

TARGO CONSULTING

GET YOUR START-UP FUNDED

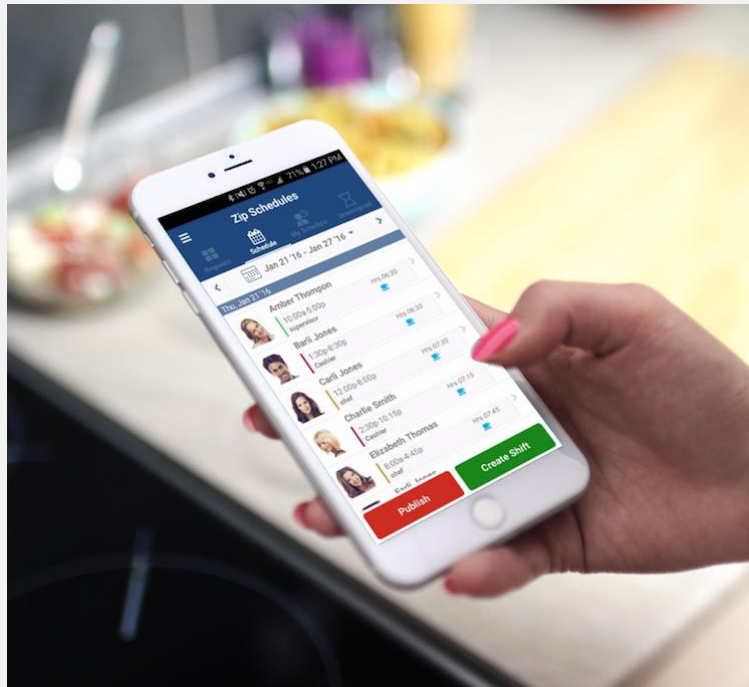
IT TAKES ~40 MEETINGS WITH DIFFERENT INVESTORS TO GET A YES



MISTAKE #1 – STARTING WITH THE PRODUCT

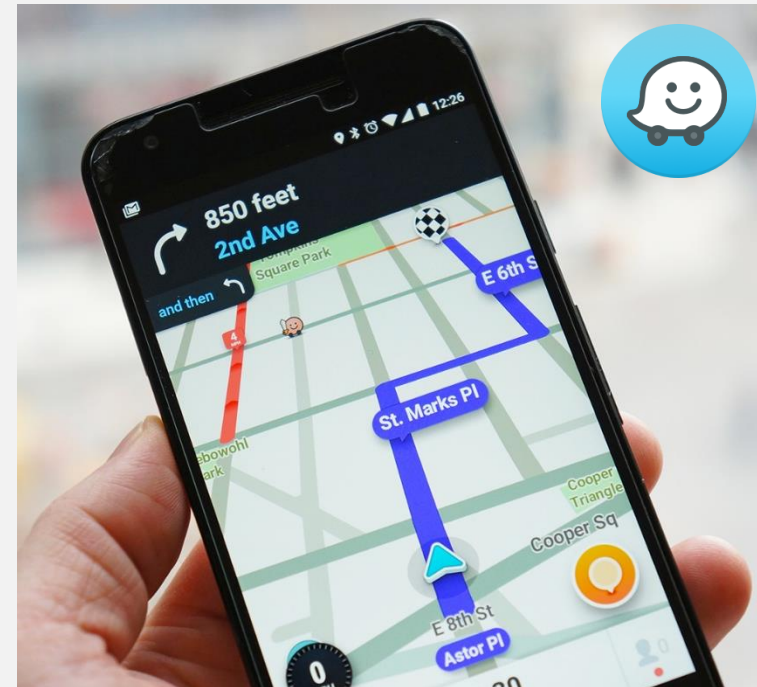
- Your product is simply a way to address a NEED
- How severe is the problem you're aiming to solve?
- Why don't other solutions get the job done?

MISTAKE #2 – FOCUSING ON FEATURES



✗ “Multi-scheduling, calculates ETA, task management...”

✓ AI Personal Assistant



✗ “report police, chat, fuel consumption calculator”

✓ Outsmart traffic using data analysis

MISTAKE #3 – NOT PRESENTING A CONCEPTUAL CHANGE

fiverr



\$5



SnapChat



Ghost messages

 **airbnb**



Short-term house rental

MISTAKE #4 – NOT UNDERSTANDING THE NUMBERS

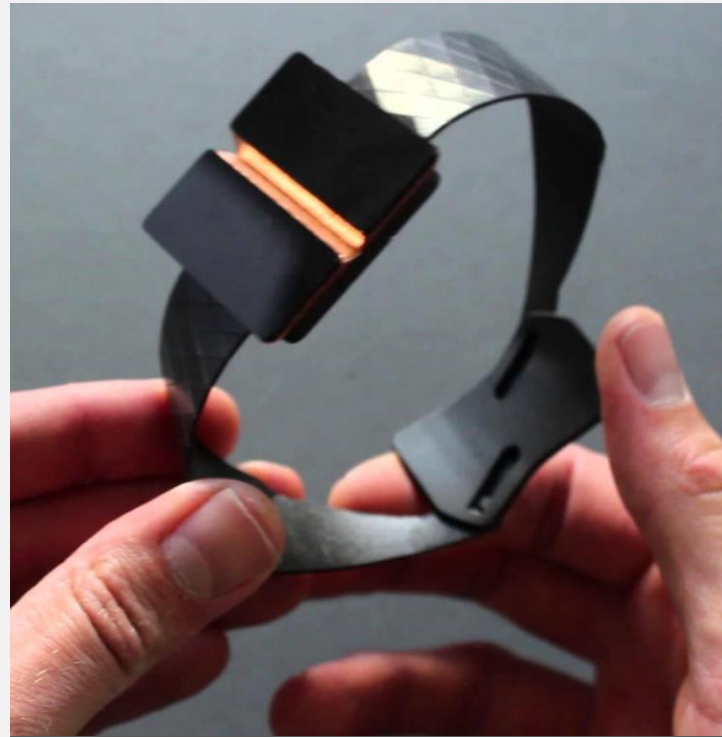
- Use of funds
- Milestones
- Projections



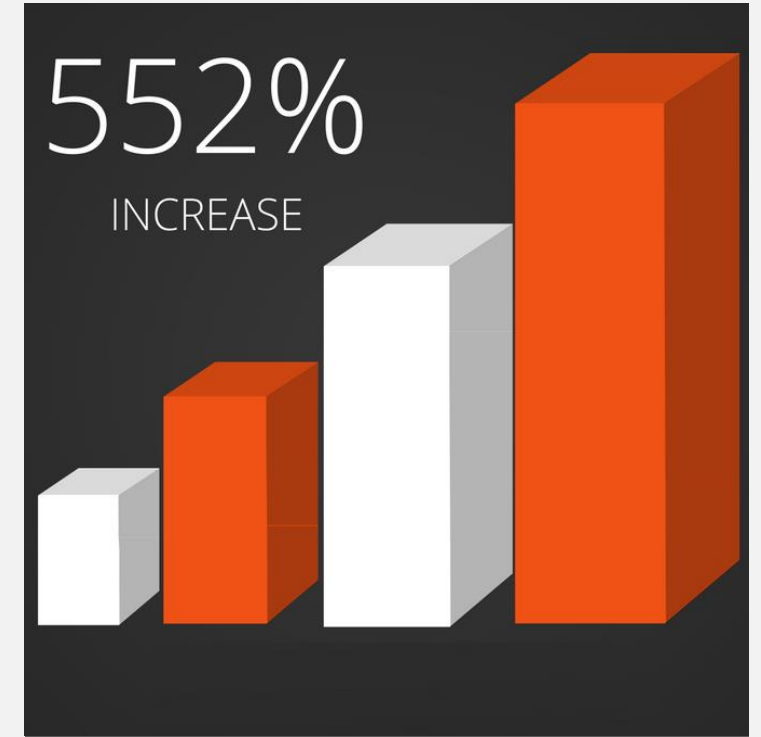
MISTAKE #5 – COMING WITH JUST AN IDEA



Demo



Prototype



Traction / Social Proof

Show that your model
allows you to scale quickly

PITCH TIME