

FUNDING PITCH

HOW TO RAISE FUNDS NOW, BY THE FAMILY










COMPANY NAME



START BY STATING YOUR MISSION OR TAGLINE

[PROGRAM](#) [FOUNDERS](#) [ABOUT US](#) [JOBS](#) [FAQ](#) [PRIVACY POLICY](#)



   



WHEREVER YOU ARE *join The Family.*

Online Program for 50 Startups.
Next Batch: April 2021.

[APPLY NOW](#)



The Family is a fellowship of founders.
Twice a year, The Family selects 50 startups from around the world.
In exchange for 5% equity, we provide everything you need to build a
scalable business: advice, mindset, network & a world-class investor
demo day — *no matter where you come from.*

PROBLEM



WHAT?

Define the problem in simple terms and identify the persona with precision — show you understand who you're selling to and why.



HOW PAINFUL?

Explain how painful the problem it is by going deeper into its impact on the life and/or business of those who experience it.



AT WHAT SCALE?

Give an estimation of how widespread the problem is.

★ SOLUTION ★

**CONDENSE YOUR SOLUTION
TO A SIMPLE, YET
POWERFUL SENTENCE.**



SOLUTION

Explain the core pillars of your solution:

- Why it works — its main benefits

- How it works — clarity is key here



Knowledge is power



The Family would bring education, tools and access to capital to all courageous founders willing to create game-changing, global and scalable companies. But when your context isn't startup-friendly, you need to address more people, to include all key players, from corporates to public decision makers, speaking in their language. That's how Nicolas joined The Family, dedicating time in educating European economic leaders. In his newsletters 'European Straits' and 'Capital Call', you'll get a glimpse of his theses.

of peers, that's how everyone can level-up faster, building long-term relationships, enabling new business opportunities and starting sincere friendships.



MANIFESTO

THE FAMILY IS A LONG-TERM, STRATEGIC & MINORITY SHAREHOLDER

We have multiple activities but a single mission: empowering entrepreneurs in their quest for a repeatable, scalable & profitable business model. Although our form is corporate, our attitude is partnership.

AFTER THE INDUSTRIAL AGE, THE ENTREPRENEURIAL AGE IS BEGINNING

In the entrepreneurial age, physics and information will be replaced by entrepreneurship: the ability to serve a customer at the highest level of quality & scale, simultaneously.

FOR THE 1ST TIME IN HISTORY, THE

Money follows



In the early days of a startup, what makes the big difference isn't the amount of money you spend, but the people you spend time with - cofounders, users, advisors and peers.

Great VCs & business angels can decide in a second to bet on a startup, so long as they see someone who's making the right decisions, showing traction or impressive execution.

In 2018, Mathias joined The Family, dedicating his energy to selecting, pushing, connecting and matching fellows with the right

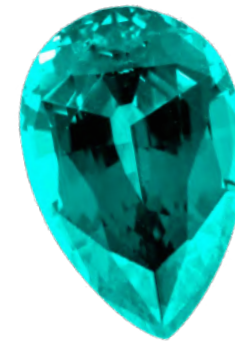
THERE'S STRENGTH IN NUMBERS

Back up your argument with supporting data.
No need to be exhaustive: A few carefully chosen figures are more impactful
than a spreadsheet of meaningless stats.



97%

of people have this problem.



33%

of people feel existing solutions
don't meet their needs.



67%

of my friends & family thought it
was a great idea.

SPEAKING OF NUMBERS, LET'S TALK ABOUT UNIT ECONOMICS



COSTS

What does it cost you to make
and sell your solution?



REVENUE

How does your pricing work?



ACCOUNTS

How much revenue can
you make from a client?



MARKET SIZE



This is the chance to demonstrate the large business opportunity. If you can, find TAM-SAM-SOM numbers for your market. If you can't, take your current unit economics, and show what they could look like at scale.

\$2.3B

TAM

Total
Available Market

\$242.9M

SAM

Serviceable
Available Market

\$15M

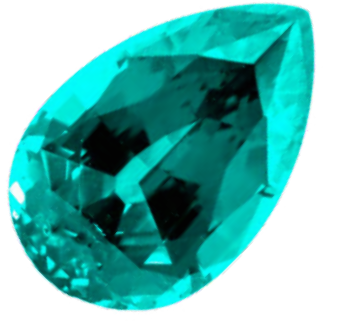
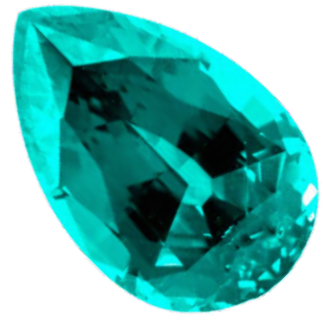
SOM

Serviceable Obtainable
Market

SHOW THAT YOUR SOLUTION WORKS

THE KEY THING TO PROVE

- Cash is king: Having usage is great, but showing you've started monetizing is better.
- Metrics tell a story: Define them well and narrow them down to your initial target. We love how Rahul Vohra from Superhuman plays with his numbers to make them tell a story in [this article](#).
- Momentum is paramount: Show the milestones you've reached and the ones you are targeting next.



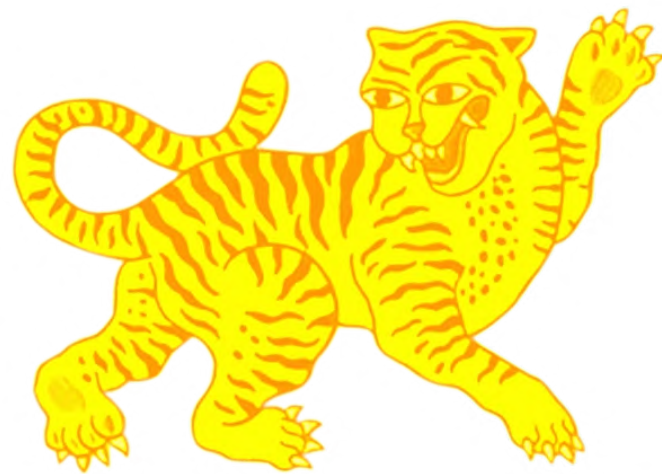
GO-TO-MARKET STRATEGY

- Determine what will drive your growth: sales, marketing, product...?
- Provide specific examples of techniques and tactics you've tried and tested to show you understand what matters.
- Show how your acquisition channels will evolve with time.



USER BASE BREAKDOWN

Show how you segment your market and outline these submarkets. Describe how and when you will address them.



The Lions

The core group: This group or pride of hunters are always on the lookout for the best product.



The Cheetahs

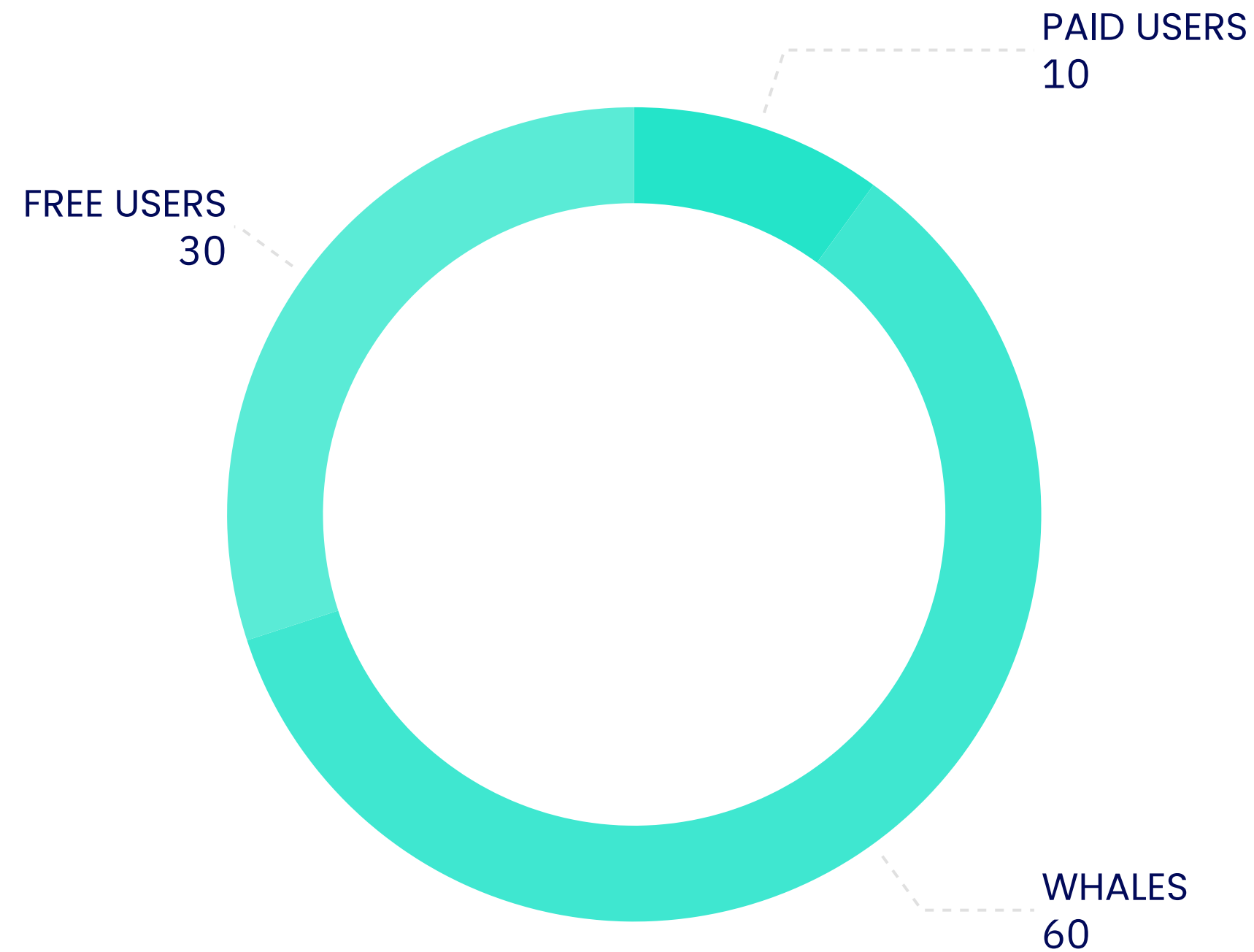
Young, fast, and on-the-ball, this group are the rapid early tech adopters and will always be one step ahead.



The Tigers

The considered and careful ones, this group always reads the small print and can be harder to convert.

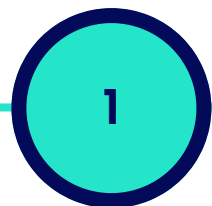
MAIN CUSTOMER BREAKDOWN



ROADMAP

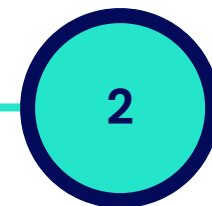
Here you can describe where you're at right now and what your objectives are for the next 12 to 18 months.

If product plays a big role in your business, you can have a "double" timeline, with the product roadmap on one side and business objectives on the other, to show how the two are related.



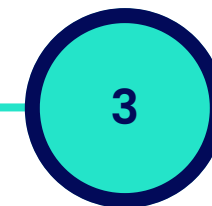
Minimum viable product

2019



Refined platform

2020



User growth

2021

TEAM

Investors don't buy resumes — a couple of words to show each team member's background is enough. Here you can write about your company culture, as this is the perfect moment to show what makes your team unique by adding quirky details.

Employee name

Position



Employee name

Position



Employee name

Position



Employee name

Position



THANK YOU

info@email.com





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