

SCROOBIOUS



2022
**Community
Report**

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A Message from the Community Lead

I joined Scroobious in November 2021 when much of the tech world was still operating remotely. Shortly after that, events exploded and during the summer of 2022 I found myself repeatedly explaining what we do to new founders, funders, and friends. At our core, Scroobious is a technology platform that makes it affordable and accessible to learn how to put together a compelling pitch deck and understand the investor mindset so founders have a better chance of obtaining funding.

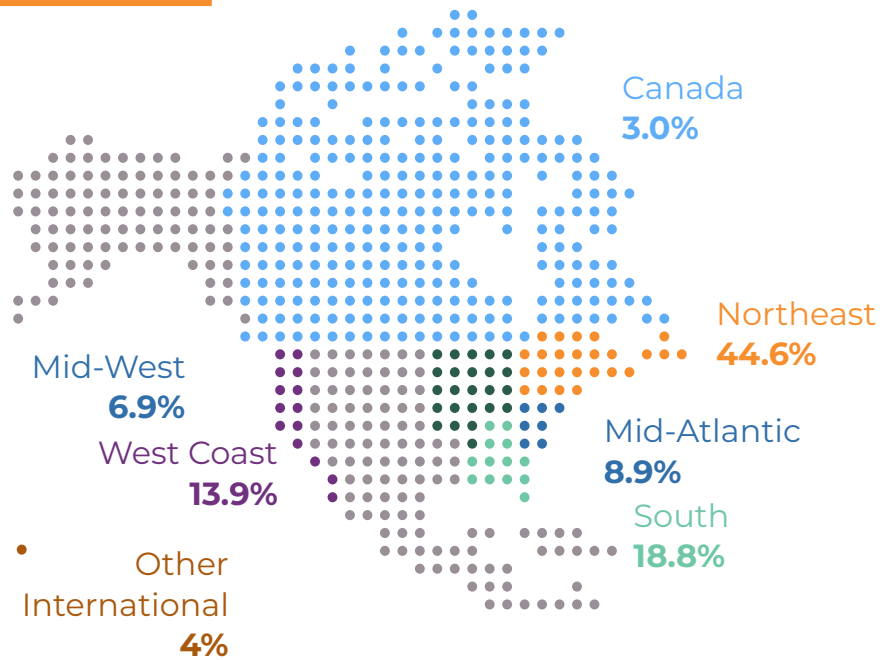
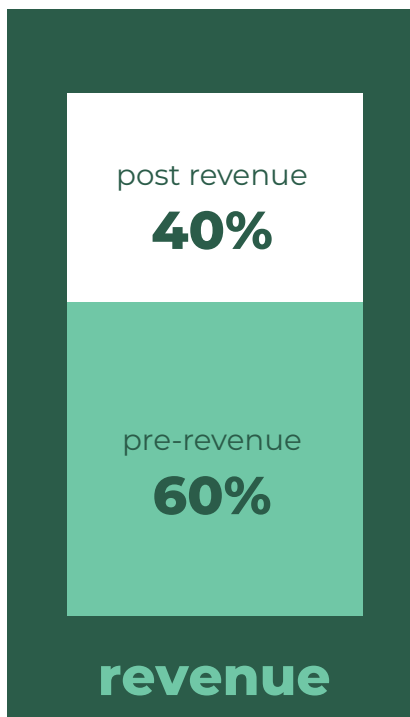
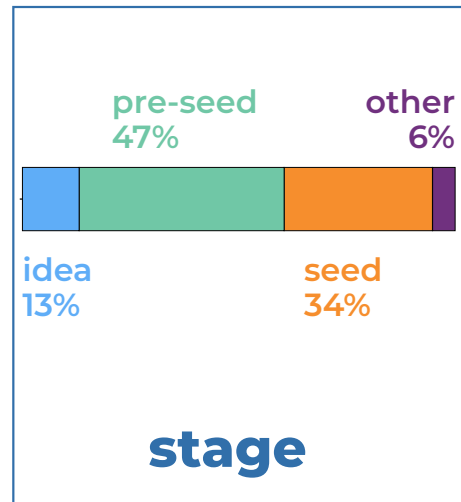
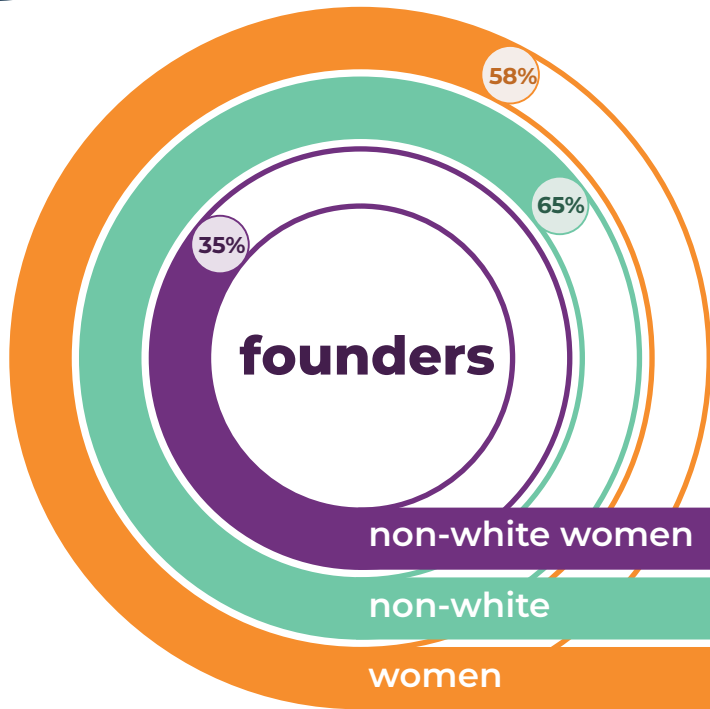
However, like any company, there is much more than the core product offering and I frequently speak about these other aspects as we grow our community. Part of what makes Scroobious so special is that we are cultivating a community beyond just our tech platform. We have become an entry point to entrepreneurship for early-stage and new founders and have become an ecosystem. We offer a safe space to ask questions, connect with others, meet trustworthy partners, learn about critical tools, and meet other founders who identify with your story.

This was my North Star as I navigated 2022. Small actions such as sharing general startup education and knowledge, something that many of us (myself included) take for granted, makes the ecosystem more accessible. It's in these repeated, simple actions that communities are built and safe spaces for learning and growth are fostered. This report is a cumulative reflection of the ecosystem Scroobious has developed over the past year and the impact our product and community has had on founders.

Lily Macomber,
Community Lead

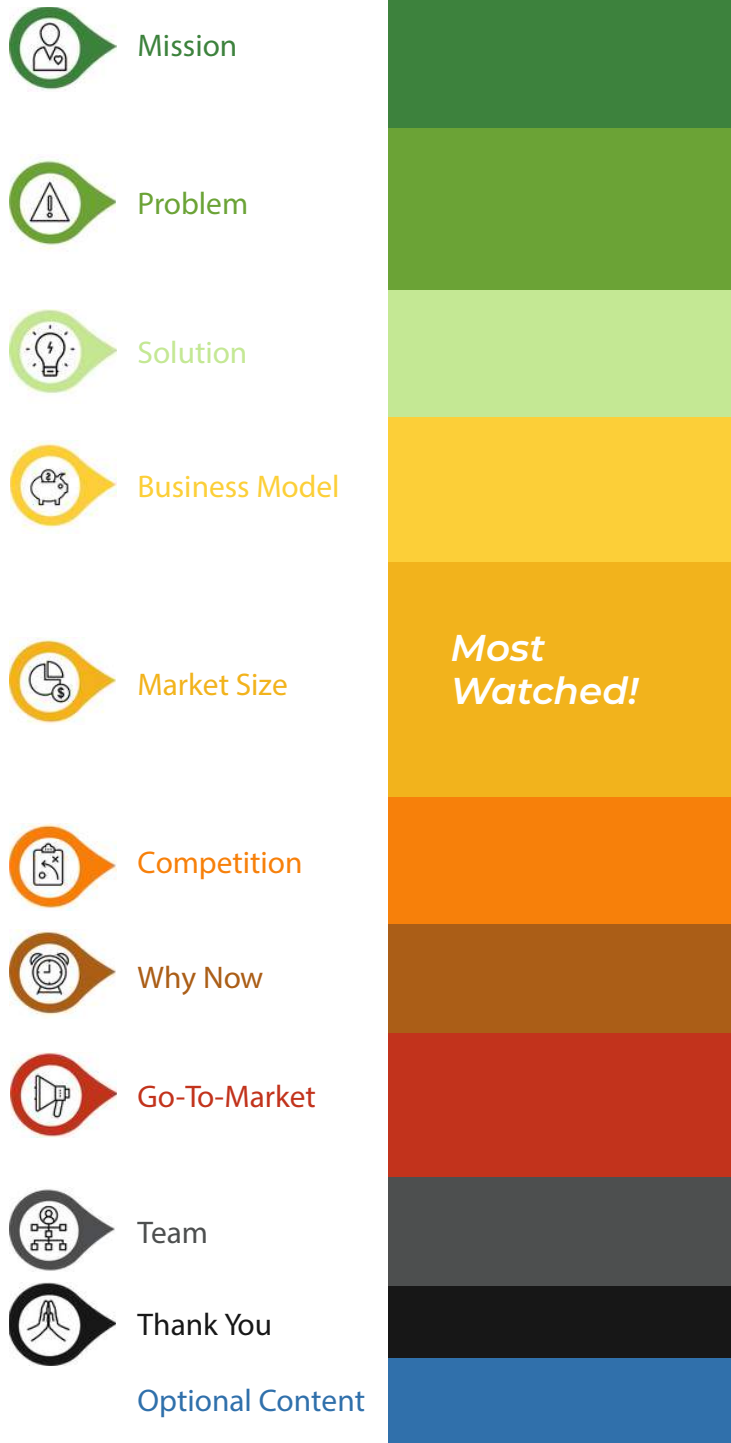


Scroobious by the Numbers



Platform Insights

Share of Platform Watches



Scroobious' investor-vetted pitch framework looks at deck content through two lenses: derisking and storytelling. Our technology platform uses short video lessons to walk founders through each section of a pitch deck and how to present it confidently. We explain how each part of the story should mitigate risk for the investor and provide tactical approaches for what to put on each slide for true guidance.

Market sizing is a challenge for many founders. Our lesson explains terminology in basic terms and walks through how to create a bottom-up market size step by step. We supplement the video with a downloadable workbook to make it easy for any entrepreneur to calculate and understand.

Starting with the *Why*

Our pitch framework starts with the Origin Story, explaining *why* the founder decided to start the company.



I am a registered dietitian, lactation consultant, and lower-middle-class mom of three. For ten years I have worked to save moms and babies by providing clinical pediatric medical nutrition therapy in homes and failure-to-thrive clinics for NICU babies and babies who start life exposed to substances. I founded Mother of Fact to save more babies by using technology to improve how families connect with the baby by feeding information they need at the time they need it.

Emily Sylvester, Founder & CEO of Mother of Fact



I founded Nanoplex because I have seen firsthand the debilitating effect Lyme Disease (LD) has had on the quality of life of my closest friends. I have also found many parallels to my experiences growing up as an African American within a historically marginalized community and the continual disregard and belittlement experienced by patients who suffer from LD. As a current postdoc at Harvard Medical School, I want to leverage my scientific acumen to help give a voice to those in this community who have suffered in silence for decades.

Joseph Beyene, Founder & CEO of Nanoplex



As a mother of 4, I have spent countless hours going to the doctor to get my kids checked out due to symptoms of fever or a sore throat. During the pandemic, those tests required me to stay in my car for hours to get them swabbed. I came up with the idea of developing an at-home strep test because strep testing is one of the many diagnostic tools that are not on the shelves of pharmacies. It all started with strep but we ultimately would like to give more control to the patient by providing better access to diagnostics. We are developing a platform for many other indications that would otherwise require a trip to a doctor for testing and diagnosis.

Nathalya Mamane, Founder of RT MicroDx

Preparing the Pitch

The Scroobious team brought our renowned *Preparing the Pitch* workshop to over 30 accelerators, incubators, and founder communities in 2022.



These workshops are truly differentiated in that we not only teach founders an investor-vetted pitch deck framework for early-stage companies, but we also explain the *why* behind the advice. It is critical to understand how investors interpret and use content when evaluating decks for investment. The session is taught from two investor-oriented lenses: storytelling and risk.

Beyond that, these workshops provide founders advice on presentation, soft skills, managing their fundraise, timing and goals of a pitch, and more. Entrepreneurs and organization leaders repeatedly share how insightful and actionable they find the content in these workshops.

I was one of the participants at the [Harvard] iLab workshop and was blown away! One of the best trainings I've had in four years. What was said about women founders hit home with me.

Ying Yu, Master's Student
Harvard University



The Scroobious workshop content was phenomenal and there were deliverables that our cohort could directly apply to their pitch decks.

Dr. Shakenna Williams, Founder
of the BWEL Program Babson
College



Startup Support Through Education

Our technology platform efficiently guides founders through creating an investor-compelling pitch deck, but we know our members are working on much more, so we supplement our pitch education with monthly tactical workshops from trusted experts on relevant topics.

The best part? All workshops live as evergreen content in the platform so founders can watch and rewatch any time they like. Partner education is an important aspect of building our community and creating an accessible, inclusive ecosystem.

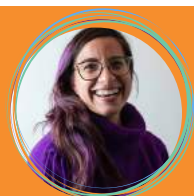
44% identified *fundraising* as a challenge or desired area of support.

WORKSHOP
Fundraising Vehicles & Negotiating a Term Sheet



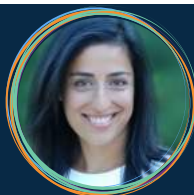
23% specifically identified *sales* or *go to market* as a challenge or desired area of support.

WORKSHOP
Go to Market Strategy



16% identified *engineering* or *product development* as a challenge or desired area of support.

WORKSHOP
Managing Dev as a Non-Technical Founder



Other 2022 Workshops

Channel Partnerships	Crowdfunding Basics	Fundamentals of SEO	Financial Planning	Option Pools
Outsourcing Service Providers	Finding Your North Star Metric	Navigating Legal Counsel	Data Privacy & Security	Corporate Structure

The Pitch Studio

We launched The Pitch Studio to increase our members' comfort with presenting to active investors and to give investors a chance to get involved. Three Scroobious founders meet with three angel investors to pitch for feedback without the pressure of asking for funding. Investors meet promising founders outside their networks, give candid feedback in a friendly space, and meet other investors.



>20%

of Scroobious members identified access to an investor network or pitching as their desired area of support.

50%

The average rating Scroobious members gave to their pitch deck comfort level prior to using the Scroobious platform.

60%

The average rating Scroobious members gave their pitch presentation comfort level prior to using the Scroobious platform.

87%

of participating Scroobious members said the Pitch Studio feedback was helpful.



“ I initially had second thoughts after signing up for The Pitch Studio because of my own fear of not feeling ready. With some encouragement I ended up attending and I am so glad that I did. The experience and feedback were invaluable. I feel so much more confident and positive about my future pitches.”

Chau Saenz, Founder

“

The Scroobious Pitch Studios allow founders to get real feedback from real investors who have been there and done that. I highly recommend the Pitch Studio to any founder prior to raising, it preps them for the blind corners with real humans in a live session.

Nowfal Ebrahim, Investor



Community Congratulations

Over **300** founders came through the Scroobious platform in 2022.

Founders utilize our system in different ways including to refine their business plan, apply to accelerators, or raise funds from different capital sources. So many of our members found measurable success for their companies after utilizing our platform and personalized pitch feedback. Here are just some of the many successful stories.

“Crafting an articulate and effective pitch deck is most critical when you need to stand out amongst hundreds, if not thousands, of other applicants for top tier accelerators like the AWS Impact Accelerator, which I was accepted into. Scroobious was instrumental in helping me get my deck to where it is today.”

Karen Lee, Founder of Glou Beauty



“Scroobious helped us clarify our message and highlight all of the reasons we are the right team to build our company. The deck we worked on helped us get funding from Google!”

Pauline Roteta, Co-founder of Pasito



“Presenting a succinct narrative rooted in our compelling founder stories has been crucial for our conversations with investors, acceptance into, and participation in, competitive accelerators like Visible Hands. The Scroobious platform helped us with structure, wording, and in elevating our core value proposition for how we talk about our business and its future today.”

Anj Fayemi, Co-founder of Rivet



“Scroobious helped me hone my pitch. Recording my pitch helped me become confident when I did live pitches and ultimately helped me raise a successful pre-seed round.”

Alison Rogers Cove, Founder of USEFULL



More from Our Members



“Scroobious is an immensely beneficial educational resource for any new founder without prior pitch deck development or pitching experience. And it is a great platform for a virtual pitch with a personal touch.”

Aarabi Balasubramanian
Founder of EmTech Care Labs



“Scroobious makes the fundraising journey for new founders less scary and constructs the whole pitch process in a framework that is both an art and a science. They provide the tools to start, the platform to learn and connect with other founders, and the amazing community that continues to support and grow with each other.”

Divya Reddy, Co-founder of Pyrium

“I discovered Scroobious through the Zane Venture Fund and it was one of the best investments I have made. Being able to pitch to investors and get candid feedback, attending events that are impactful with lots of takeaways, and networking with other founders as been extremely valuable. They also connected me with a program that has led to mentorship and tremendous growth. Scroobious is truly the gift that keeps on giving.”

Christian Ross
Founder of Happy Talks



“There are always a ton of valuable resources being shared and I’m super grateful to be a part of the community. The support is awesome. Every founder should have a community like Scroobious to lean on.”

Roydon Jeffrey
Co-founder of ListedB



“Rather than being a one-off webinar about creating your pitch deck or getting in the mind of investors, Scroobious has a wraparound approach to supporting its members.”

Joan Kanner
Co-founder of Bottoms Up Bagels



Founder-Focused Partnerships



Silicon Valley Bank (SVB) sponsors accounts to support their current clients as well as reach new founders from underrepresented groups. We amplify reach through Scroobious promotion as well as co-branded events.



SVB is deeply committed to supporting underrepresented founders in the innovation economy. Our partnership with Scroobious has been fundamental to our ecosystem strategy whether it is account sponsorship, as a thought partner, our monthly fundraising workshops, and more. We could not be serving our customers in the best way without Scroobious. The Scroobious team holistically elevates our founders so they are prepared for their next phase of growth.

Jesse Bardo

Managing Director of Founder Success



In Scroobious, Morse has found a perfect partner to help further our mission of promoting cultural awareness and diversity both within our law firm and within the communities in which we practice law. Scroobious helps diverse founders overcome fundraising difficulties and plays an instrumental role in pushing Boston to live up to its reputation as a vibrant, world class tech ecosystem.

Scott Bleier

High Technology and
Venture Capital Lawyer



Morse, a New England legal firm, sponsors accounts for underrepresented founders in the region to support their diversity, equity, and inclusion efforts. They form relationships with the founders whose accounts they sponsor and they produce resource materials that live as evergreen content to the hundreds of founders on the Scroobious platform. Examples include “A Breakdown of SAFEs as an Investment Vehicle” and “An Overview of Due Diligence and Data Rooms.”

SCROOBIOUS

Join Us in 2023

Are you a founder considering PiP but want to chat briefly first?

[CLICK HERE](#)

Are you interested in potential sponsorship or collaboration to promote diversity in the startup ecosystem?

[CLICK HERE](#)

Curious where the name Scroobious comes from?

[CHECK OUT THIS SHORT VIDEO](#)

Notes on Data Collection

The data analyzed in this report is derived from three main sources:

Onboarding data submitted by founders when setting up a Scroobious account.

The Founder Update survey sent to all founders with Scroobious accounts at the end of the 2022 calendar year.

Pitch it Plan video lesson engagement data.

Key onboarding metrics analyzed include, but are not limited to:

Demographic, geographic, and company information at the time of onboarding, which includes revenue status, stage, founder origin stories, and others.

Responses to the following questions, among others, were highlighted:

“What is your biggest business challenge?”

“What is your area of desired support?”

“What is your pitch deck comfort level?”

“What is your pitch presentation comfort level?”