

Comprehensive Analysis of Brauz's Pitch Deck



Raising Money > What Investors look for



Know what investors are looking for to help support your raise

6 M's for Millions	Investors Looking For
Management	Founder/team with vision, passion and credibility
Market	How big is the market – Local or global? Who is the competition?
Model	-Business model (B2B, B2C, SaaS, marketplace etc) -Financial Model/Projections -Likely capital needs going forward
Metrics	-Forecast revenue, costs and cash burn -Unit economics/margin -Customer acquisition costs and Lifetime value
Milestones	-What has the founder achieved so far? -What are the upcoming milestones (and how achievable do they look?)
Momentum	-Can the founder demonstrate any momentum (customer interest, pipeline, users etc) - Is there any publicity/buzz to build investor FOMO