

Strategic Frameworks for Fundraising and Pitch Deck Optimization: Guidelines from OIF



Summary by



InhouseVentures

- OIF Ventures specializes in investing in technology and technology-enabled businesses, primarily in B2B software, marketplaces, and fintech, across Australia and New Zealand.
- The firm focuses on companies demonstrating early product-market fit, aiming to support team building, scalable growth, and national expansion.
- OIF Ventures assesses approximately 30 opportunities and pitch decks each week, identifying prevalent strengths and areas requiring enhancement.
- The significance of a structured approach to fundraising is emphasized, involving precise timelines, investor pages, and synchronized schedules among investors.
- The necessity of crafting distinct pitch deck versions tailored for different scenarios, such as cold introductions versus in-person presentations, is highlighted.
- The firm underscores the importance of adhering to a timeline for the fundraising journey, from initial meetings to the final closing, to foster competitive tension among investors.
- Prior preparation of pitch decks, data rooms, and overall fundraising strategies before commencing the fundraising process is strongly advised.
- A great pitch deck is identified by its compelling storytelling, emphasis on unique strengths, and avoidance of overwhelming information.
- Shorter pitch decks are recommended, with investor attention usually concentrated on the first ten pages, and detailed narratives reserved for in-person engagements.
- Demonstrating accountability through the comparison of projected versus actual results is advised to boost investor confidence.
- Clarity in specifying funding requirements, offering distinct scenarios for varying funding levels, is emphasized over presenting broad funding ranges.
- Vague funding ranges are discouraged due to the potential confusion they may cause investors and the perceived lack of understanding of fund allocation.
- The significance of aligning a company's valuation with the requested funding amount is noted, underscoring the need for accurate financial planning.
- Investment decisions, particularly in early stages, are recognized to be highly influenced by the team's capabilities and dynamics, not solely by data.
- The requirement for tailored metrics and comparisons, varying according to different business models and industries, is acknowledged.
- The value of a well-organized fundraising approach and the necessity of prompt communication throughout the process are underlined.
- Operational efficiency is inferred from the speed of execution and preparedness when interacting with investors.

- Responsiveness to investors is regarded as an indicator of a company's overall efficiency in business management.
- A streamlined and effective fundraising procedure is noted to generate momentum and foster competitive interest among investors.
- The session concludes by recognizing the commitment to sharing expert insights into the intricate processes of fundraising and pitch deck refinement.