

Investor Connect

Startup Chhattisgarh <> Eximius Ventures

Date: 15.02.2026

Time: 10:00 AM – 11:00 AM

Venue: Virtual (<https://meet.google.com/bpo-idrh-eya>)

Topic: How to Pitch to a VC

Speaker: Pearl Agarwal (CO-Founder and CEO Eximius Ventures)

Mr. Saurav

Organized by: Startup Chhattisgarh (Directorate of Industries)

Participants: List attached in annexure

Report:

The purpose of the meeting was to help founders understand the different sources of startup funding, their processes, and the practical pitching and validation best practices relevant for pre-seed and seed-stage startups. Pearl Agarwal explained the key differences and expectations among angel investors (typically ₹5–50 lakh), angel networks, micro-VCs like Eximius (₹50 lakh to ₹2–3 crore), seed/Series-stage VCs, and strategic/corporate investors. She also discussed the benefits of platforms that offer single-agreement structures or consolidated reporting, along with the limitations in terms of investor interaction.

The discussion then shifted to the essential elements of a strong pitch: defining the problem clearly, validating customers, establishing the “why now,” demonstrating competitive differentiation, and presenting a credible scale narrative. Using the Nykaa example, Pearl highlighted the importance of strong customer interviews and well-validated problem statements. She advised founders to explore multiple solution approaches, quantify traction and user spending/retention, and present a clear breakdown of how the funds will be used—for example, if raising ₹50 lakh, specify allocations for marketing, technology, infrastructure, legal, and operations.

Practical tips included keeping the pitch within 10–15 slides, avoiding jargon, tailoring the pitch based on research about the investor’s background, and preparing strong team-credibility points and clear answers for internal gatekeepers within VC firms.

1. Funding Types and Investor Categories

Pearl Agarwal explained the roles and typical ticket sizes of angel investors, angel networks, and micro-VCs. She highlighted that angels are often founder-linked, angel networks operate through a consolidated evaluation process, and micro-VCs follow a more refined and structured due-diligence approach.

Micro-VCs (pre-seed VCs) typically invest between ₹50 lakh and ₹2–3 crore, with a deeper and more rigorous investment process.

2. Process Advantages and Operational Efficiencies

The discussion covered how seed/Series-stage VCs and corporate or government investors differ in strategy and expectations. Pearl explained the operational benefits of single-agreement structures, consolidated reporting, and streamlined legal documentation, as well as the limitations these platforms may have in terms of founder–investor interaction.

Founders should review a VC's investment history from the past 3–4 months to understand their current thesis and preferred sectors.

3. Pitch Elements, Validation, and Market Timing

The core components of a strong founder pitch were explained in detail—problem as a pain-killer, customer validation, “why now,” competitive differentiation, and a credible scale narrative.

Using the Nykaa example, Pearl illustrated the importance of real customer interviews, authenticity, and a well-validated problem statement. She also recommended that founders study a VC's thesis and recent deals before pitching.

4. Importance of Problem Definition and Early Traction

Pearl emphasized that VCs primarily evaluate whether a real buyer exists and whether the founder deeply understands the problem. At the pre-seed stage, investor focus is more on the depth of the problem and buyer intent than on raw traction. She shared examples from test-prep and content-creation sectors to show that superficial problem statements don't convince investors—founders must quantify real pain points.

5. Multiple Solutions and Practical Scaling Examples

Pearl encouraged founders not to remain fixated on a single solution but to explore multiple approaches. Using real-world models—such as Zomato's dual strategy of delivery plus dark kitchens—she explained how founders should analyze their product from the lens of customer behavior, repeatability, and scalable models.

6. Pitch Structure, Vision, and Market-Sizing Guidance

Founders were advised to keep the pitch concise, with around 10 slides containing five clear points. Additional slides may be used for traction and user/funds-related information.

Pearl stressed that the 5-year vision should clearly address changes in technology, customer behavior, and regulation. Founders must show that the business is strong enough for them to confidently invest both their money and career. They should also present a realistic percentage of the addressable market.

7. Slide-Level Messaging and Story Crafting

Pearl explained how each slide should contain only three crisp points to ensure the narrative stays memorable. She urged founders to clearly explain how their product fits into an existing framework and to keep the messaging simple. The uniqueness of the story and the founder's conviction were emphasized.

8. Pitch Structure and Simplicity

Pearl gave recommendations on pitch length and structure: 10–15 slides maximum, each with a concise takeaway. She stressed that technology must be explained in very simple, accessible language so that both VCs and customers can understand it.

9. Highlighting Traction, Metrics, and Retention

The discussion emphasized the importance of traction metrics, user spending behavior, and retention data. Investors look for evidence-backed metrics, and retention is especially critical. Traction and user metrics should be shown with proof, including user spending patterns and retention numbers.

10. Fund Use and Revenue Projection Breakdown

When founders request a specific amount of funding, they must clearly explain how it will be allocated—across sales, product, infrastructure, legal, etc.—and what revenue it is expected to generate. Pearl illustrated this with an example explaining how a ₹50 lakh investment should be mapped to revenue impact and marketing ROI.

11. Investor Interaction and Time-Boxed Pitches

The importance of a strong 1–2 minute elevator pitch for short interactions was highlighted. Founders were advised to craft a clear, compelling one-liner for networking events and to avoid jargon. Using simple, relatable language helps investors understand the product quickly.

12. Pitch-Building Process and Founder Preparation

Pearl recommended that founders build their pitch themselves. While AI tools can assist, founders should not outsource the pitch entirely. The deck should be refined over multiple iterations and founders must have mastery over all numbers. She also suggested a breakdown-based approach to market sizing to justify the TAM/SAM/SOM logic.

Pictures:



P Pearl Agarwal (Presenting)

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How to Pitch Your Startup to a VC

A practical guide for first-time founders navigating the fundraising journey.

Presented by: Eximius Ventures x Govt. of Chhattisgarh Mentorship Program

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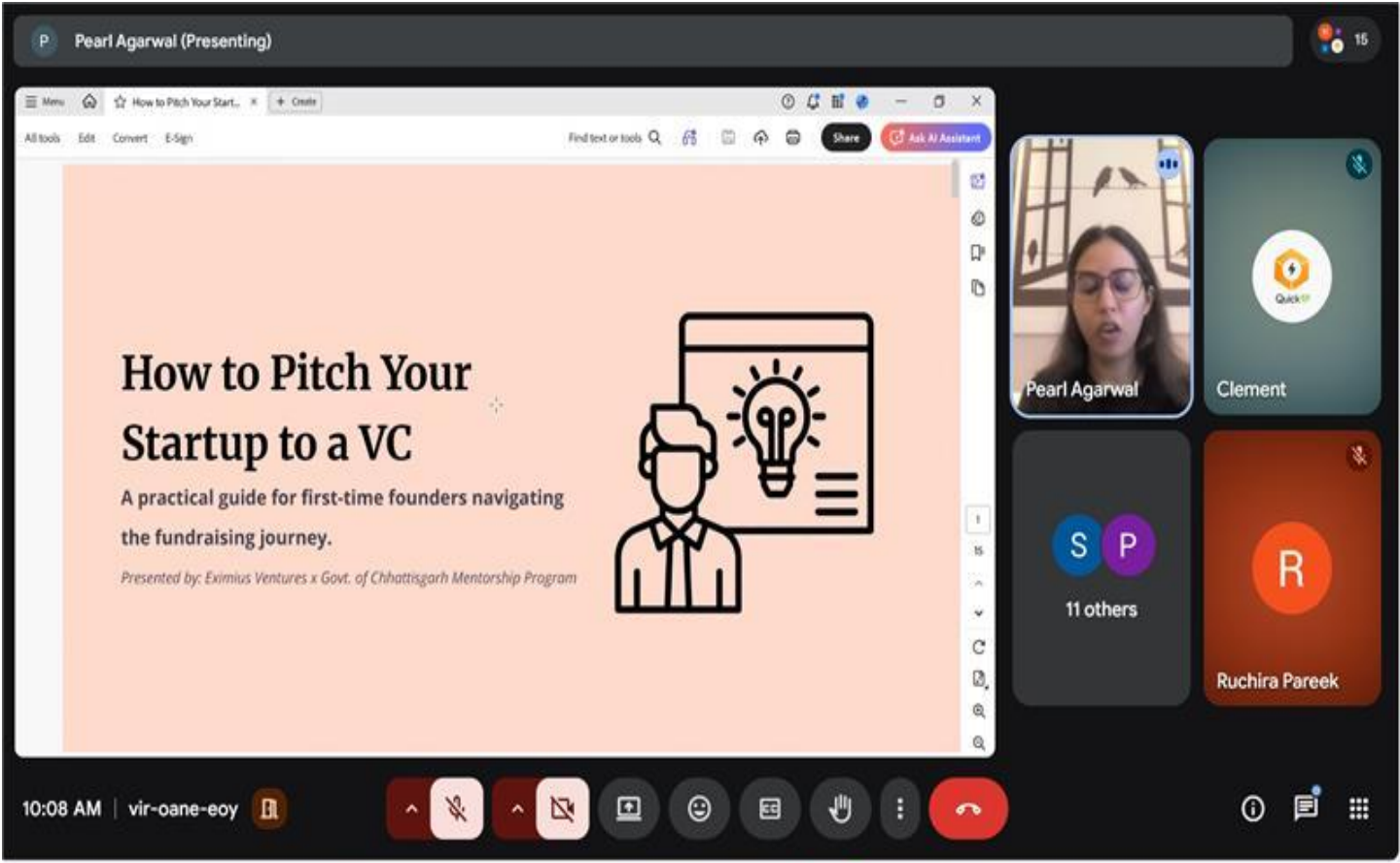
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ANNEXURE 1:**Attendance Sheet:**

Sl.No.	Name Of Entity	Name of Founder/Representative	Founder/Representative Email ID	Founder/Representative Contact Number
1	Goodbye monotony ventures private limited	Abhilash shrivastava	abhilash@myadda.co.in	9.81E+09
2	Dozert tech private limited	Prakash dev	dozert24@gmail.com	9.12E+09
3	Purusharth organic & natural science private limited	Vikram dewanga	purusharthcg@gmail.com	9.71E+09
4	Vayamone technologies private limited	Jaydeep rusia	jaydeeprusia@gmail.com	7.99E+09
5	Zestavia food and beverages private limited	Vishal rajhans	zestavia@gmail.com	9.43E+09
6	Lairak ai telematic private limited	Amit patel	chalbo.co.in@gmail.com	8.96E+09
7	Arc ventures	Rujhan jaiswal	rujhan.borntowin@gmail.com	7.98E+09
8	Atmik bhara t engineering llp	Sazal malhotra	info@atmikbharat.com	7.35E+09
9	Quickdoot private limited	Clement samuel	dootpvtltd@gmail.com	8.64E+09
10	Veepee impex	Vaibhav	bankavaibhav16@gmail.com	7.88E+09
11	Agrofab sustainable private limited	Karan chandrakar	chandra.karan23@gmail.com	9.11E+09
12	Aureolotus private limited	Vinita deewan	diwan.vineeta@gmail.com	9.34E+09
13	Yummy yum food products private limited	Ritik agrawal	ritik486@gmail.com	9.11E+09
14	Saanvi eco biofiber private limited	Priyanka singh	priyanka.singh@spgriger.in	9.1E+09
15	Reelon air private limited	Abhishek singh	as764747@gmail.com	8.84E+09
16	Grainkart private limited	Sanskar tayal	sanskartayal12@gmail.com	7.72E+09
17	Aayunex	Ayush joshi	working.aayunexinnovations@gmail.com	9.98E+09
18	Sarwamangala	Gyan lath	info@sarwafood.com	9.99E+09
19	Shambhavi eco solutions private ltd	Pallavi chandel	pallavi@untrash.in	9.87E+09
20	Brando	Sanat sankirtan	buzz@brando.buzz	9.77E+09

