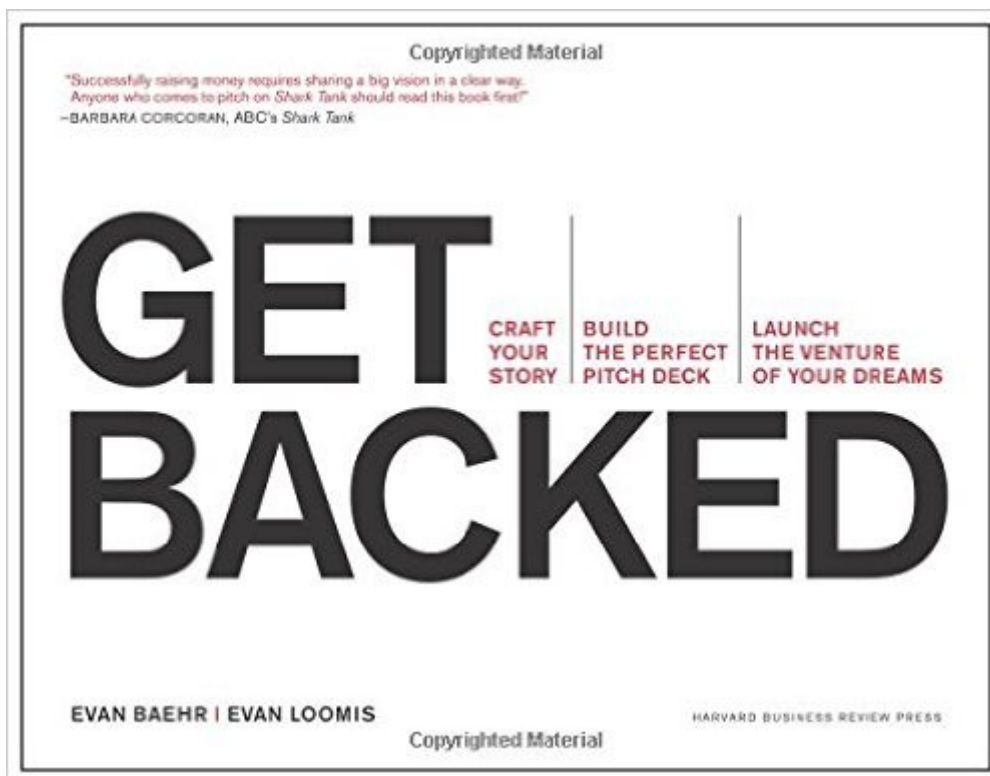


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# Get Backed: Craft Your Story, Build The Perfect Pitch Deck, And Launch The Venture Of Your Dreams



## Synopsis

“Anyone who comes to pitch on Shark Tank should read this book first!” —Barbara Corcoran, ABC’s Shark Tank  
“I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours.” —Naval Ravikant, cofounder and CEO, AngelList  
“I raised twice the amount of money I set out to in a mere five weeks. I’m naming my firstborn child after the Evans.” —Slava Menn, cofounder and CEO, Fortified Bicycle  
**HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS?** Get Backed isn’t just about startup fundraising. It’s a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised \$45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In Get Backed, they show you exactly what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world’s best storytellers, fundraisers, and startup accelerators. They’ll also teach you how to use “the friendship loop”, a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they’ll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over \$150 million.  
**What’s in the book?**  
• The original pitch decks and fundraising strategies of 15 ventures that raised over \$150 million  
• Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members  
• Pitching exercises developed by startup talent beds like Stanford University’s d.school and Techstars  
• A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each  
• An overview of the 5 main funding sources for startups, the pros and cons of each, and who the big players are  
• A crash-course in visual and presentation design that will make any deck beautiful  
• Templates for 4 stories every entrepreneur should know how to tell  
• The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel  
Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.

## Book Information

Paperback: 224 pages

Publisher: Harvard Business Review Press (November 17, 2015)

Language: English

ISBN-10: 1633690725

ISBN-13: 978-1633690721

Product Dimensions: 9.5 x 0.5 x 7.4 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (87 customer reviews)

Best Sellers Rank: #84,502 in Books (See Top 100 in Books) #10 in [Books > Business & Money > Finance > Crowdfunding](#) #17 in [Books > Business & Money > Finance > Corporate Finance > Venture Capital](#) #85 in [Books > Business & Money > Skills > Business Writing](#)

## Customer Reviews

I'm an entrepreneur with a high-potential startup. In spite of my extensive professional background in public relations, communications, marketing, and public speaking, I've struggled with investor presentations. The enormous success I've had giving hundreds of audience presentations on cool technology did little to prepare me for the expectations of angels and VCs. Professional investors seemed to despise "the real me" and authentic style that I had used to win over audiences in 5 countries and 43 states. During our fund-raising periods, I read and studied over a dozen books trying to better understand the seemingly inscrutable world of professional investors who were judging the investment opportunity I presented based on their experience with me and my pitch during a one-hour period. One lawyer I pitched told me he was "offended" by my deck, without giving me any details, even when asked. I looked at numerous pitches that had been used by successful companies to raise money. Those decks often seemed to contradict the advice given by investors in the books and blogs I'd read, which left me even more confused. Over the years, I had prepared over half a dozen major revisions and countless minor revisions on my deck. My limited success, especially given the widespread enthusiasm for my company and ideas and the traction we had gotten in test after test, told me that I was clearly approaching investors with the wrong information and the wrong approach. Even after all my study, all of the feedback I'd gotten on my pitch, and all of my refinement and practice, I still felt unprepared to enter the "shark tank." The TV show just heightened my feeling that nobody could guess in advance what the sharks were looking for.

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