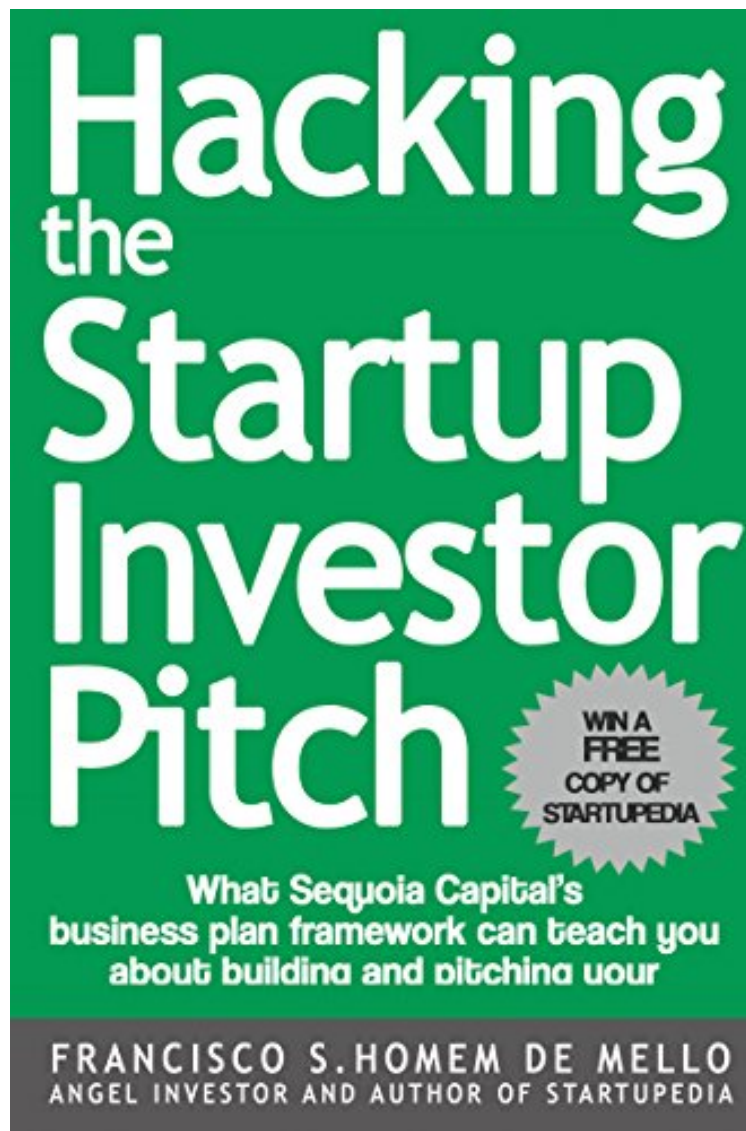


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## **Hacking the Startup Investor Pitch: What Sequoia Capital's business plan framework can teach you about building and pitching your company**

*Francisco S. Homem de Mello*

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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 Sequoiarsquo;s 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 Capitalrsquo;s 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 yoursquo;ve 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

About the AuthorLured by the concentration and dedication of bright, ambitious, and entrepreneurial minds, Francisco Souza Homem de Mello became a full-time angel investor and entrepreneur. He has a passion for the hard work and intellectual challenge of launching a successful company. He has nearly a decade of finance experience, including serving as an executive director of BTG Pactual, an emerging markets investment bank based in Brazil. Homem de Mello earned his bachelorrquo;s degree in business management at Fundaccedil;atilde;o Getulio Vargas, and is an Ironman triathlete and the founder of Startup Scriptures, a web site dedicated to sharing startup knowledge.