

magic sauce

PRE-SEED PITCH

Learn, Launch, Grow

Start-up Education, Data, Due Diligence and Deal Flow in one hub



Course Map

Starter Template Link and Hack Pack

+ Starter Template, Links & Hack P...

+ Useful Stuff we recommend and ...

Bootstrapping

+ Bootstrapping

Investor Links and Links

+ Investor Lists

WHY?

Because we knew it could be better. More diversity, better deal flow for investors, better access to investment for underestimated founders.

We're ecosystem nerds. We've mentored on a number of programmes and through a previous accelerator, helped startups raise over £50m to date with 4 at Series A stage (and counting).

Our v1 got to 4 figure revenues to prove concept, that's now been turned off as we onboard our first 200 users. We've raised over 30k so far and just looking for another 20k to iterate our platform.

FUNDING FOR UNDERESTIMATED FOUNDERS IS RUBBISH

Funding For Women-Founded Startups Drops Sharply

FUNDING / 8TH FEBRUARY 2024 / FIONN THOMPSON

The venture capital funding gap between female and male-founded technology companies was substantial in 2023, according to PitchBook.

In the U.S., technology companies with all-women founding teams secured \$3.2 billion from venture capital investors, compared to \$114.8 billion directed to all-male

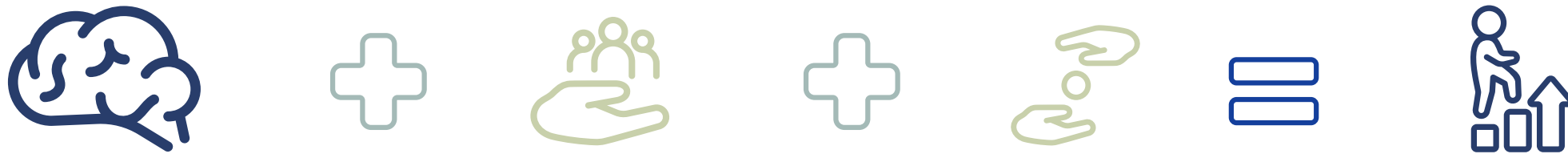
Pervasive societal inequity in the United States is strikingly evident in the start-up world. In 2022, Black and Latino^[1] founders received only 1 percent and 1.5 percent respectively of total US venture capital (VC) funding.^[2] Women-founded teams received 1.9 percent of VC funds, and only 0.1 percent of VC funds went to Black and Latino women founders.^[3]

Our research into [the economic state of Latinos](#) and [Black Americans](#) suggests that in a parity scenario, Black- and Latino-owned businesses would generate an additional \$1.6 trillion and \$2.3 trillion respectively, assuming Black- and Latino-owned business ownership matched their share of the population and their business revenues matched those of their peers.^[7]

VC-backed startups are still disproportionately run by men (89.3%) and white people (71.6%), as reported by [Diversity VC](#); however, founding teams with greater gender and ethnic diversity achieve [30 percent higher returns](#) for investors upon exit than their white male founder counterparts.

IT TAKES A VILLAGE TO RAISE A CHILD

and an ecosystem to build a startup



BUT

Founders find it hard to find the right support, at the right price and investors are swamped with unfiltered deal flow. *Underestimated founders feel the pinch the most with smaller opportunities to build the required networks and access the right support*



WHO'S MAKING THIS HAPPEN?

We have a “cast of thousands” as advisers who will help us integrate MagicSauce Online as a solution in emerging markets. We're active members of a number of communities of underestimated founders.



Boss dude - Kris Jones

Responsible for taking online subscription business from 30k-130k in 1 year - responsible for marketing, programme delivery & strategy - 25 years across sales, marketing, finance & startups - helped startups raise £50m in 4 years with Anji



Operational Raptor - Anji Gowing

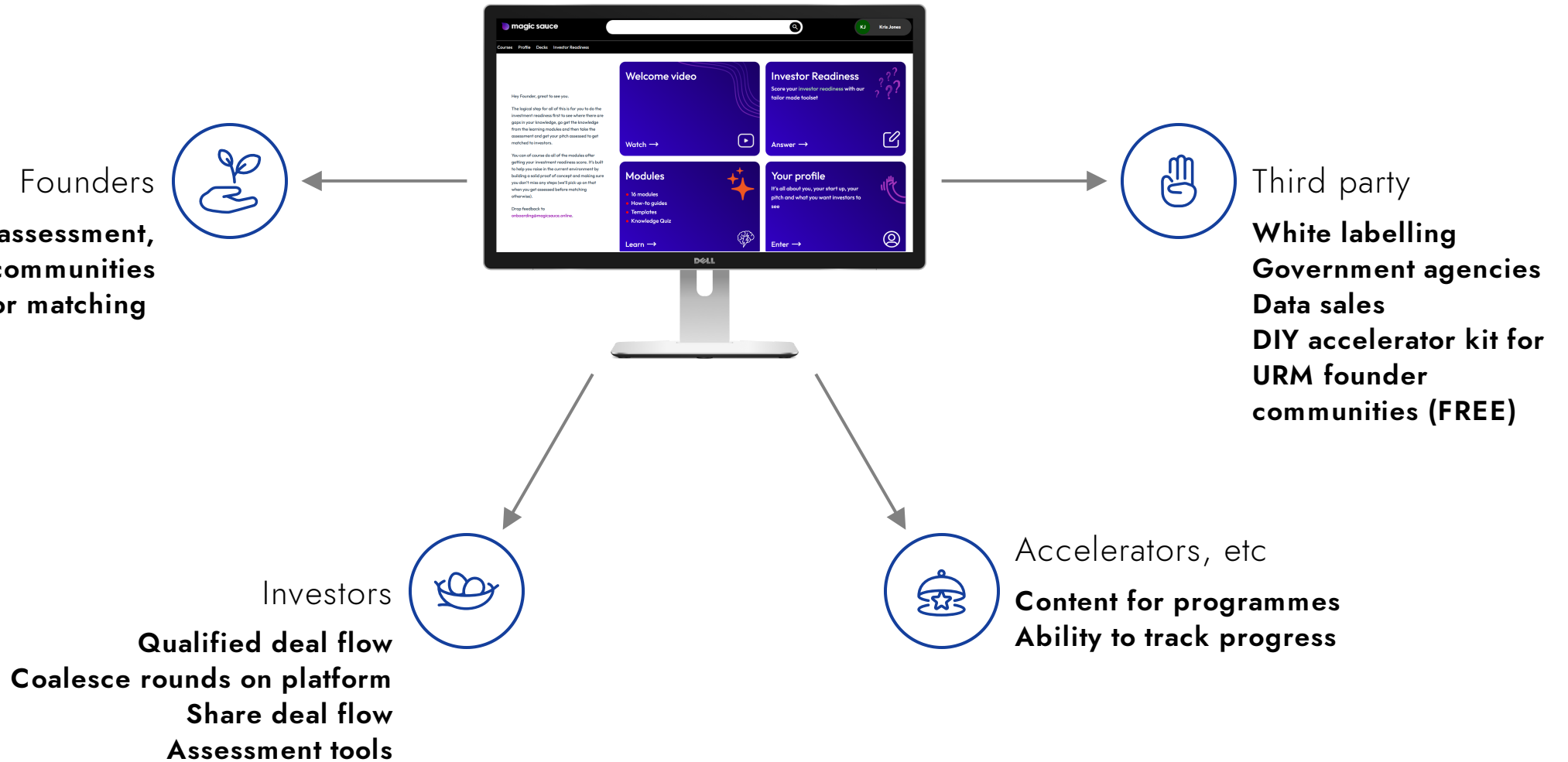
Process & People focused, looking at improving efficiencies & promoting culture, responsible for project assessment having been a director of a tech accelerator for 3 years - years in ops, awesome bullshit detector



UK based dev team
We've partnered with people we know well to develop the platform. They're doing this on an extra-curricular basis until our next funding round for equity

WHAT DOES IT DO FOR WHO?

While removing friction. At £25/month and a 2.5-5% success fee for all money raised via the platform, we're performance led on all sides



Our marketing is simple - we're the 3F's that most founders don't have

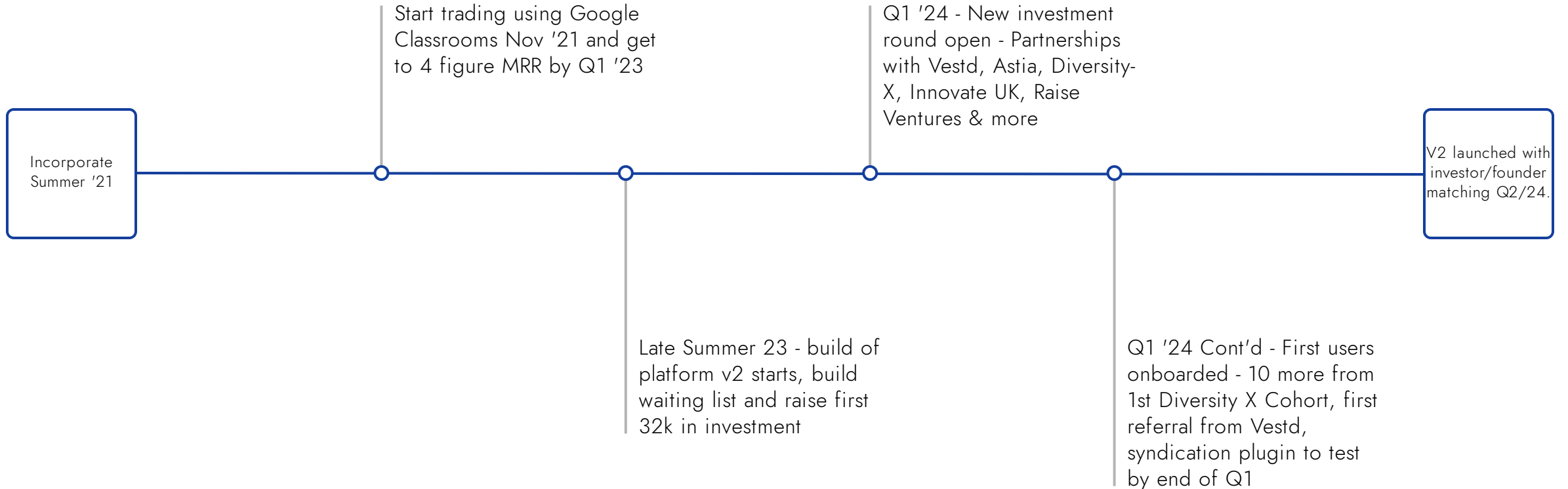
We engage with founders and investors through content and participation in communities (and we'll let word of mouth and social media amplification take care of the rest)

We've grown our wait list (currently being onboarded) to 200 organically through membership of communities of underestimated founders, and through amplifying our commitments, providing workshop materials and more.

Good partnerships help too!



















TRACTION TO DATE



HOW DO WE STACK UP AGAINST OTHERS?

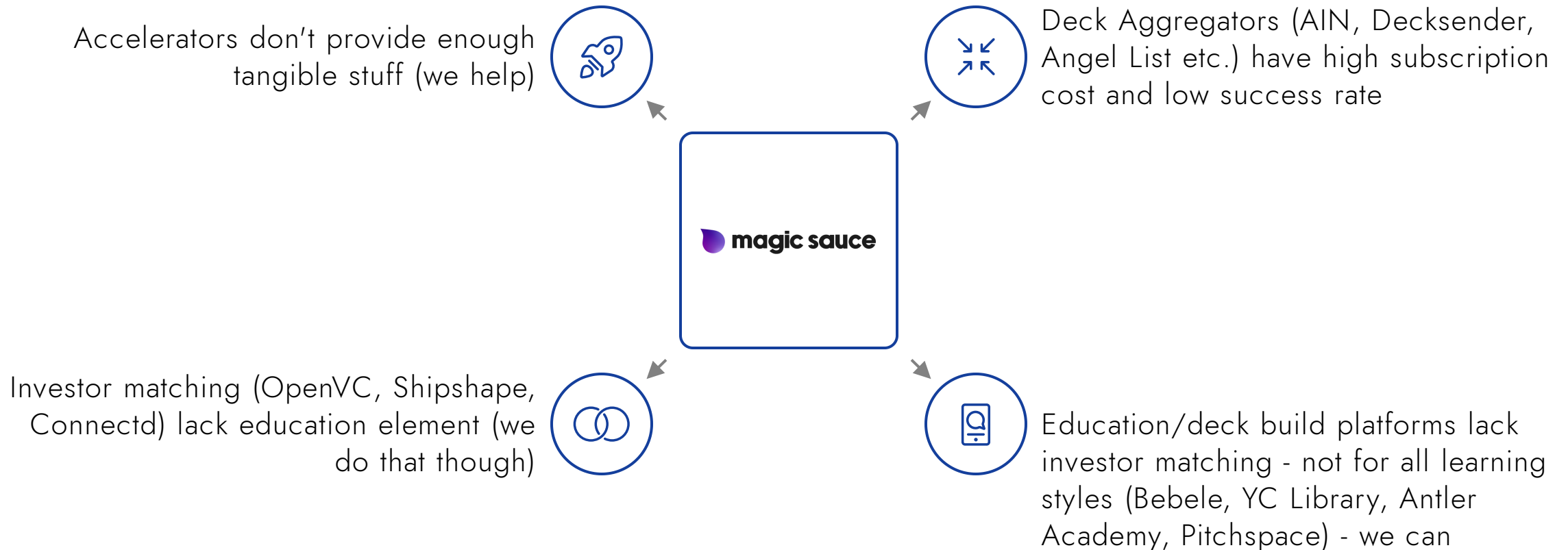
We're that option you'd take to get your passport faster. Low cost entry point, education on how to bootstrap and a clear path to investment for early stage founders. Foundertech is new, and we think we can carve our own niche.

The likes of Angel List are ahead but we're going to do it better and cheaper.

	Magic Sauce	N2	Bebele	Pilotround
Education				
Investor matching				
Discounts for Under-represented founders?				
Community				

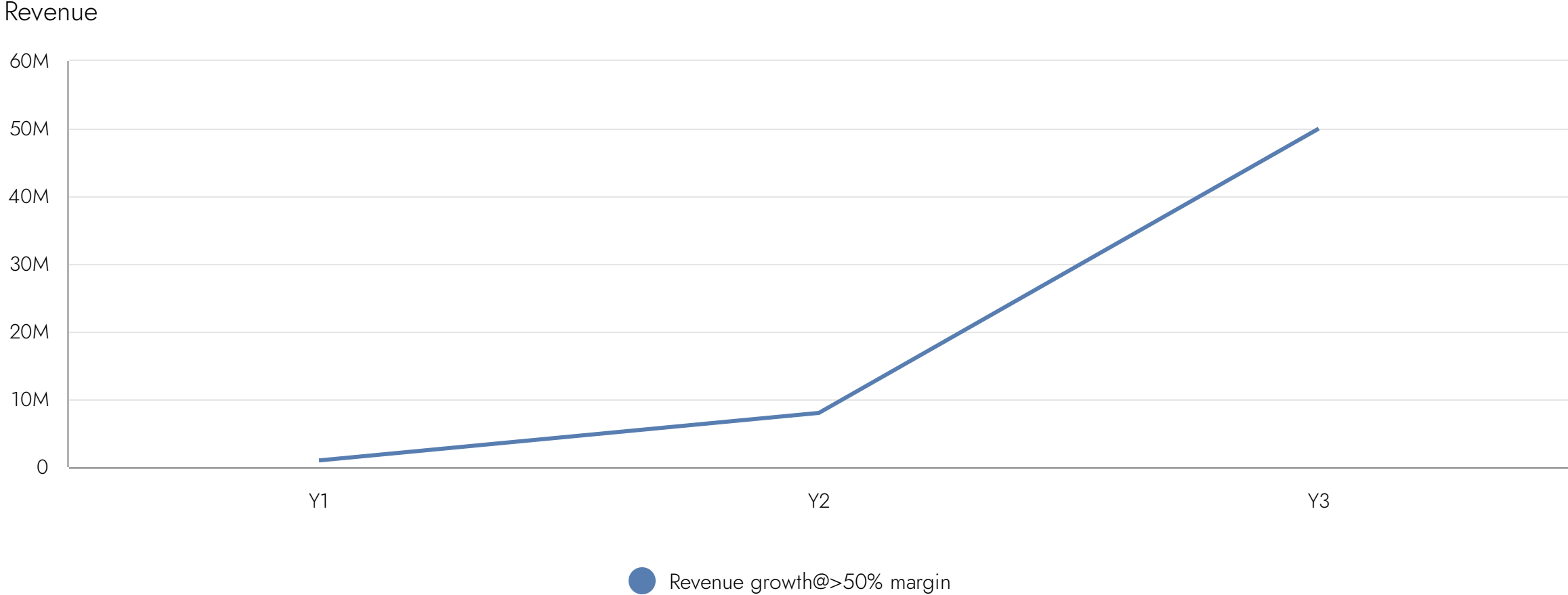
THE STATE OF THE MARKET

We'll be part of a \$16.5bn TAM that services startups (\$3.5bn SAM - US/UK from 1.5m startups). We work WITH other solutions as well as against those not delivering value to investors, founders and the ecosystem (deck aggregators).



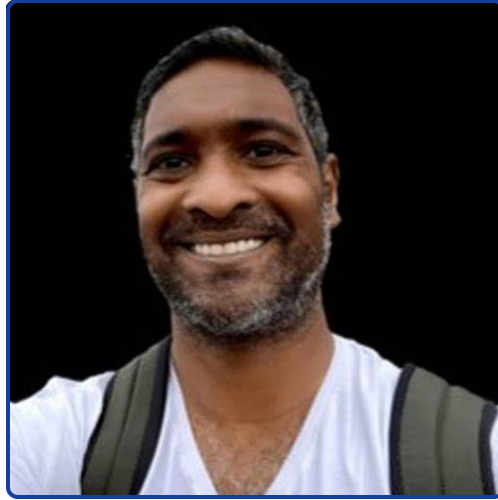
REVENUE FORECASTS

We're shooting for the moon. This is predicated on growing our user base from 1500 by end of Y1 to 80000 by end of Y3. We're piloting on 3 continents in Y1 and leveraging the diaspora to invest back into emerging nations.



COOL ADVISERS

These are our two key advisers
We also have customers & partners from communities & accelerators to legal firms, startup platforms and more



Kevin Withane

Kevin is the founder of Diversity X, a syndicate, community, and ecosystem focused on supporting URM founders. He is an independent non-executive director of various private companies and sits on the advisory board of startups. He hosts the Cocktail Leadership podcast.

For a day-job, Kevin is a purpose-led senior lawyer and ethics and compliance executive at a FTSE250 company.



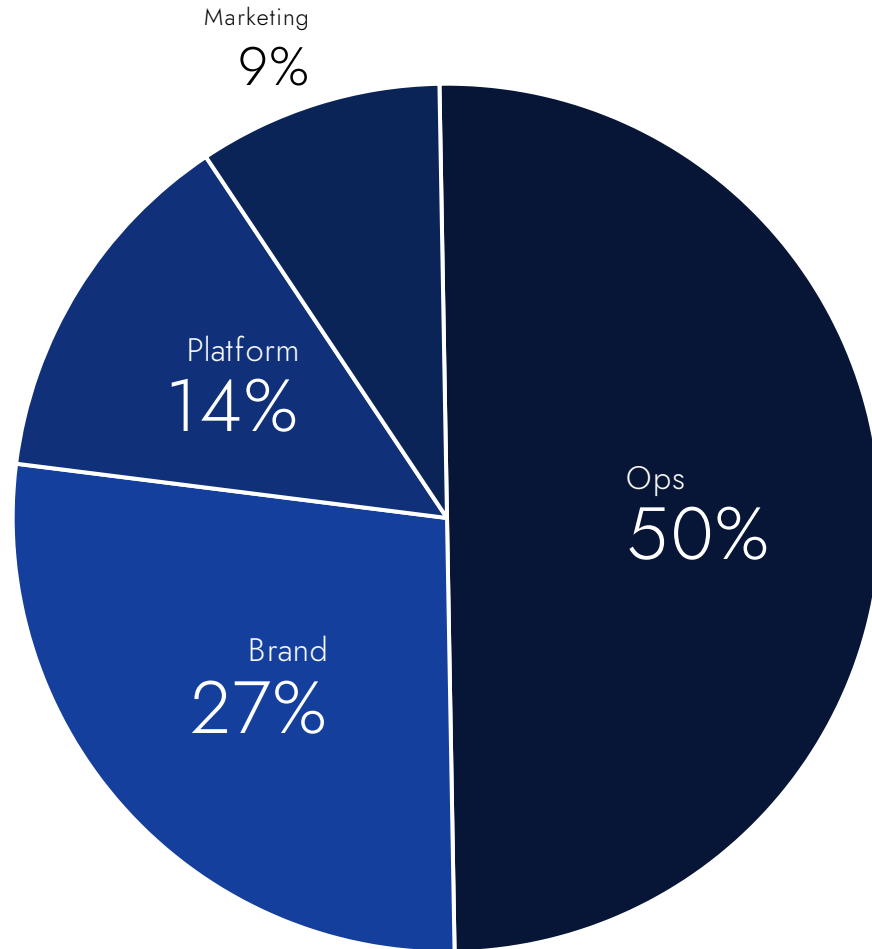
Farid Haque

Serial founder, Mentor for Techstars, Angel Investor and startup ecosystem geek. Farid is part of the investment team at Pre-Seed fund SystemaNova.vc.

Farid is a pro bono adviser with no economic interest in Magic Sauce (doing it just for the love of what we do).

THE ASK

Contact Kris Jones at
kris@magicsauce.online
+44 (0)7476411166
TO DISCUSS



£50K UNDER
SEIS/EIS
(32K
COMMITTED
ALREADY)

For launch, marketing & brand development - 33k
invested 1st round- helping us shoot for £1m revenue
in Y1 of v2