

# Stormey Explorations

**This is not a real  
pitch deck.**

**This is intended to help you with  
creating your own Pitch profile. :)**

**INVESTOR NETWORKING AT  
YOUR FINGERTIPS.**

**ZERO RISK. TONS OF QUALIFIED  
INVESTORS.**



# Let our connections become YOUR connections.

You're an **idealist**, an **innovator**, and an **entrepreneur**. You had a million dollar idea, and now you have a million things to do. Somewhere between planning, maintaining, and growing your startup, you have to **secure funding**.

Like Atlas, you've got the world on your shoulders. And efficiency is everything.

So, don't give thousands of pitches when you can give one pitch to thousands - At Pitch. Where we make it **easy for entrepreneurs to show our vetted network of investors the information they want to see, how they want to see it**. Whenever, wherever.



## Discover Companies

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**I Hate Receipts (IHR)**  
The Cloud Based Receiving System™

SUPPORTERS +5

Computing & Developer Tools Developer Workflows DevOps

**Description**  
Our Mobile First Cloud Based Receiving System™ connects consumers directly to Points of Sale. A consumer never has to touch a paper receipt or enter their personal email address in at the point of sale. Using a QR Code or NFC Technology a merchant is able to send our Mobile HD Receipt™ directly...

**Traction last 30 days**

CURRENT MRR

**\$2.08M** 9.8% ↑

LTV

**\$3,433** 11.2% ↑

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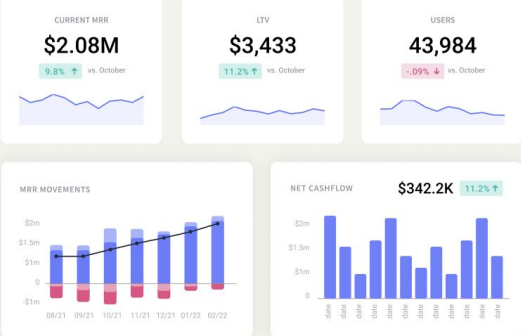
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www.ihatereceipts.com | Profile Updated 2mo ago | Founded 2018-05-27 | AUSTIN, TX | 265 views

**Problem Statement**  
Receipts are stuck in the 1980's. Our Interactive High-Resolution Receipt is revolutionizing how consumers interact with their data and how merchants are engaging with their consumers

**Tags**  
Computing & Developer Tools  
Developer Workflows  
DevOps  
Computing & Developer Tools

### Traction Metrics LAST 30 DAYS



**Supporters**  
+5

**Endorsements** +1

**Barry Griffith**  
Investor  
Phasellus feugiat magna sed nisi interdum, eget condimentum punis consequat. Sed nec e...  
[Read more](#)

1 of 7

**Team**

**Barry Griffith**  
Title at Company

**Barry Griffith**  
Title at Company

**Barry Griffith**  
Title at Company

### Milestones

**Pax Payment Terminals**  
The Second largest Mobile Payment Terminal Globally with access to merchants such as Best-Buy, Home Depot, Chick-Fil-A, and more [View more](#)

**Oct**  
2019

**Pax Payment Terminals**  
The Second largest Mobile Payment Terminal Globally with access to merchants such as Best-Buy, Home Depot, Chick-Fil-A, and more

**Jan**  
2020

**Funding**

CURRENT FUNDRAISE

**\$500K**

FUNDRAISE HISTORY

**\$1.95M**

# How does it work?

1

## **Create Your Profile.**

By creating a profile for your company on Pitch, you join a network of hundreds of other startups and investors already on the platform.

2

## **Make Your Pitch.**

Easily build a profile that highlights key components of your business, making it simple for investors and painless for entrepreneurs.

3

## **Tag Your Company.**

With the ability to search for startups based on certain criteria, investors can quickly and easily find your company using tags you assign.

4

## **Show Off Your Team.**

Manage your team and show off who is driving the bus, including your investors, mentors and advisors.

5

## **Build Your Credibility.**

Once you've created your profile, anyone can endorse your company and tell the world how you are changing it!

6

## **Close the Deal.**

Now that you've created your profile, it's only a matter of time before investors find you and let the funding comes rolling in.

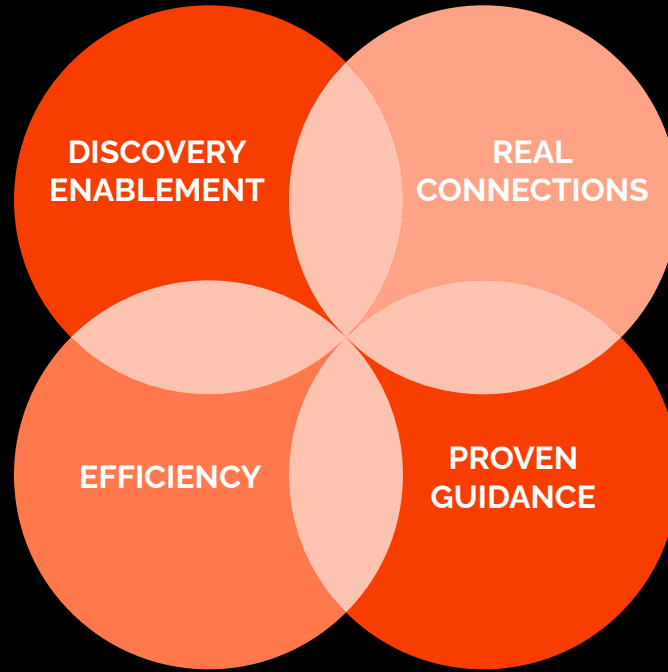
# Why should you care?

## Discovery Enablement

Pitch where you can close that unexpected, breakthrough deal that makes your dream a reality.

## Efficiency

Think of Pitch as the opportunity to give one perfect speech to an elevator of thousands of active, vetted investors.



## Real Connections

Pitch's virtual approach enables investors to vet companies early and quickly. Skip ahead to the second meeting.

## Proven Guidance

The power to pitch a new business effectively is an art form, so it's important to have a strong mentor to guide you along the way. Pitch is that mentor in the guise of a platform

**BUILD YOUR PROFILE IN AS  
LITTLE AS 20 MINUTES,  
OR 40 ELEVATOR SPEECHES.**





# How do I get started?

1. Claim your profile on Pitch.vc. This is the most important step in getting started!
2. Check out our [Help Center articles](#) for more direction.
3. Reach out to your Venture Associate or the Product Team at [Product@capitalfactory.com](mailto:Product@capitalfactory.com) with any questions or concerns.



# Tips for creating a profile

1.

**Efficiently describing your company and effectively conveying your ideas is the key to growth.** Here's what we have found works best for Company Description.

- We want to value the investor's time and recognize their competence, so short and sweet is generally the best way to engage with them (1-2 Sentences MAX). No long, wordy, descriptions filled with buzzwords.
- Your Company Description should fit the following template:  
*<<COMPANY>> helps <<CUSTOMER TYPE>> solve <<PROBLEM>> by <<SOLUTION>>.*
- Click [here](#) for an example of a Company Description rewrite.



# Tips for creating a profile

2.

**It's critical to convey your startup's Traction in the correct context and in quantifiable detail.** Traction is the evidence that you have customers who believe your product is valuable. When talking about Traction, Investors like to see trend lines, not single points in time, so use Pitch's Traction charts feature for best results. Here are some examples of Traction, depending on where your company is:

<b>Pre-Product</b>	# of customer meetings, # of design partners, # open to trial or buy, # of early access or beta sign-ups, Ad smoke test results, IP dev & growth, customer discovery learnings
<b>Pre-Revenue</b>	# of pilots & trials in pipeline, # of sign-ups or downloads, # of partnerships, # of site visits, Daily Average Usage (DAU) & Monthly Average Usage (MAU), average session duration, per download spend, regulatory approval pathway
<b>At/Post-Revenue</b>	Monthly Recurring Revenue (MRR) & Annual Recurring Revenue (ARR), Customer Acquisition Cost to Lifetime Value (CAC:LTV), # of customers + retention, customer engagement rate, freemium conversion rate, average sales or gross margins, ACV (average contract value), average contract length, expansion metrics

Traction is NOT: hiring new employees, self-funding the company for X time, plans in the future, raising money or how much money is closed in current round, projected revenue.



# Tips for creating a profile

3. **Add at least 3 'tags' to your profile.** It will help investors find you easily.
4. **Every company should have fundraising history submitted.** This is to provide investors critical context on your company, leading to more meaningful connections.
5. **Do not submit information written in first person, and please use bullet point lists when practical.**

