



**your big idea as
an experience.**

storytelling visualization

Unforgettable pitch decks to win the outcome

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win the pitch. flip the story.

We position founders, executives, and business owners with unforgettable visual pitches, presentations, and delivery preparation to win the outcome.

We bring your vision to life.

Your brilliant thinking, strategic plan, or pitch for funding is now in the wake of an equally extraordinary visual story and delivery to influence and win the outcome you desire.



The Problem:

A poor investment in crafting complex data and information into a compelling brand presentation with the art of delivery thereby losing attention, influence, funding, and reputation.



The Solution:

Every penny and minute you spend on refining your strategic messaging, visual pitch, and verbal delivery increases your ticket to catching more green lights and winning the outcome.

High-stake stories with multimillion-dollar outcomes mean translating your brain power and unwinding the techno jargon into meaningful and clear messages that drive action. We help you polish your visual story and peel away the layers of data obscuring the essence of your vision.

Why Us?

Our team network knows quality pitch and sales decks from global companies and we work with global VCs and their connection firms who are seeking capital.

We serve at a unique intersectionality of executive-level strategic thought partnership, creative design, visual intelligence, research, writing, and data analysis, and behavioral and design psychology that sets you up to pitch and persuade audiences with differentiating results.

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visual storytelling

UNFORGETTABLE VISUAL PITCH DECKS

We help leaders, startups, and business owners with a multi-dimensional approach to shaping their unforgettable visual brand.

Our Outcome For You:

- Create a strategic advantage by nailing the problem statement, solution, and value proposition.
- Gain audience trust and emotional buy-in through credible data-driven content, scale, & and vision.
- Showcase measurement, traction, and set your visual presentation apart from your peers.
- Elevate your visual brand strategy and executive positioning.

Co-Creation Process Includes:



Business Outcome

- Collect needs, audience, challenges, research, ideal outcome, relevant data.



Concept Design

- Build from scratch or refine client data and map blueprint of brand message and visual story.



Content Curation

- Organize, synthesize, use data-driven content to align to strategic outcomes and audience needs.



Strategic Visual Narration

- Create visual experience that invites user to quickly buy in and inspire desired outcome.



Edit & Refine Story

- Iterative process and partnership that shapes the best-in-class results you desire.

Products:

Pitch decks, sales decks, concept decks, one-slide c-suite presentations, board presentations, strategic plans, product catalogs, workshop materials, and custom designs.

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power pitching

PERSUASIVE DELIVERY WITH STORYTELLING

We prepare leaders to refine their pitch communications using data-driven insights for successful outcomes and strategically position with consideration of stakeholder management, predictors of success, and storytelling effectiveness based on self-awareness.

Our Outcome For You:

- Confidently use strengths to set the tone, negotiate, persuade, and know your value.
- Strike a balance between evidence-based and emotional connections to capture attention.
- Showcase how you *shape a business*; strategy, products, selling, profits, etc.
- Win the budget, funding, and contract through exceptional preparation and delivery.

Co-Creation Process Includes:

We customize executive preparation to ensure a powerful delivery with an unforgettable pitch deck.

Tone & Communication

- Voice, pacing, tone, and volume can be used for a lean-in effect. Through meticulous preparation and communication tactics leaders gain mindset tools to ensure the message sells the pitch.

The Power Of Storytelling

- Storytelling, humor, and emotion become a powerful communication element that brings out audience engagement and leaders practice humanizing any message that mere visual data cannot.

The Art Of Persuasion

- The psychology of persuasion offers strategic insight into factors that influence behaviors, attitudes, assumptions, and bias to strongly position leaders for negotiation and social buy-in.

Authentic Expression

- Choosing authenticity can be a differentiating factor in building trust and credibility. Leaders can leverage unique and natural qualities to stand out while using positioning power to nail it.

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story pro

working together

1

Intro Discovery

We discuss your origin story, business vision, objectives, and outcomes.

2

Prep Work

To maximize time and effectiveness, we send you prep work to complete that organizes the numbers, data, and core information we need to spin into a visual story.

3

Power Session(s)

We come together to review preliminary design, content, flow, data, and refine messaging.

4

Power Pitching

Following presentation completion, we dry run verbal storytelling, communication techniques, and strategically position to ensure the message wins the pitch.

pitch deck structure

Prep Work To Complete

We take your raw data, documents, and discovery input to build a blueprint pitch deck.

Investor Deck

- Vision
- Company Tag
- Origin Story Info
- Problem You Are Trying To Solve
- Audience
- Target Need Of Customer
- Solution
- Value Proposition/Differentiation
- Why Now
- Market Potential/Upside
- Validation & Competition
- Business Model
- Products & Services
- GTM Strategy
- Financials
- Traction
- Milestones
- Fundraising To Date
- VC Ask
- Team Bio & Photos

Sales Deck

- Strategic Plan
- Customer Offering & Intel
- Critical Research
- Market Shifts
- Products
- Services
- Technology/AI
- Financials/Growth
- Market/Product Data
- Distribution/Channels

Company Deck

- Mission
- Values
- Culture Ethos
- Company Ethos
- Sustainability
- Community Engagement

your success

REFERENCE: DOING YOUR HOMEWORK

Investor decks, sales decks, competition pitches, or company strategic decks that need to tell a powerful story fast!



A Winning Pitch

A good pitch is succinct, logical, and a compelling way to successfully share how a founder navigated the "idea maze" and got from their original concept to a commercial idea that will *actually* work. On a very sophisticated level, you can set the stage with problem/solution storytelling.

- The aim is to get **investor attention** with 10-15 slides.
- Be able to **tell the story in ten minutes**. Start strong and end strong.
- Present a **clear problem, solution**, and value proposition/differentiation.
- **Simplify the story** with memorable branding and tags that capture interest.
- **One big idea on each slide** - tell the story versus cram in complex detail.
- **Statistics and data** need to be trustworthy.
- You can **demonstrate a demand** for the intended solution.
- **Concept fit to market fit** - able to share the roadmap beyond the first 18-months



Top Pitch Mistakes

- **Information overdose** with too much complicated detail and the deck is too long.
- Lack of clear vision and strategy, **not crystal clear**.
- **Do not understand the problem** you are trying to solve and the timing of **why now** (enabling factor).
- **The idea maze** is not explained well.
- **Small market, ordinary technology, ordinary people**.
- Do not have a **unique selling proposition**.
- Do not understand the **customer** (how to solve their needs) or market (competitive landscape).
- **Founder behaviors** - don't stick to position when challenged, too argumentative.
- Failure to demonstrate **traction** - show me the money! VCs can easily see market potential.
- Evidence the **team** that cannot execute the vision.
- Unclear **funding ask**.
- Pitching and/or partnering with the **wrong investor** (know the vertical and stage they invest in).
- **Lack of research** on potential investors or B2B.



Industry Data

- There are roughly **147,185** VC-backed companies (pitchbook).
- There are roughly **47,639** VC investors
- An average of **4,000** startups each year seeking to raise funding (CFI).
- Of potentially **3,000** viewed, roughly **200** are seriously considered, and only **20** funded.
- From 2013 to 2021 funding increased **4x** from **22b to 96b**.
- In 2023 an average of **2 in 5** Americans plan to start a business (small biz trends)
- Average **Series A** funding is typically between **\$2 million** and **\$5 million** (faster capital).
- Only **3%** of funding went to US companies with a female CEO. **Less than 1%** of funding for WOC.
- Three (3) key areas VCs look for: **Huge market upside, differentiating technology, & incredible people**.
- The two most important traits VCs look for in founders: **Courage and genius**.
- **80%** of startups fail due to no market need.
- **Funding obstacles** include no track record making it challenging for VC firms to assess potential.

custom designs

Membership benefits include unique presentation designs all month long.

winthe pitch. **flip**the story.



Subscribe

Subscribe to a plan and request as many presentation designs as you'd like.

- Fixed monthly rate: Pay the same fixed price each month and cancel at anytime.



Agile Delivery

Receive your designs within a few business days on average.

- Get your unlimited presentation designs *one at a time* with an agile turnaround.



Premium Quality

Top-notch custom design quality at your fingertips whenever you need it.

- Unfettered access to strategic partnership and high-quality design services all month long.

subscriptions

monthly design services

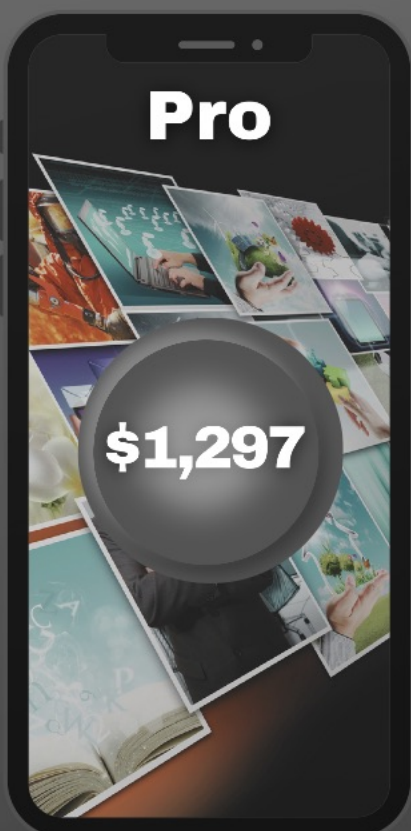
Unfettered access to strategic partnership and design services with 5-7 clients per month for dedicated attention and premium quality.

Clients Receive:

- High-quality visual documents
- Unique and custom client designs
- Creative problem-solving
- Strategic thought-partnership
- Curated content
- Curiosity & empathy with client objectives
- Elevated visual branding
- Agile turnaround time
- Beautiful design solutions

Visual Services:

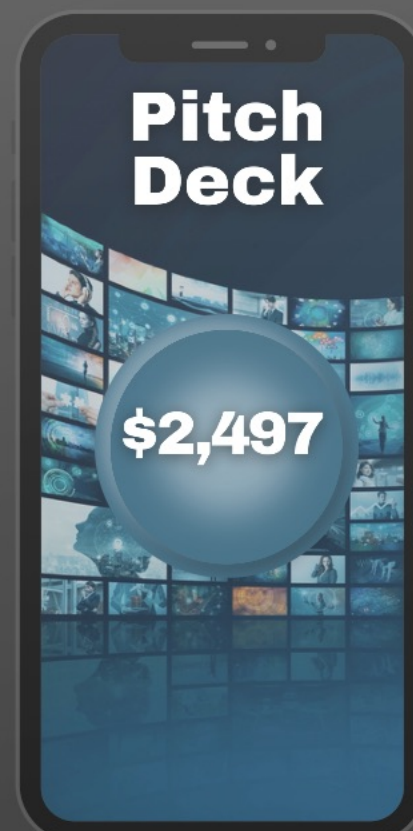
- Pitch decks
- Sales decks
- Concept decks
- Everyday strategic slide decks
- C-suite presentations
- Board presentations
- Educational materials
- Brochures
- Infographics
- Digital graphic illustrations
- Leader visual branding & profiles
- Animated short branding videos
- Clean up, re-design, & custom build



Pro Subscription Monthly Presentation Design Services Includes:

\$1,297/Month

- 30-minute intro intake call
- One project request at a time
- Unlimited presentation tasks
- Unlimited stock photography & graphics
- Three revisions per presentation
- Multiple file types
- Dedicated designer
- Pause or cancel anytime



Pitch Deck Subscription Monthly Presentation Design Services Includes:

\$2,497/Month

- Includes everything in the Pro plan
- Discovery call
- Strategic consultant & designer
- Raw data & concepts into visual designs
- Data-driven storytelling
- Concept design
- Custom build & visual narration
- Power pitching & delivery practice
- Unlimited revisions
- Pause or cancel anytime

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design

WHAT WE CAN DESIGN FOR YOU

Options: Design, Content, & Visual Storytelling

- A perfected and narrated deck that is best-in-class showcases a brilliant idea and communicates with clarity is a co-creative sculpting process.
- Every visual, piece of data and curated message should inform the business story.
- Spinning raw concepts and data into visual design, extracting what is stored in a leader's brain, and sifting through research documents to distill the core message aligned to a strategic outcome is an iterative art + science form.
- We collaborate with feedback loops to meet deadlines and deliver excellence.

Clean Up	Re-Design	Custom Build
Existing Client Slide Template/Deck	Hybrid Of Client Design With Visual/Story Shifts	Raw Concepts Into Custom Design Materials
Light Visual & Text Editing	Slide Strategy Development	Visuals & Graphics Sourced From Scratch
Enhancements That Help Tell The Story	Re-Design Of Colors, Visuals, Content, & Story Flow	Build Of Charts & Data Into A Visual Story
Strategic Content Recommendations	Strategic Thought Partner w/Narrative & Content Creation	Custom Infographics, Animation, & Interactive
Converting Raw Data Into Storytelling Recommendations	Data Visualization	Strategic Thought-Partner w/Narrative & Content Creation
	Visual Story Reimagined	Multiple End Use Decks And/Or Briefs
		Custom Branding Aligned To Client Needs



- The brain processes visuals 60,000 times faster than text and statistics show people can remember 2,500 pictures in their brain with at least 90% accuracy several days later even after only seeing an image for ten seconds.

Eisenberg, Harris. (2014). Humans Process Visual Data Better. Medina, J. (2014). Brain rules.

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delivery

HOW WE CAN SET YOU UP FOR SUCCESS

Options: Power Pitching

- The behavioral science of storytelling is what makes us human, cultivates identity, inspires us to act out our dreams, invokes imagination, and ignites genuine emotion propelling others to act.
- Functional storytelling can happen with practice and through using visuals to evoke emotional audience investment.

Practice Pitch	Storytelling Coach	Delivery Partner
1-2x Practice Pitch Sessions	1-3 Storytelling Sessions	Ongoing Consultation
Align Visual Pitch Deck Story With Verbal Message	Deeper Dive Into Branding Your Storytelling Message In Desired Area With Practice	Multi-faceted Needs With Internal & External Presentation Preparation
Construct Storytelling Delivery To Enhance Visual Data	Business Storytelling - Power Pitch	Different Audiences & Channels Requiring Various Visual Data & Weekly Presentations
Think Shark Tank	Data Driven Storytelling	Train-The Trainer
Delivery Is Beyond Technical Expertise & Focus Is On Tone, Persuasion, & Authentic Expression	Personal Storytelling, Branding & Origin Story	Multiple Pitch Decks, One-Page Presentations, Brochures, & Workbooks For Delivery
Understand What Sets You Apart	Find Your Voice & Presentation Style For Impact	Ongoing Team/Company Communication Needs



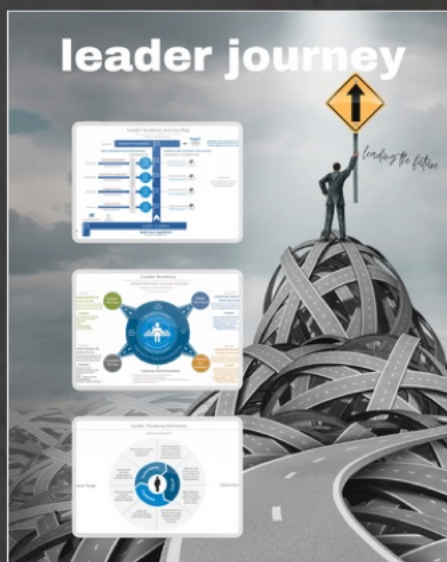
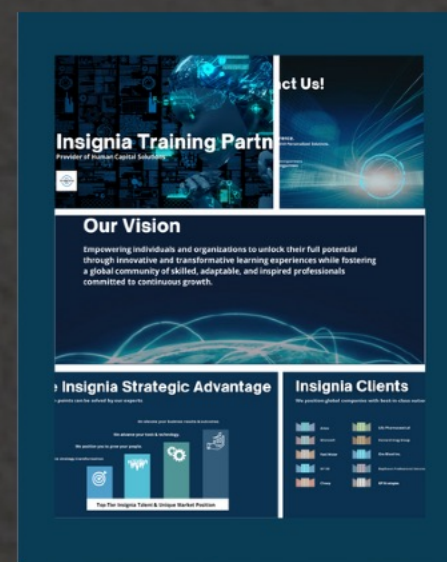
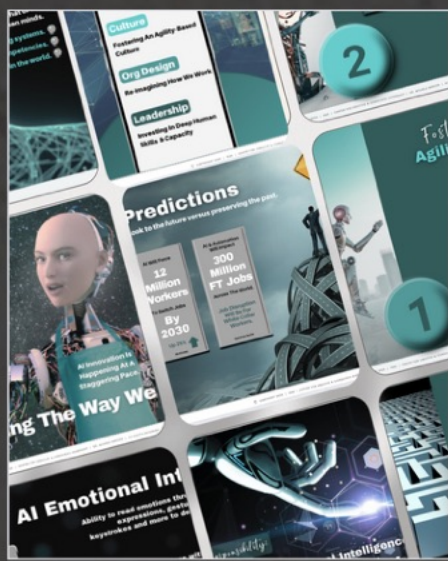
- Effective storytelling can elicit a brain cocktail of three chemicals: **Dopamine** (focus, motivation, and energy), **oxytocin** (trust, empathy, and bonding to someone), and **endorphin** (making people laugh and feel relaxed).

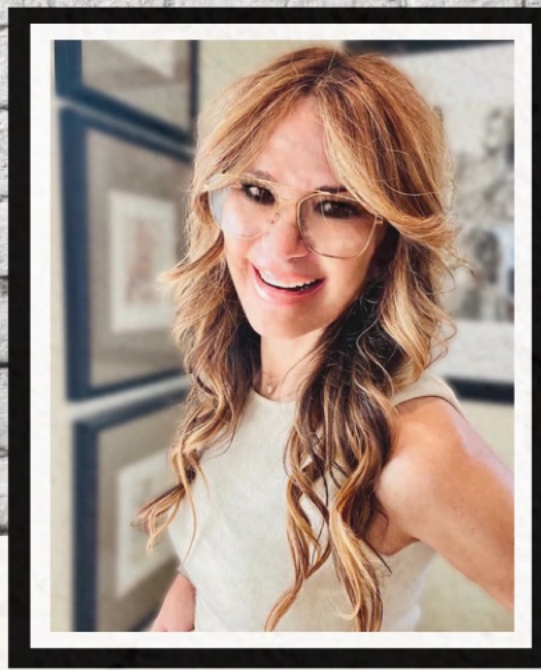
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designs that win

the outcome

We extract brilliant ideas that need to be showcased and stories that need to be told.





Dr. Michele Mercer
Chief of Learning & Design
Freelance Pitch Deck Expert

1340 - Center For Creative & Conscious Leadership
1340.org | michele@1340.org

Dr. Michele Mercer is a global expert on visual intelligence and human-centric design with a mission of education and advocacy for creative inquiry and conscious awareness in leaders, educators, and entrepreneurs to advance new mindsets and human potential for a path of growth, service, and transformation in the world. Dr. Mercer is the **Chief of Learning & Design at 1340**, the **Center for Creative & Conscious Leadership (CCCL)**, and believes as the world, business, and people are changing, leadership requires awakening the creative brain to effectively lead daily complexity and scaling up mental and emotional agility to navigate paradox and unprecedented change.

Prior to 1340, she served as the former Head of Global Learning and Executive Development at **Cerner Oracle** as well as executive roles in global talent and organizational development at some of the most iconic brands such as **Nike, Starbucks, Microsoft, Schwab, HPE, and DocuSign**. Leading global change and transformation across varying cultures has included mergers, acquisitions, going public, organizational re-design, advancing women in leadership, multicultural leader and team performance development, deploying worldwide talent initiatives, designing workforce evolution strategies, revising learning in the flow of work and accelerating a culture of leadership 4.0.

Considered a visionary changemaker advancing mission-based work, Dr. Mercer works with clients at the intersectionality of organizational effectiveness, behavioral science, and design psychology with innovative ways to shift mindsets, help leaders scale up to lead from the inside out, and navigate the future differently through building conscious cultures. As a specialist in **storytelling visualization**, Dr. Mercer turns complex data and linear information into powerful design concepts, visual content, and unforgettable pitch presentations that elevate buy-in and winning outcomes.

By leveraging two decades of original and groundbreaking research on visual and creative leadership, she developed the empirically based framework, **The Four Mindsets of Visual Intelligence**, to help foster critical and creative thinking for top-team effectiveness, leadership development, and strategic visual communications. As an author of several publications including **Visual Quotient**, released in 2020, focuses on fostering visual intelligence to drive innovation. Dr. Mercer also penned **The Four Mindsets of a Visual Ecology In The Workplace: Revisioning Language Through Visual Literacy**, and as a chapter contributor for an anthology book, **Drawn Together Through Visual Practice**. Being an active researcher and adjunct professor, she is focused on design thinking and innovation, data visualization and visual storytelling, women in leadership, behavioral and spiritual psychology, high sensory processing, and holistic health theories.

Dr. Mercer has a Ph.D. in Organizational and Transformative Studies, an M.S. in Organization Development, an M.A. in Spiritual Counseling Psychology, and an ICF certification as an Integral Life Coach. As an executive career coach, she is certified in multiple psychometric assessments, including the Hogan, EQi-2.0 + 360, The Leadership Circle 360, The Leadership Challenge Leader Practices Inventory (LPI) 360, MBTI, DISC, Strengths Finder, and the Team Performance Model. She is also certified as a Wellness Health Coach through the Institute of Integral Nutrition (IIN).

Recognized as an accomplished athlete, Dr. Mercer holds several awards including NCAA All-American and being inducted into the Athletic Hall of Fame at her undergraduate alma mater and has competed in some of the most prestigious global expedition adventure races.

Outside of work and research, she enjoys remote and long-distance hiking, aesthetics and design, healthy living as a lifestyle, global adventure travel, and resides in the San Francisco Bay Area.

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