

PLATINUM   
MASTERCLASSES

UPSKILL PROFESSIONALS FOR NEXT DECADE

# Masterclass on VC Funding Pitch Deck

Date – 8 April 2023

Time – 9:30 am to 2 pm IST

Google Meet

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**MARCO TORREGROSSA**  
CEO, Euro Freelancers  
Helsinki, Finland

I spend my time helping companies, executive teams and boards create new portfolios of digital business models and growth strategies leveraging the power of platforms, marketplaces and the gig economy.

I'm CEO at Euro Freelancers, a curated marketplace for fundraising services on-demand and an investment firm in technologies enabling network effects. I'm also Board Member at the European Sharing Economy Coalition, where I have led public affairs and governmental relations for Airbnb, Tinder, Netflix and Etsy both in Brussels and Washington DC.

I'm a former EU Commission policy officer and an employment lawyer by training, specialised in solo-entrepreneurship, management of distributed workforce, and digital work on platforms.

I have studied and worked with platform businesses for 14+ years and trained 350+ C-suite executives from leading organisations, including Fortune500, on how to build, monetise and fundraise for digital marketplaces. My last masterclasses took place in Barcelona, Helsinki, Oslo, Tel Aviv, Zug and Moscow.

I have designed and teach Europe's first master level course on Platform Strategies for Business in the Digital Age at South-East Finland University of Applied Sciences.

# Agenda

## Objectives

Are you a current or future startup trying to secure investments In this workshop you will learn how to draft a pitch deck that win investments and how to approach investors with more powerful arguments.

A well-crafted pitch deck is the difference between not getting an investor's meeting and raising a successful round. Founders who are masters of storytelling and can clearly explain their narrative are in great demand by investors. This workshop will help you get through the VC door and avoid falling at the pre due diligence hurdle.

## Requirements

Bring forward one new business idea or one already established business that require private investments. The focus of this workshop is on digital businesses and technology companies.

## Program

09:30 – 10:15 Dos and don'ts in approaching business angels and early-stage VC / private equity investors worldwide

10:15 – 11:00 A pitch deck that win investments:

- One-Liner
- Storytelling + Vision
- Team
- Problem + Solution
- Customers Segmentation
- Traction + Market Estimation
- Competitive Advantage
- Business Model
- Go-To-Market Plan
- IPR Protection
- Exit Strategy + Company Structure
- Financial Model + Projections
- Split of Proceeds
- Call for Action

11:00 – 11:30 Q&As

11:30 – 11:45 Break

11:45 – 12:00 Intro to pitch deck template

12:00 – 13:00 Participants work on their own pitch deck

13:00 – 14:00 Max 5 participants pitch their decks and get “virtual” investments