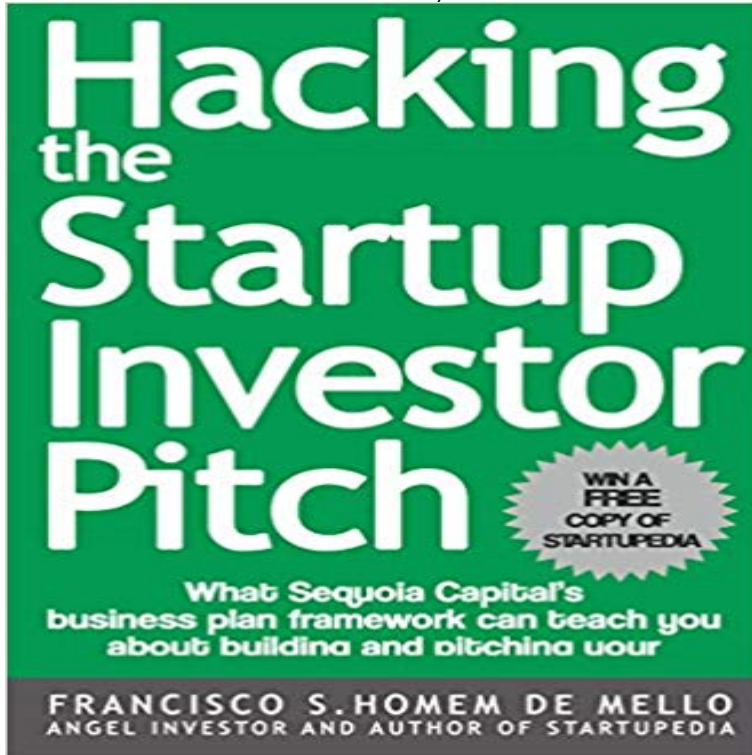


Hacking the Startup Investor Pitch: What Sequoia Capitals business plan framework can teach you about building and pitching your company



This manual breaks down how to pitch investors according to what Sequoia Capital wants to see and hear from entrepreneurs. It serves as your essential companion to the challenging process of conceiving and translating a solid business plan into an effective pitch. Packed with references to Sequoias website and other industry sources, such as well-known venture capitalist blogs, TED talks, Quora, and widely used books, this manual will arm you with a vast knowledge base on everything start-up. Using Sequoia Capitals framework will develop your idea to the point where it just might sell itself. So follow these simple guidelines, think hard about your business, and understand all of the angles that will help you raise funds and find the success youve worked so hard to achieve. This book is the definitive guide for both first time and experienced entrepreneurs on how to present your company to anybody. -Eduardo Brennand, Founder of Parafuzo, Partner of Braven Ventures
Awesome advice not only on pitching but on strategy, business models and everything else that comprises entrepreneurship. -Sergio Furio, Founder and CEO of BankFacil

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