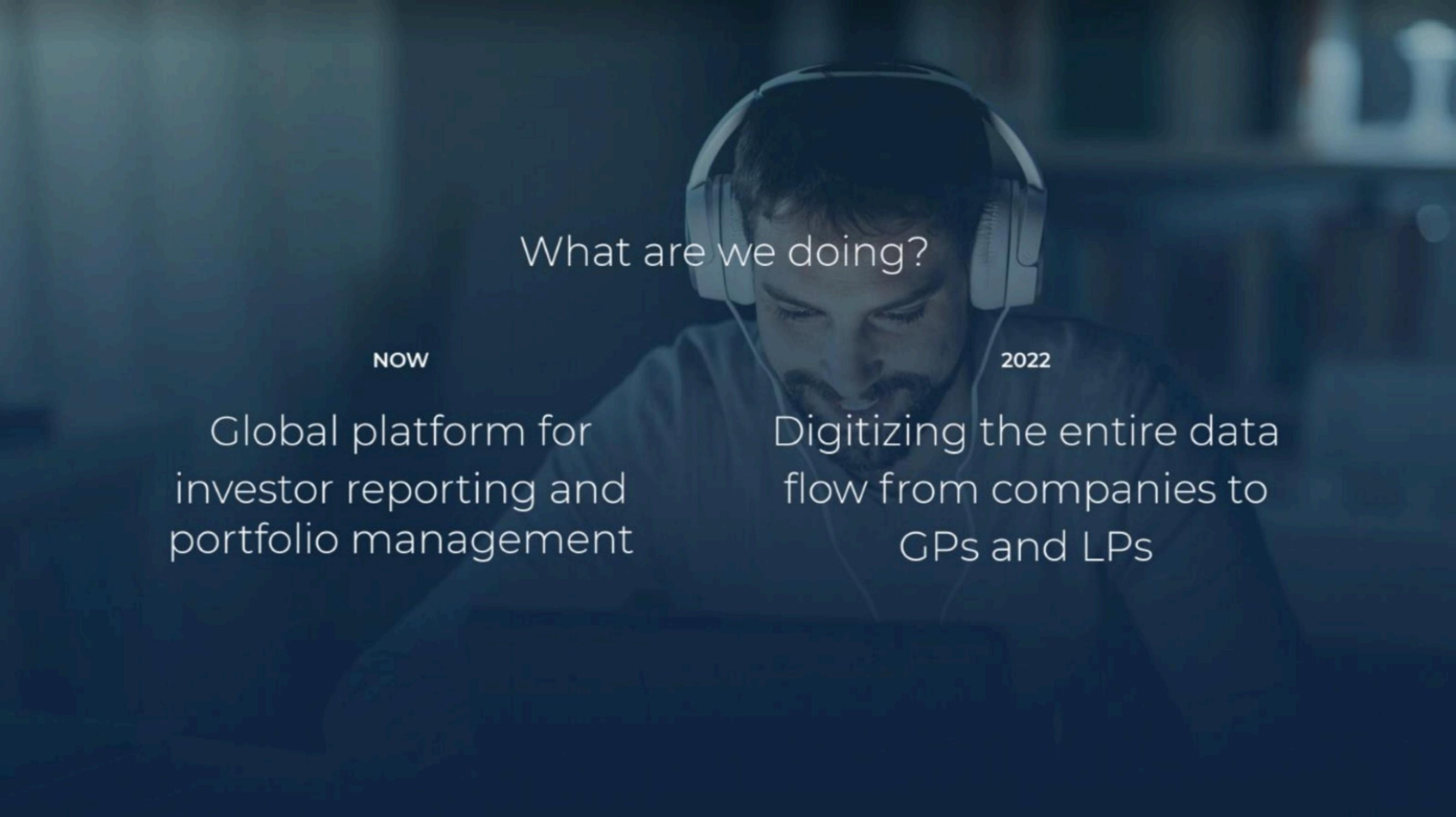




**RUNDIT.COM**



What are we doing?

**NOW**

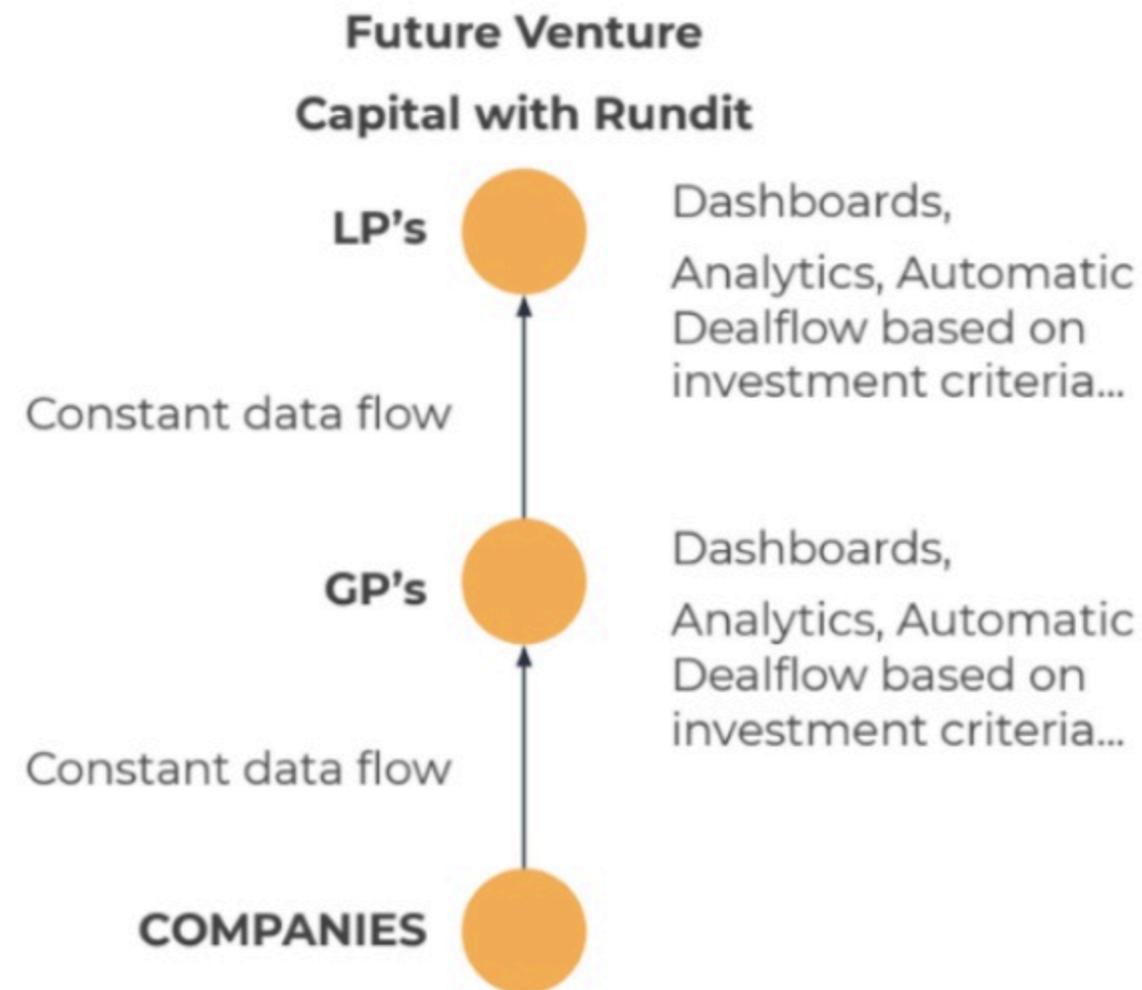
Global platform for  
investor reporting and  
portfolio management

**2022**

Digitizing the entire data  
flow from companies to  
GPs and LPs



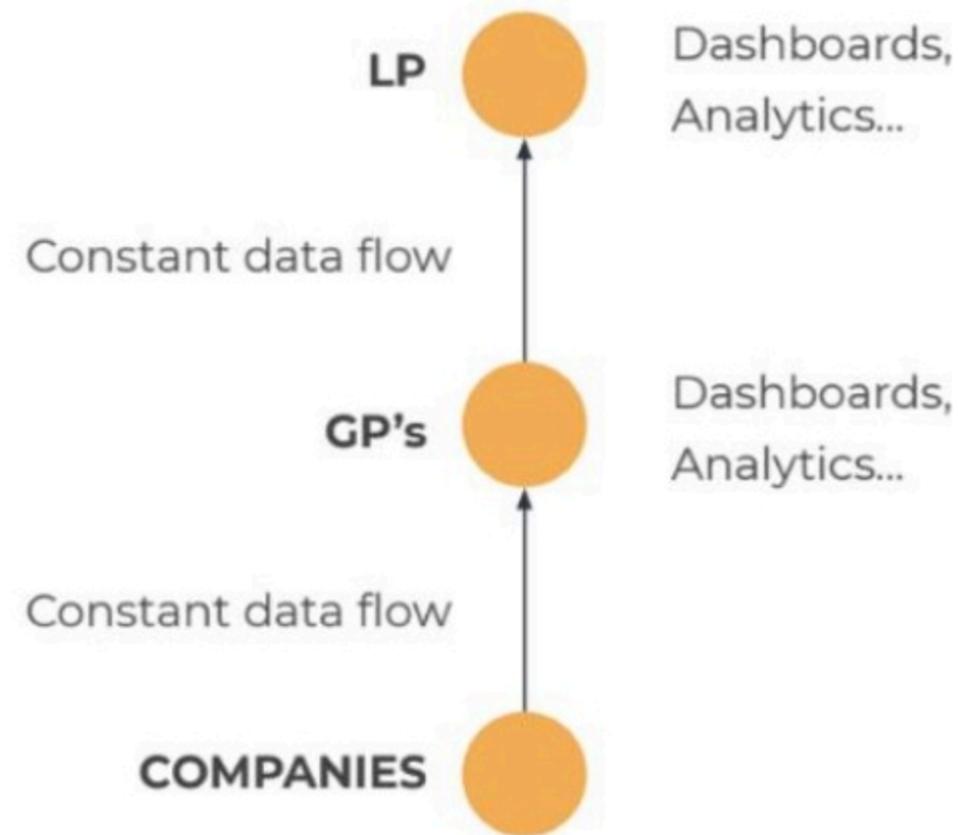
Investor reporting is a relic of the past when it was the only way to find out the performance of your investments.



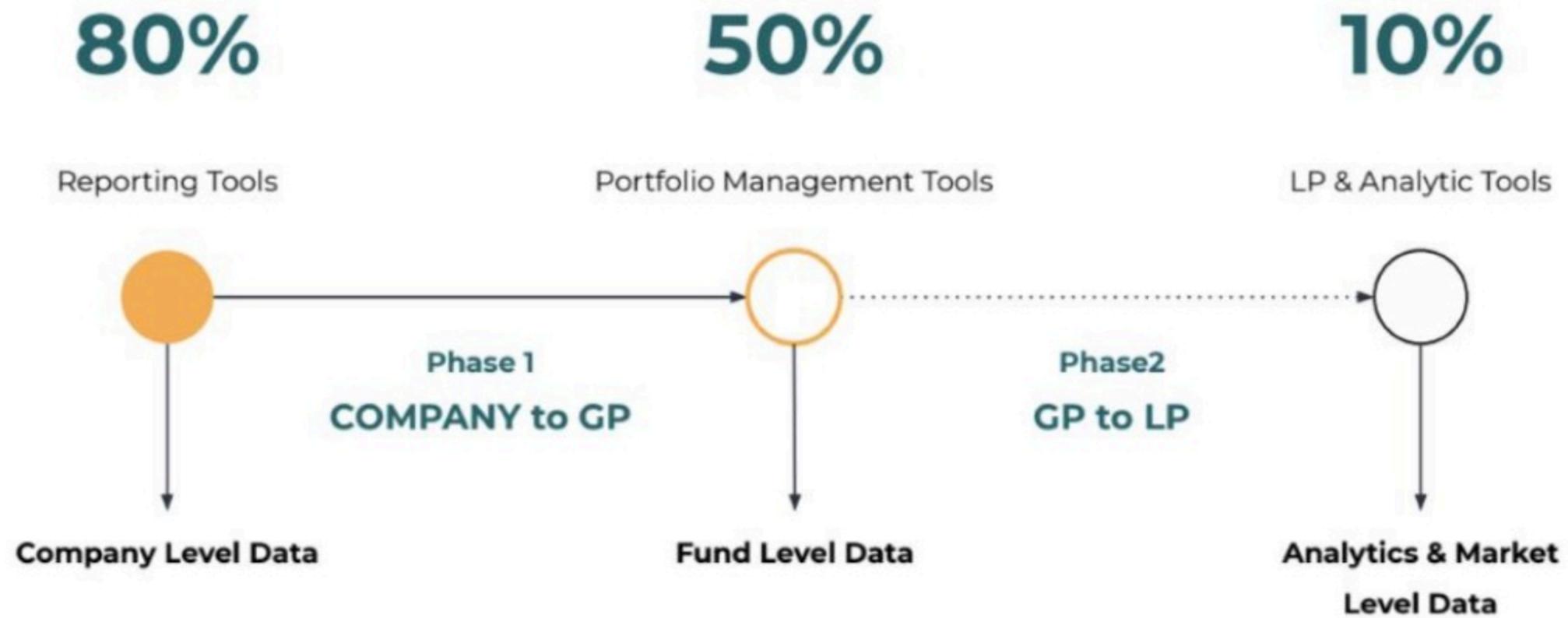
**Real time data - dashboards & analytics  
(No more reports)**

# Multiple Asset Classes for LPs

Real Estate, Fund of Fund, Alternative, Listed Stocks, etc.



# Current Progress



# What does Rundit offer at the moment?

## For GPs and angel investors

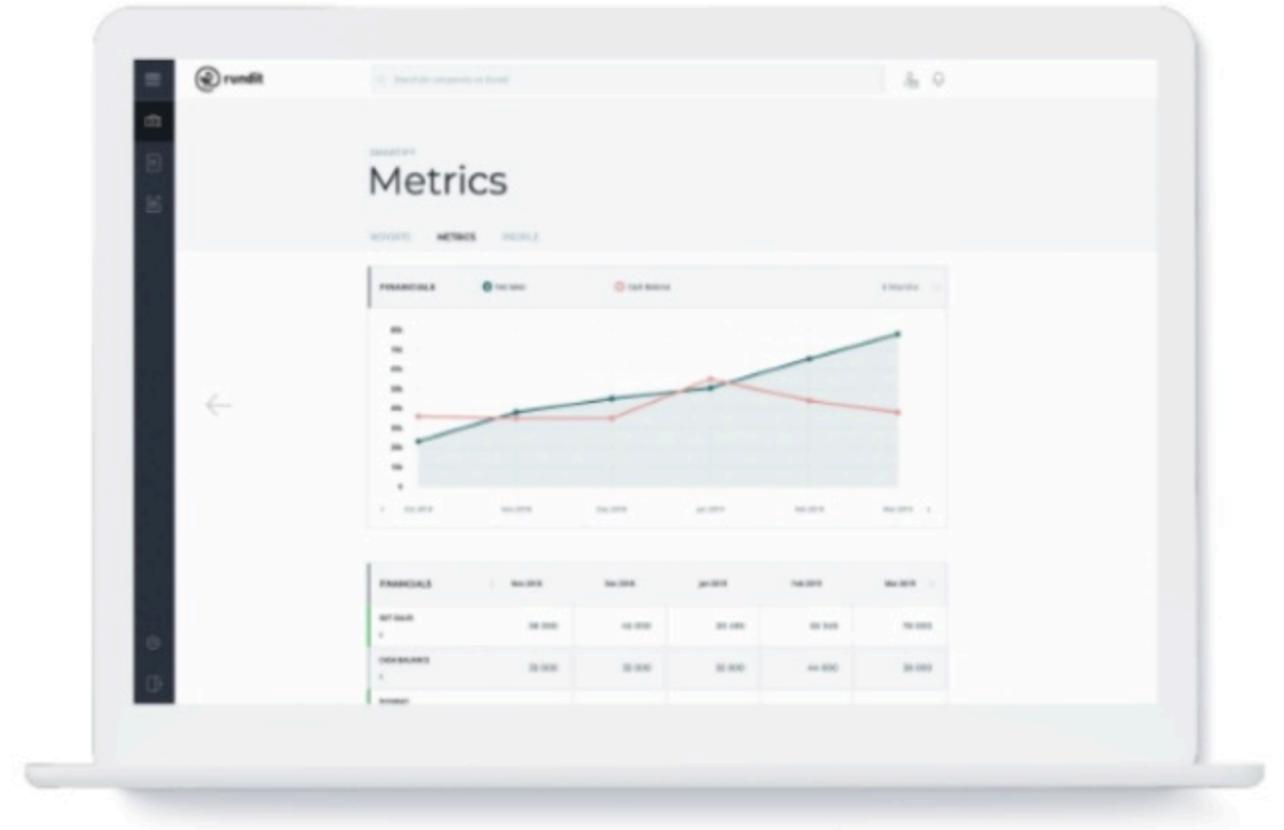
- **One platform** for all portfolio updates and metrics
- Sharing data with LPs (data export)
- Portfolio management
- Fund and portfolio overview dashboards

## For Companies

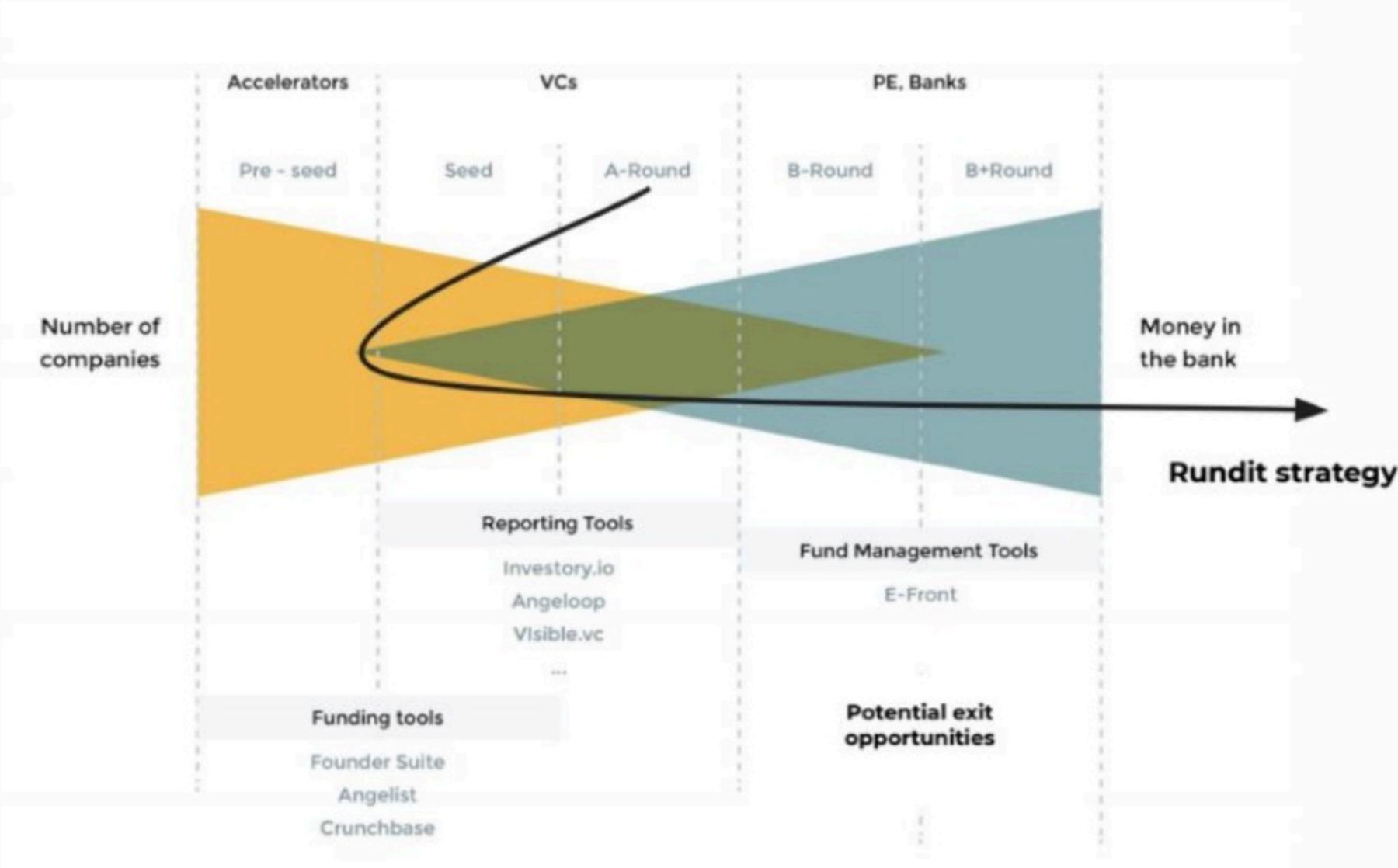
- **One platform** for sharing metrics and updates with all stakeholders
- **Simple and professional way of communicating** with all stakeholders  
( Default template is sufficient for most investors )
- Access to potential investors

## For the ecosystem

- **Standardization** of data sharing within startup ecosystem  
(Startup & Growth Companies, Venture Capitals, Angel investors, Accelerators, Corporate Venture Capital's, LP's, Public funding, Banks and coworking spaces. )



# Ecosystem positioning and strategy



1. VCs (Seed, Early Stage)
2. Large Accelerators
3. VCs (B+)
4. Fund Administrators
5. PE , Banks

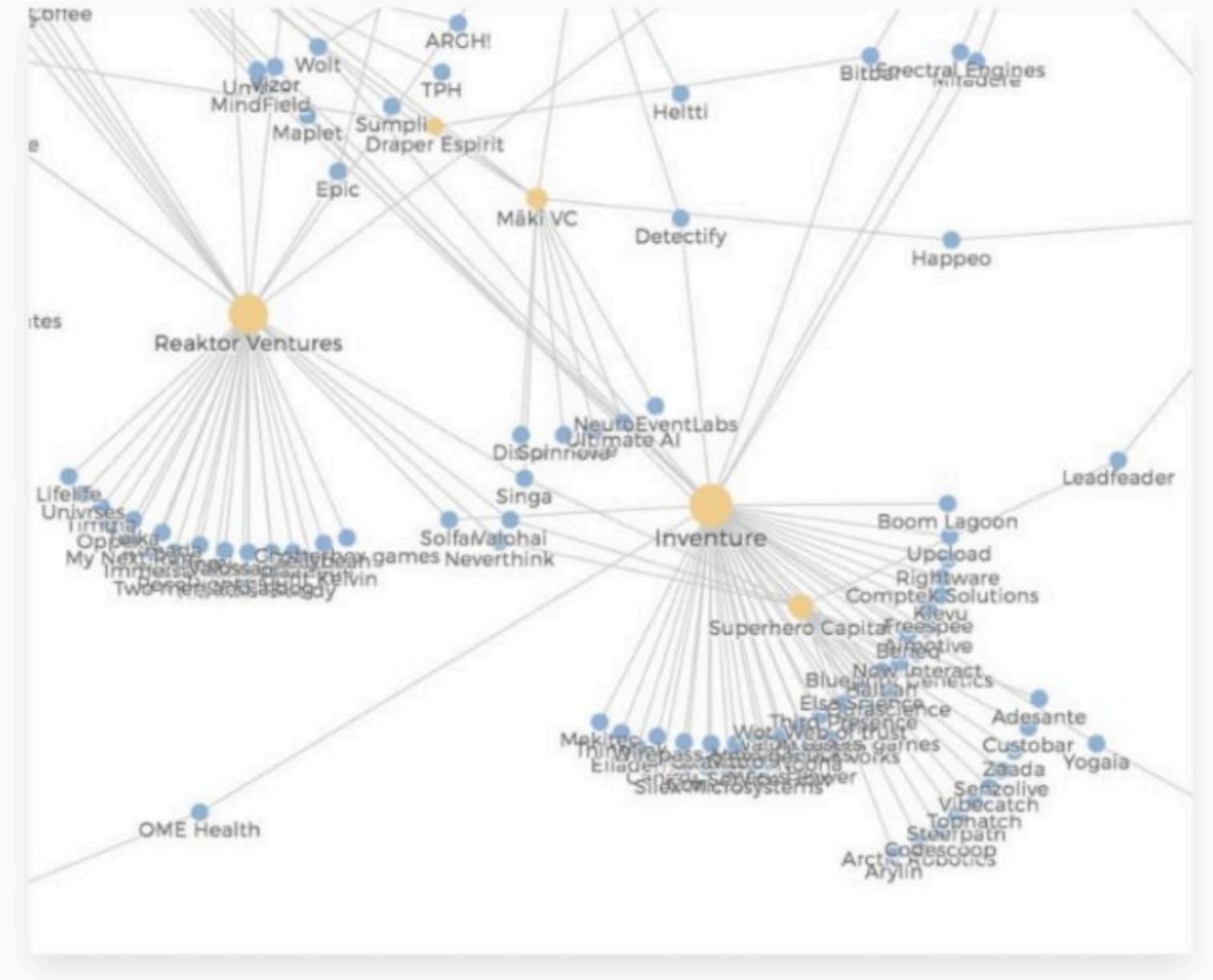
Rundit wants to start with small VCs (Pre-seed, seed and A round) since their needs are easier to achieve.

Once those markets are captured many of our company customers will reach A and B rounds.

## Go-to Market Strategy

Utilize a node-to-node strategy where users invite other users (i.e. Investor invites a portfolio company who invites their other users) thus resulting in **viral growth**.

1. Large VCs & Accelerators
2. Companies with Multiple VCs
3. Investors who have companies on the platform
4. Companies who have investors on the platform
5. Others



## Viral growth

1 VC



x 40 companies



x 10 investors



# Competition Positioning

## Company Focus

**Carrot tactics** - Give enough value for **companies** so they want to use the tool

.....

Angelloop

IncMind

Visible.vc

ReportAlly

Reportedly

Investory.io

Startup Disclosure (LTSE)

## Investor Focus

**Stick tactics** - Give enough value for **investors** so they force companies to use the tool

.....

**Rundit**

eFront

Investran

Fundrbird

Investory.io

Based on our research, we realized that **companies really don't like reporting** to their investors, therefore we don't believe that having focus on companies is the right approach.

We believe that we can **make investors to love our tool** and ask their portfolio companies to use it. That way, companies will more likely adopt a new tool in order to keep their investors happy.

# Phase 2 GPs to LPs

Rundit aims to remove the need for LP reporting. Instead we would like to offer real time view into the funds and underlying portfolio companies.

Compared to competitors, Rundit takes bottom up approach. What makes Rundit better is:

1. **Virality of the platform** (Investors invite companies and vice versa)
2. **Value for companies** to be there and input the data themselves
3. **Higher level of transparency** (LPs would be able to drill all the way into one specific portfolio company and their performance reports and KPIs - No BS)

## Phase 2 Main Competitors (Exit opportunities)

.....  
Investran (Acquired for 9B\$)

E-Front (Acquired for 1.5B\$)



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