



First pitch session for investment



Tribe pitch process

- Register at www.tribeglobal.vc
- Who? AUS and NZ B2B with US and/or UK on roadmap
- Invited to pitch: 45min
- Phase 1: 3-5min pitch sequence
- Phase 2: Conversation
- Follow up: fast no, or follow up discussion

The challenges

- We are coming in cold
- We often don't know the specific lingo
- We see a lot of opportunities
- *“If you confuse, you lose”*

First pitch to Tribe: 3-5 minutes

Market/sector:

Ideal client profile:

Problem:

Product:

How we find leads and convert them:

The size of the market:

Why we are backable:

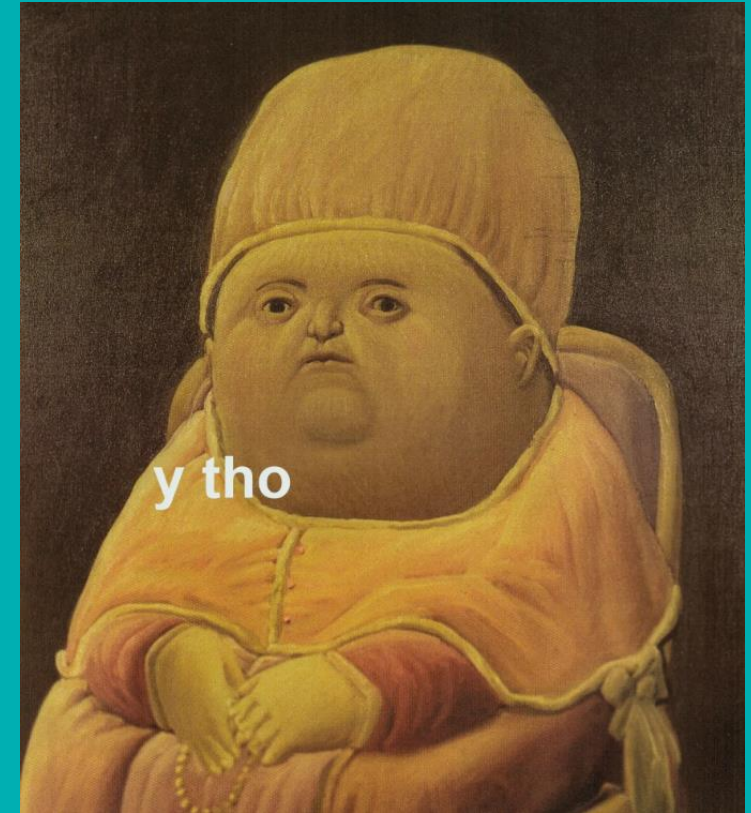
Traction and results so far:

How much money we are seeking:

What will we do with that money:

Why?...

- The ability to communicate simply is a precursor to success
- Gives us time to digest & build understanding layer by layer
- Respectful of your time if it is not in our mandate
- The first pitch is not to get money... it is to get interest
- “Reminder: *all models are wrong, some are useful....*”



Example:



Market/sector: We build rockets so we can put various objects into space cheaply.

Ideal client profile: The launch officer in telecom & defense departments/ companies.

Problem: It costs a lot of money for people to put stuff into space. The biggest cost is in the rocket, which currently is a single use vehicle because it crashes back into the ocean. Its wasteful.

Product: We are going to build reusable rockets. This will reduce the cost of putting stuff into space from \$100million to \$1million, a 99% saving.

How we find leads and convert them: We go around to everyone that is already sending stuff to space and ask them if they want to save 99% on cost. They like this. It costs us \$2,750 per lead to find a customer.

The size of the market: There are 22,800 launches required each year at \$1mil a launch giving total revenue of \$22.8 Billion total addressable market.

Why we are backable: I read a physics book and called myself an engineer. I also took over someone else's company, forced them out, said I founded it, and then sell products that don't exist and get away with it. This means I am your guy to get this done, as I will do everything required, legal or ethical or not to get you a return.

Traction and results so far: We have 3 of these build and already being used. We have \$10million in revenue already. We've signed up \$2billion of future customers who want to send stuff to space.

How much money you are seeking: \$5 Billion on a \$25billion pre-money valuation

What will you do with that money:. Build out the factory, build 11 new rockets to get to \$5 billion in revenue.

Example:



The other 42min...

- A conversation to peel the layers.
- Build understanding, pull on threads.
- Deck can be used to go into deeper detail.
- Two-way interaction.



Tribe Global Ventures The B2B VC

www.tribeglobal.vc