



STARTUP ALCHEMY™

CREATED BY YEHOSHUA 'SHU' ELIOVSON

WHAT IS STARTUP ALCHEMY™?

Just as the ancient art of alchemy transformed basic metals into gold, Startup Alchemy is a formula that transforms startups from their basic state into investor gold. That is, the process of Startup Alchemy reveals the highest value of a startup, in a transparent manner that readily onboards investors, customers and global partners.

The science and methods of Startup Alchemy have been proven through the success of many unicorn startups, resulting in capital raises surpassing \$600M dollars.

"Shu was instrumental in helping us secure funding & customers. His deep understanding of the investor mindset allowed us to tell our story in a way that resonated to our audience. Two rounds and \$25M later, Shu's wisdom continues to guide us as we innovate and expand into new markets."

Orr Inbar, CEO & Co-Founder



QUANTHEALTH

See the door,
Open the door,
Close the deal.

STARTUP ALCHEMY™ IS BUILT UPON 7 PILLARS, TAUGHT OVER 10 WEEKS

PILLAR I: STARTUP FUNDAMENTALS

- We are all in the same business
- Why you exist – the evidence-based SVP (Strategic Value Proposition)
- The most valuable time in the room
- The three company pillars
- The two football teams, and who gets funded
- The survival-race across the desert, and why startups fail
- Not all startups are VC plays

PILLAR II: THE INVESTOR'S HANDSHAKE (UNDERSTANDING THE DEAL)

- Three types of onboarding
- The professional gambler
- Pistons & Printing
- Dispelling the myth of investor passion
- Masters of Free Will

PILLAR III: WHAT DEFINES AN INVESTMENT OPPORTUNITY?

- It's a Money Story
- The three 'U's: Urgent, Unmet, Unfair
- A C-Level is going to lose his or her job
- Bleed & Greed
- Claim/safe/proven
- The Investor's Decision-Making Formula



"Work with Shu, and you will get a great, tactical advantage for your startup. Startup Alchemy sharpened my thinking and brought a new angle to our story. If you wish to refurnish your story while making it sharp and accurate, then Startup Alchemy is the method you should choose."

Aviv Shapira, CEO & Founder

XTEND

"The work we did with Shu was tremendously successful. The pitch is a knockout, and I rarely see anyone not getting the point after the first five minutes. Startup founders will reap the most benefits from using Startup Alchemy - the sooner the better."

Asaf Shiloni, CEO & Founder

XOLTAR

117 bpm

PILLAR IV: THE FOUNDATIONS OF DEAL-MAKING

- The Conditional Yes
- Onboarding an Advocate
- The persuasive power of Memory: Belief & Confidence
- Creating Mental Memories, Theme-building
- ABC's, Songwriting, & The three chorus lines

PILLAR V: ADVANCED PSYCHOLOGY IN INVESTOR ONBOARDING

- The god-seat & 'Beauty & the Beast'
- The two forms of Anticipation, mental inertia, & the age of MDMA
- 30-second elevator pitch, & 30-second elevator slides
- Bookend Charisma: The two most underleveraged slides
- Spilling the wine
- The Yes Funnel
- Funding the Fog
- You are a babysitter
- Signals, safety & the curse of imprecision
- Pizza-pie storytelling

PILLAR VI: DECODING THE MARKET

- Who is going to pay you the most money, in the shortest amount of time?
- The Three Truths: You, the media, and the data
- The Market Solutions Landscape
- Yesterday, Today, Tomorrow
- TAM, SAM, SOM for dummies

PILLAR VII: STRATEGIC STORYTELLING: TELLING THE MONEY STORY

- How many slides? (as many as you need)
- The three chapters
- Funnel-Points
- Threading the Needle
- Decoding your startup valuation
- You only deserve what you know how to spend (Spending Precision)
- Alchemy Deck Examples



YEHOSHUA 'SHU' ELIOVSON

IS A STARTUP ALCHEMIST, ADVISING CEOS & FOUNDERS ON CAPITAL RAISING, MARKET STRATEGY, GLOBAL GROWTH, CUSTOMER ONBOARDING, & STRATEGIC STORYTELLING.

THE SCIENCE & METHODS OF STARTUP ALCHEMY, WHICH YEHOSHUA DEVELOPED OVER A 30-YEAR CAREER, HAVE RESULTED IN OVER \$600M IN SUCCESSFUL CAPITAL RAISES FOR THE COMPANIES SHU ADVISES, & FIVE EXITS OF HIS OWN.

YEHOSHUA IS A PIONEER OF THE EARLY WEB, HAVING LED IN THE CREATION OF SEVERAL FOUNDATIONAL TECHNOLOGIES. FROM 2018-2021 SHU BUILT AND DIRECTED THE STRATEGIC STORYTELLING & INVESTOR READINESS PRACTICE AT DELOITTE.

YEHOSHUA IS MARRIED TO HILA, AND IS THE PROUD FATHER OF 5 CHILDREN AND 1 GRANDCHILD. HE LIVES IN THE VILLAGE OF PARDES CHANA IN ISRAEL.



SHU@STARTUPALCHEMY.VC