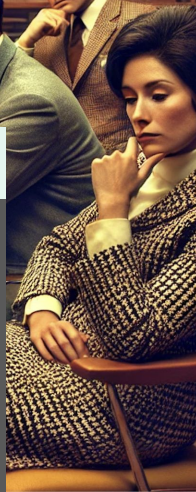**THE STARTUP STORYTELLERS PRESENT**

THE "C-" SERIES A PITCH

Since college, Sandy and Lars had built several apps.

Not all of them, were brilliant or practical. For instance *"Beer Pong Pong"* was a failed attempt to combine two classic games that should never been combined.

But their latest app, *"The Homework Helper for Forgetful Parents"* was very different.

It was far better than all their others. Genius even. And truly useful for the countless parents who need a grammar or geometry refresher before attempting to help their kids.

They were pretty sure they were on to something.

Their MVP was really promising, like the other definition of MVP.

Their demo made people pay attention and stop multitasking. Word was spreading, and organic downloads increasing.

It was time for them to quit their day jobs and focus to give the *"The Homework Helper for Forgetful Parents"* a real chance to succeed.

But for that, they needed money. Without it they were just aimlessly shouting from the rooftops. It was time to get the attention of investors.

Smartly, they looked for VCs who focused on tech. But it wasn't that easy. They made many, many, many calls. Sent many, many, many emails. And they learned all about ghosting.

Finally, they booked a meeting. They would have 15 minutes to convince a boardroom of suits that their app was worthy.

"We've got this!" they said.

They polished their sales deck and demo. Their downloads and users kept going up. So they updated their forecasts, memorized the numbers, and figured they were ready.

On pitch day, they were suddenly extremely nervous.

Sandy anxiously introduced them and explained their app. She talked algorithms, code, and backend platforms.

After attempting to wipe his brow, Lars took over with the data, sharing slides with stats, charts, and projections.
So. Many. Numbers.

Their pitch was technical and factual. They finished each other's sentences. When Sandy made a well-rehearsed engineering pun, Lars laughed out loud. Unfortunately he was the only one. They were pitching to themselves. The rest of the room wasn't as engaged, and talking about homework certainly didn't help.

Sandy and Lars had forgotten about their actual audience - the VCs, who liked numbers but got lost in technical details.

The room didn't want to hear about the source code and intricate stack, they wanted to hear how this app was set to make a difference in the world of parents, teachers, and students alike.

They lost their audience by jumping right into the weeds. They were missing the emotional hook. They missed the chance to tell the VCs why they should care about homework time, and why the rest of the world would care.

Sandy and Lars were stunned that their revenue projections and their integrated development environment didn't knock the socks off everyone in the room.

But it wasn't a terrible pitch. If given a grade it would have been a C- and, as a result, they got C- money.

It was more than they started with, but it wasn't a lot of runway. And it wasn't worth a big celebration. After all, they didn't have the time - they would need to work quickly.

Had they set the scene, told a story, and explained the social impact, it would have been a very different pitch.

The headline in the paper might have read:

"SERIES A+
Groundbreaking homework app for parents raises a record breaking $20m Series A!"

Sandy and Lars weren't writers. They were brilliant engineers, who thought having a great product would be enough.

But people don't remember numbers. They remember stories. And buy with their emotions.

Let The Startup Storytellers craft your story with an emotional hook, while you focus on your product.

**"Let Engineers, engineer.
And Storytellers, storytell."**

The Startup Storytellers turn
your story into YOUR STORY++
so you knock the socks off of all your
potential investors during your next round
(even if you aren't selling socks).

thestartupstorytellers.com