

# The Founder of a \$1.7 Billion Startup Says Carmine Gallo's "The Presentation Secrets of Steve Jobs" Taught Him How to Build a Winning Pitch

Founders are always certain that they have the next big idea. Communicating that certainty, however, requires more than just passion. Henry Ward found a book that helped him gain the skills to raise \$448 million from investors like Andreessen Horowitz and Lightspeed Venture Partners.

Ward is the founder and CEO of [Carta](#), a company that helps with equity and ownership management. He raised [\\$300 million in series E](#) funding this year, and Carta is [currently valued at \\$1.7 billion](#).

In a recent [webinar](#) with Business Insider's Shana Lebowitz, Ward explained that the key to presenting a pitch deck, demo script, or anything related to communicating material in front of an audience, is crafting a narrative.

"Figuring out how to clearly, cleanly, simply, and concisely articulate what you're trying to do may be your most important job," Ward said, if you're the founder of a company.

Ward estimates that he pitches Carta 12 to 15 times a week in one way or another. He uses it in everything from fundraising to recruiting, and pitches to investors, executives, and new hires.

Yet crafting a digestible, compelling story that people remember requires skill.

When Ward was working on his series A deck, he hand-wrote his presentation as a script, memorized it, and practiced it over and over. That effort yielded a [\\$7 million series A](#). He's based his technique on the book [The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience](#).

A top VC expressed a similar recommendation. [Bill Gurley](#), a Silicon Valley investor who's taken stakes in Uber, GrubHub, Zillow, [writes](#) that using a pitch deck, and learning from entrepreneurs like Steve Jobs who have pitched effectively, can help founders secure funding.

In "The Presentation Secrets of Steve Jobs," the communications coach Carmine Gallo, who more recently wrote ["Talk Like TED"](#), offers techniques and examples from his analysis of the best of Jobs's performances in 272 pages.

Ward urged listeners participating in the [webinar](#) to read the book after BI correspondent [Shana Lebowitz](#) asked him how to best summarize mission in a limited number of slides.

"I can do it in my sleep now," he said of pitching.