



# Series C Pitch Deck

Company Name

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# Company Overview for Series C Pitch Deck

This slide provides overview of the company covering details about its vision, mission and key financials. Financials covered are revenue in millions and EBITDA.

## Mission

>>> To protect and enhance the quality of life of the next million families

## Vision

>>> To become the most admired insurance company in US



- Founded in 2017**
- 15 Locations**
- 15K Members**
- \$XXX MRR/member**

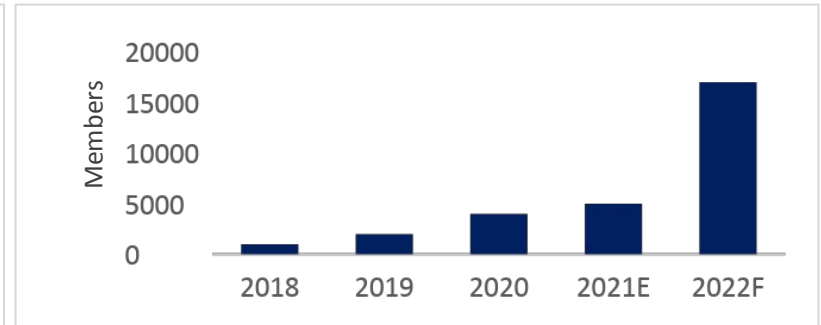
### Financials

	2019	2020	2021
Revenue in mm	\$18.6	\$31.8	\$75.6
EBITDA in mm	\$2.9	\$3.5	\$16.0

### Established in key markets



### Growing Rapidly



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# Problem Statement for Series C Pitch Deck

Following slide illustrates the information about the major pain points faced by users in the existing life insurance process along with the information of various issues faced.

Most of the financial purchases are moving to digital, but life insurance is still a painful and long duration process as it was fifty years ago

## Traditional Life Insurance



weeks



Paper Application



Medical Exams



Upselling

## Major Issues Faced

- › Channel Conflict
- › Weak Culture

- › Misaligned Incentives
- › Text Here



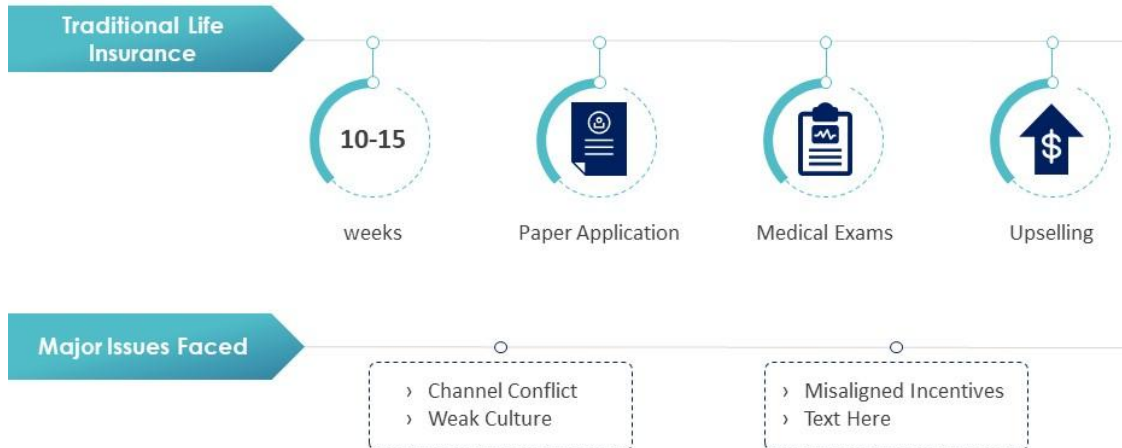
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- **A problem statement** explains the problem that a firm is facing and also provides the solution.
- Typically, businesses are founded on the desire to solve consumer concerns.
- A problem statement can be thought of as the beginning point for developing a product vision.

## Problem Statement for Series C Pitch Deck

Following slide illustrates the information about the major pain points faced by users in the existing life insurance process along with the information of various issues faced.

Most of the financial purchases are moving to digital, but life insurance is still a painful and long duration process as it was fifty years ago




**Traditional Life Insurance**

- 10-15 weeks
- Paper Application
- Medical Exams
- Upselling

**Major Issues Faced**

- › Channel Conflict
- › Weak Culture
- › Misaligned Incentives
- › Text Here

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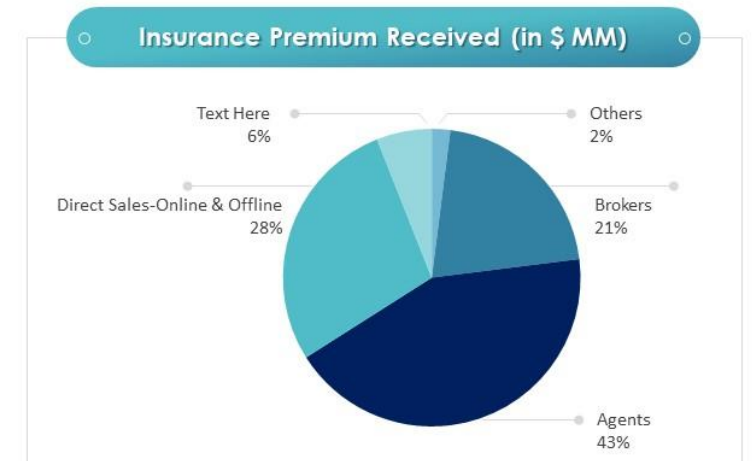
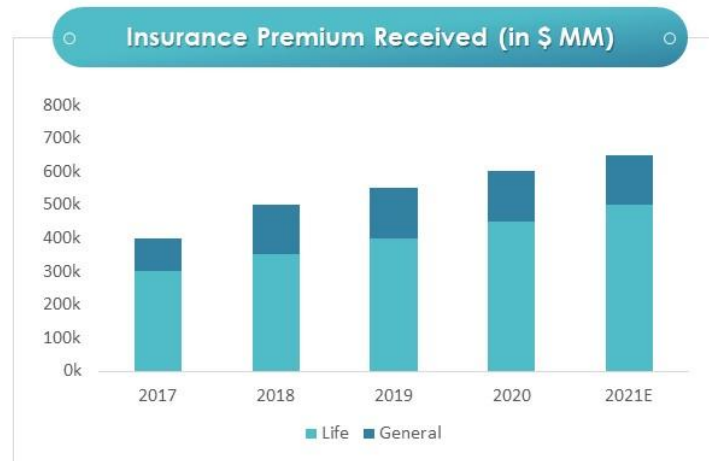


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- A **sales channel** is the path that a company takes to reach its end customers, either directly or indirectly, in order to sell them a product or service.
- Traditional marketplaces, ecommerce, wholesale, mobile apps, and other sales channels are examples.

## Key Performance Highlights and Sales Channels

Following slide displays key statistics about company's performance highlight along with the information about sales channels and their share in volume for insurance policies.



**Key Takeaways**

- In 2021, it is expected that insurance premium received by the company will surpass 700k mark
- Text Here  
Text Here

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- Investors put funds into the meat of successful businesses in the hopes of receiving more than double the amount invested.
- **The Series C** funding is aimed at scaling the firm and allowing it to grow as swiftly and profitably as possible.
- Acquiring another company could be one approach to scale a business.

## Future Goals and Investment Ask - Series C Pitch Deck

Purpose of this slide is to provide information to the investors on how much money company is seeking and where they will deploy it.



### Investment Ask

- ▶ We are seeking for \$60 MM financing
- ▶ With this round of financing , we will –
  - › Ramp up the technology to add innovative and significant features
  - › Ramp up hiring
  - › Text Here

### Future Goals



Raise \$100 MM



50K+ userbase



Open offices in 50 new locations



\$XXX+ monthly net revenue




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→ **Key Investor** means any Investor who, along with its Affiliates, holds a number of Preferred Shares equal to at least 5% of the Company's then issued and outstanding share capital at the relevant time.

## Funding History of the Company

Mentioned slide shows information about the funding history of the company covering details about funding duration, amount and type along with the details of investors.

Timeline	Jan 2017	Mar 2017	Jul 2018	Jan 2020
 <b>Funding Amount</b>	\$750K	\$2.5MM	\$11MM	\$30MM
 <b>Funding Type</b>	Seed	Seed	Series A	Series B
 <b>Key Investors</b>	<ul style="list-style-type: none"> <li>› Add Name</li> <li>› Add Name</li> </ul>	<ul style="list-style-type: none"> <li>› Add Name</li> <li>› Add Name</li> </ul>	<ul style="list-style-type: none"> <li>› Add Name</li> <li>› Add Name</li> </ul>	<ul style="list-style-type: none"> <li>› Add Name</li> <li>› Add Name</li> </ul>



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# FAQs



## Is Series C fundraising beneficial?

- The company no longer has to raise funds to survive.
- It requires funds to fuel its expansion plans.
- Series C capital will help your company expand into new markets, develop new products, and may even spark acquisitions of other companies.

## **What exactly are Series C startups?**

- The ability to obtain full management of your organisation without intervention or support from investors is a key element of Series C investment.
- The funds generated through Series C fundraising are utilised to develop a new product or service, gain significant market share, make acquisitions, and expand.

## **How much time elapsed between Series B and Series C?**

- A startup's average period from Series B to Series C is 27 months.
- Previous investors as well as later stage investors such as Private Equity Firms, Hedge Funds

- and Investment Bankers contribute to Series C fundraising if the company is nearing an IPO or acquisition.

### **Is Series C still in its initial stages?**

- Series C funding is frequently the final round raised by a firm, while some go on to raise Series D and even Series E rounds – or even beyond.
- A Series C Funding round, on the other hand, is more commonly used as the final push to prepare a firm for an IPO or acquisition.

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