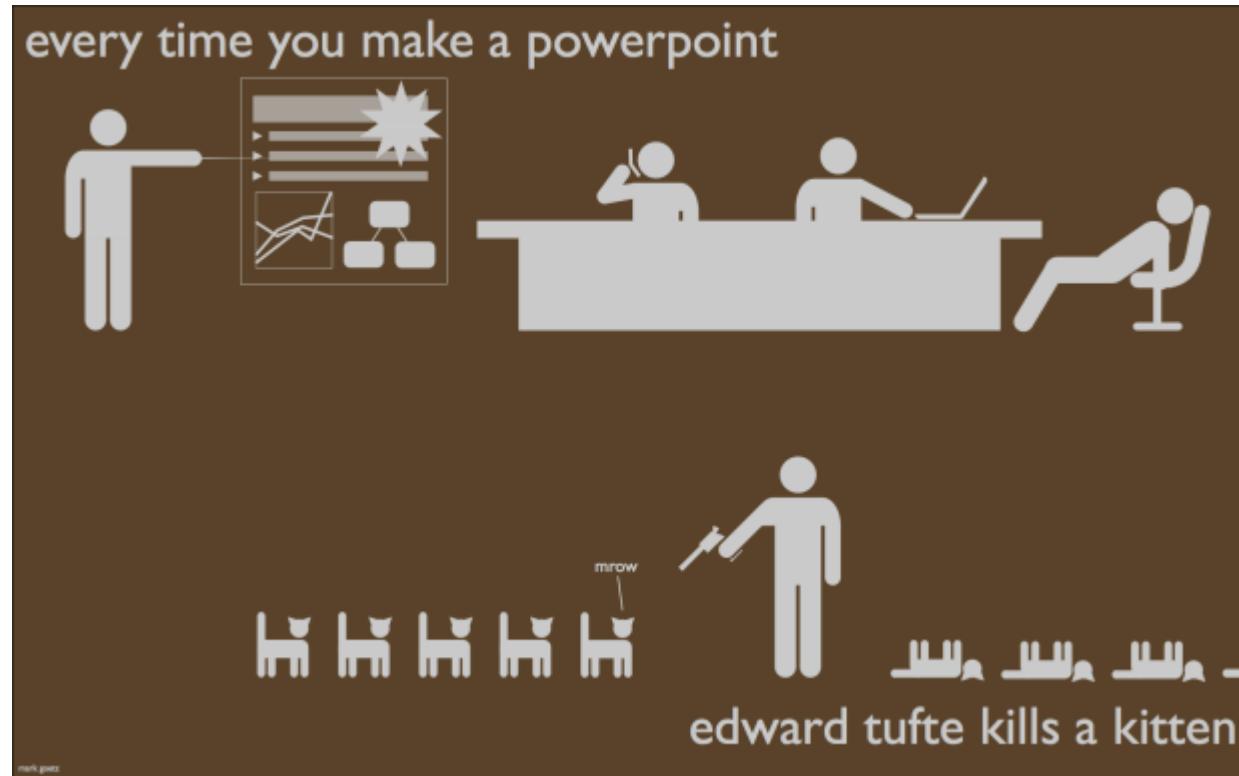
BOEING

None of the 5 “significants” refer to statistical significance

Vague reference to “it” -> damage to the left wing

Unit of measurement is shown in different ways

# We're all guilty

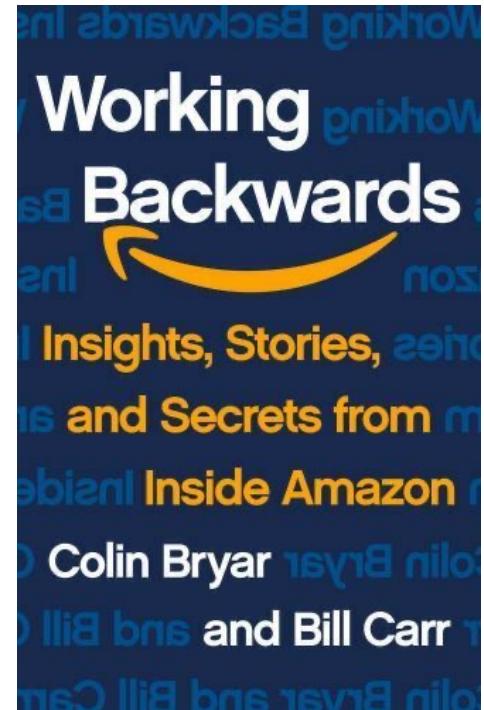


<https://flowingdata.com/2010/03/20/powerpoint-and-dying-kittens/>

<https://markandrewgoetz.com/>

# Narratives

- The first 20min of many meetings
- Six-pager (~ 3min per page)
- Narratives produce clear thinking
- Stimulate discussion
- Ideas matter most
- A document is portable and easy to circulate



## AMAZON STAFF MEETINGS: “NO POWERPOINT”

November 30, 2012 · by Conor Neill · in Decision Making, Great Presentations, Organisation Behaviour, Powerpoint, Public Speaking · 80 Comments

“We have study hall at the beginning of our meetings.” says Jeff Bezos.

Staff meetings at Amazon begin with 30 minutes of silent reading.

<https://conorneill.com/2012/11/30/amazon-staff-meetings-no-powerpoint/>

# Links

- Edward Tufte (<https://www.edwardtufte.com/tufte/>)
- Marti Hearst “Search User Interfaces”  
(<https://searchuserinterfaces.com/>)
- J. Heer et al. “A Tour through the Visualization Zoo”  
(<https://dl.acm.org/doi/10.1145/1794514.1805128>)
- Processing (<https://processing.org/>)
- D3 (<https://d3js.org/>)
- The Gettysburg PPT Presentation (<https://norvig.com/Gettysburg/>)