

Air4media Pilot v10 BETA | Select Company OWNER | All Sites | Laurent P Groult

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← **Startup Wizard** Save & Exit

Business Problem Market Product Traction Revenue Team The Ask

The Ask
What do you need from investors?

How much are you raising? * Round Type

Use of Funds
e.g. Product Development % %
[+ Add Category](#)

Total: 0%

Target Close Date

Existing Investors

← Previous [Generate My Investor Deck](#)

Deck Branding

Logo

[Upload](#) [AI Logo](#)

Brand Colors

Primary
Secondary
Accent

Deck Theme

Modern Dark
 Clean Light
 Bold Gradient
 Minimal

Preview

[Save Branding](#)

Startup Wizard

The Startup Wizard guides you through collecting all the information needed to generate a professional investor deck. Complete 8 focused steps at your own pace — your answers save automatically as you go.

Key Features

- **8-Step Guided Flow:** Covers every section investors want to see — from your business basics to your funding ask
- **Free Navigation:** Jump to any step at any time using the progress bar at the top — no need to complete steps in order
- **Auto-Save:** Your work saves automatically 3 seconds after you stop typing, and whenever you move between steps
- **Auto-Pull from CRM:** On the Traction, Revenue, and Team steps, click **Auto-Pull** to instantly import live data from your Pilot CRM
- **Deck Branding Sidebar:** Customize your investor deck's logo, brand colors (Primary, Secondary, Accent), and theme — with a live preview that updates as you make changes

- **AI Logo Generation:** Generate a professional logo using AI based on your company name and industry (uses 2 credits)
- **Generate Investor Deck:** Once required fields are filled, click **Generate My Investor Deck** on the final step

The 8 Steps

1. **Your Business** — Company name, tagline, industry, stage, founded date, website, and logo upload
2. **Problem & Solution** — The problem you solve, your solution (up to 1,500 characters each), and your unique value proposition
3. **Market** — Target customer and market size (TAM, SAM, SOM)
4. **Product** — Product description, up to 6 key features, demo URL, and product stage
5. **Traction & Metrics** — Current clients, pipeline, MRR, ARR, and growth rate
6. **Revenue Model** — Revenue type, customer LTV and CAC, current revenue, burn rate, and runway
7. **Team** — Founder bio and LinkedIn, team members with roles, and advisors
8. **The Ask** — Raise amount, round type (Pre-Seed, Seed, Series A, Bridge), use of funds breakdown, target close date, and existing investors

How to Use

1. Open the Startup Wizard from the Startup page
2. Fill in each step — required fields are marked with a red asterisk
3. On Steps 5, 6, and 7, click **Auto-Pull** to import data directly from your CRM
4. Use the **Deck Branding** sidebar to set your logo, brand colors, and deck theme — the preview updates live
5. Use the progress bar at the top to jump between steps at any time
6. Click **Save & Exit** at any time to return to the Startup page without losing progress
7. When ready, go to Step 8 and click **Generate My Investor Deck**

Tips

- **Required to generate:** Company name (Step 1), Problem statement, Solution statement (Step 2), and Founder name (Step 7) must be filled before generating
- **AI Logo:** Click **AI Logo** in the branding sidebar to generate a logo from your company name and industry — costs 2 credits

- **Deck Themes:** Choose from Modern Dark, Clean Light, Bold Gradient, or Minimal in the branding sidebar
- **Use of Funds:** The percentage tracker on Step 8 turns green when your allocations add up to exactly 100%
- **Logo:** Upload a JPG, PNG, SVG, or WebP file under 5MB from Step 1 or directly in the branding sidebar
- **Auto-Pull saves time:** If you already use Pilot for invoicing and client management, Auto-Pull can fill in traction and revenue data in one click