

Unlock Your Investor Pitch Potential  
INCREASE CHANCE TO

LORETA

# Secure Funding

Even if you've stumbled through pitches  
before and lost all the confidence in the world.

You have heard it a thousand times – STORIES SELL. It's almost become a cliché in the marketing industry. Yet, as a technical founder, you freeze up the moment you hear the word "Story".



While people retain only  
**5% to 10%\*** of information  
presented as dry statistics,  
they remember an astounding

## 65% to 70%

When that information is conveyed through a story

\*Source: London School of Business

If after your pitch  
YOU REALIZE THAT

- You cannot articulate your own company story
- Your presentation deck lacks visual appeal and is dry and confusing
- You are unable to communicate the message clearly and succinctly
- Your founder presence lacks authority and confidence
- You keep getting rejections

Then it might be time to recalibrate  
both **YOUR PITCH DECK** and  
**YOUR FOUNDER PRESENCE!**

Your story, executive presence, and clear communication aren't just presentation elements. THEY are pivotal factors that can either build barriers or UNLOCK opportunities in your company journey.

## WHEN YOUR PITCH RESONATES

- Investor confidence in you as a leader grows
- Chance of getting capital infusion to accelerate growth increases
- Investor engagement to learn more about your company and business improves
- Investors become your ambassadors within their network
- You are invited to engage in follow-up meetings to further validate your business

## WHEN YOUR PITCH FALLS FLAT

- Your leadership reputation causes doubt and uncertainty
- You miss opportunities for business growth and miss a lot of money on the table
- Investors are confused about your business and unable to provide valuable insights
- You lose potential to be introduced to other high-value opportunities and partnerships
- The door to further clarify your message and business model is closed

## Exclusive Offer Millenia Ventures Startup Founders

**In 8 hours\* of 1:1 time with me, you will be able to:**

- Uncover your startup story and learn how to tell it effectively, empowering you with assurance that your vision resonates and connects.
- Enhance your founder stage/pitch presence, boosting your confidence to command attention and respect.
- Gain understanding how to optimize your pitch deck so you are proud to visually and clearly captivate investors' attention.

\*Sessions can be split into two 4h virtual sessions each

## Bonus:

**When you join the program,  
you will also receive 2 additional resources:**

- Top 10 Pitch Deck Pitfalls **\$X**
- Top 10 Ideas How to Elevate Your Founder Presence **\$X**

**Total Value: \$X**

Limited time offer:

For the first 10 founders in Seed and/or Series A/B,  
this offer is only **\$X**

**Secure your discovery call [here](#)**

## Process:

1. During our discovery call we will assess if you are the right fit for the program.
2. Once we do that, the next step will be to make the payment and schedule you for one full day or 2 individual days of virtual coaching meetings.
3. I will need your current pitch deck, which you can email to me before our discovery call at [loreta@loreta.today](mailto:loreta@loreta.today)

# Testimonials

"Loreta is a creative genius. She thinks about things the rest of us overlook. She leads her teams to deliver professional, creative solutions that make her client groups look amazing! Loreta's business savvy is complemented by her creative problem-solving, mastery of storytelling and attention to detail that rivals that of most attorneys!"

TIFFANY SCURRY

"This woman is a true powerhouse. Loreta genuinely "gets it". She is talented, real, uber accountable and most importantly, a master at helping leaders align People, Process and Presence to achieve more Visibility, Authority, and Impact.... which is a real competitive edge in this crowded marketplace. Working with Loreta is probably one of the most powerful decisions you will have made all year! Thank you, Loreta for who you are, for your genius and for your generosity. You do make a huge difference."

ISABELLE MERCIER-TURCOTTE

"Loreta is a phenomenal digital communications expert, storyteller, and a director. On countless times, she has made a mundane corporate communication piece look genuinely interesting, extremely well crafted, and appealing to the audience. I have used her abilities to frame the story in tough and happy times to get my message across."

SIVA SIVARAM

"Loreta is one of those rare individuals who can see the big picture while also being detail-oriented. She is a creative storyteller who understands how to fit things into a larger, strategic narrative. She is very driven and proactive. Above all, Loreta is a great person to work with and doesn't let efficiency get in the way of being friendly and easy going overall."

MIKE WONG



## About Me

I'm Loreta and I'm a catalyst for transformative presence change. I bring over 20 years of experience in broadcast journalism, video storytelling, and corporate communications and marketing. I've worked with more than 100 executives, founders and business owners and helped them become better communicators via video, on stage and during presentations.

My unique Real Relating Lens™ method is a way for me to help unlock the impact and realness in a person and/or a company. My approach is rooted in genuine connection, insightful questioning and curiosity to help uncover the hidden core of your story. In addition, I know that it's not only just about what you say, but how you say it – it's an overall authority and impression that you make when you deliver your message. I help company founders and executives ensure that their Presence resonates with their audiences and their story is clear and visually appealing.

I'm here to guide and support, to ask the right questions and to help you elevate your Presence.