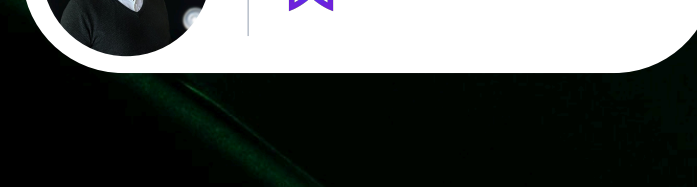


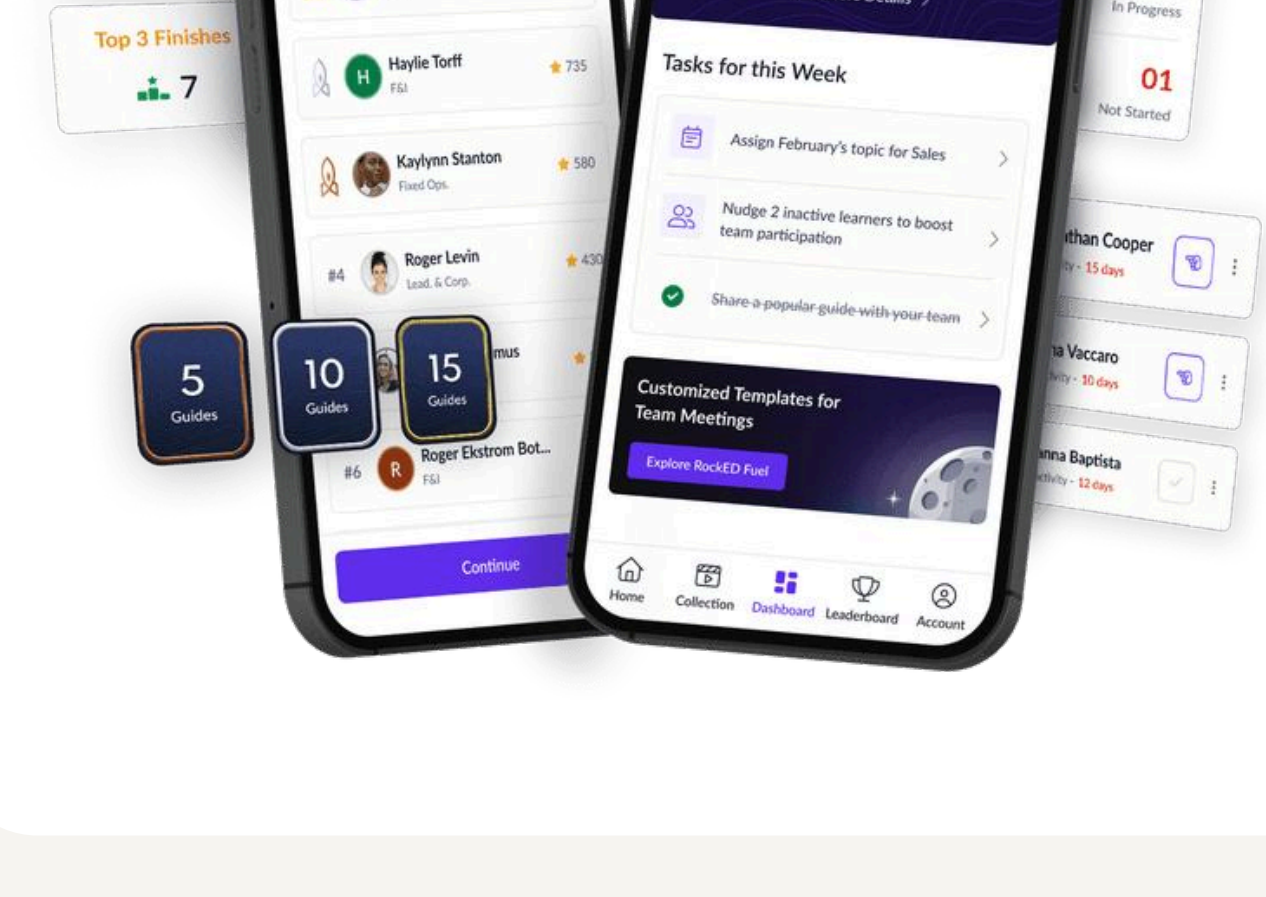
How RockED Secured \$14.1M Series A to Transform Automotive Learning



Project Overview

Company RockED	Founder Matthias Stoever	Project Scope Development of an investor-ready pitch deck for Series A fundraising
Industry Automotive Training	Location United States	Outcome Successfully secured \$14.1 million in Series A funding

The Challenge



RockED set out to modernize dealership training with a mobile-first, micro-learning platform, replacing outdated methods that couldn't keep up with today's tech-driven vehicles or engage the modern workforce.

The challenge was to articulate RockED's unique value proposition and market potential in a way that spoke to investors, highlighting the platform's ability to address critical pain points in dealership training and employee development.

Our Process



Strategic Alignment

We conducted comprehensive research to understand:

- The specific challenges faced by automotive dealerships in training and retaining staff.
- The competitive landscape of automotive training solutions.
- The unique features and benefits of RockED's platform, including its AI-driven features.



Content Refinement

Crafted a strong story that highlighted:

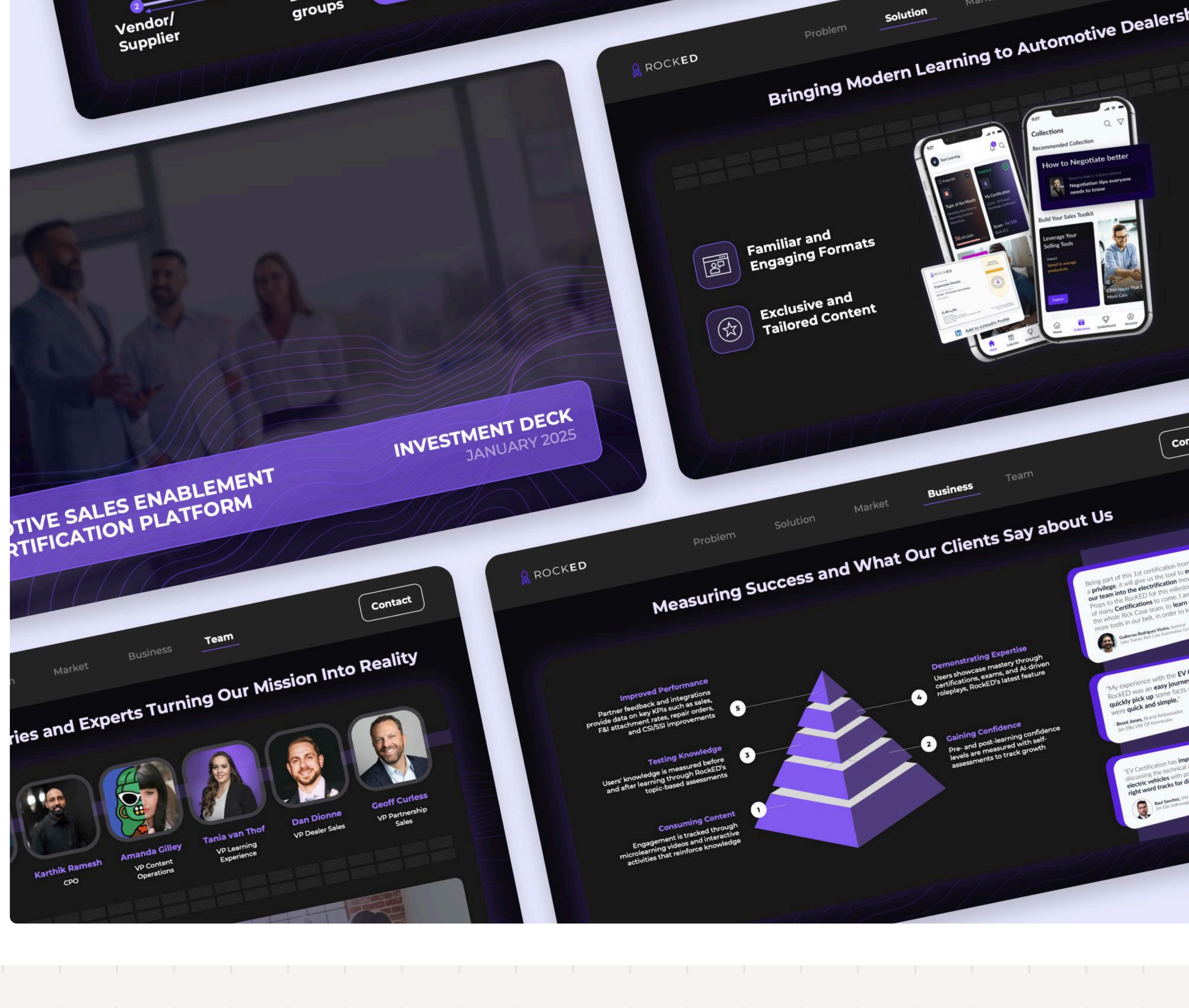
- The evolution of dealership training needs in the digital age.
- RockED's innovative approach to delivering engaging, bite-sized training content.
- The potential to improve employee performance, customer satisfaction, and profitability.



Visual Design

Developed a visually engaging pitch deck that:

- Simplified complex information through infographics and diagrams.
- Used a clean, professional design to reflect the credibility and innovation of RockED.
- Included testimonials and case studies to build trust and show real-world application.



The Solution

The final pitch deck effectively communicated RockED's value proposition, combining clear messaging with strategic visuals. Key features included:

#1

A sharp, investor-aligned Problem-Solution narrative that framed outdated training as a revenue risk and RockED as the modern infrastructure fix.

#2

Market slides that quantified dealership pain points and revealed the white space for mobile-first training tools.

#3

Clean, confidence-building financials with clear unit economics and a funding ask tied to tangible growth milestones.

#4

A phased growth roadmap that showed exactly how RockED would scale product, team, and revenue post-Series A.

Results & Impact

After working together, RockED successfully raised \$14.1 million in Series A funding

3 Weeks

to Pitch-Readiness

4x

Investor Interest Post-Deck Rollout

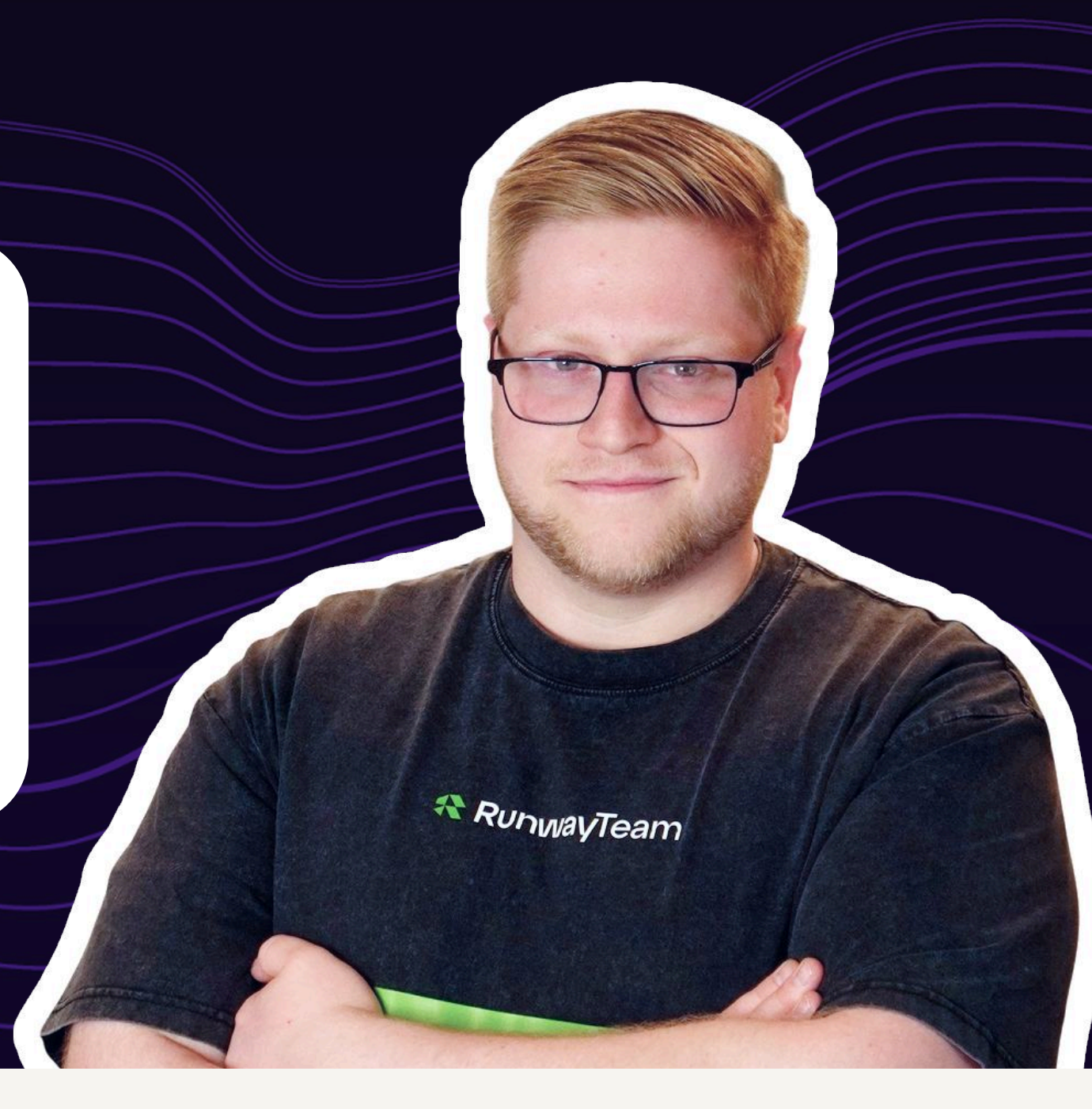
3 Months

to Close Series A Round



” Working with RunwayTeam on our pitch deck was seamless. They quickly understood our goals and delivered a polished, professional deck that made a real impact. Highly recommend them!

- Matthias



Strategic Insights

1. Content & Storytelling - Powered by TurboContent™

Series A investors don't just need to be excited - they need to be convinced. That's why we leaned on our TurboContent™ framework to shape a clear, investor-aligned narrative from the ground up.

From Traditional to Transformational

We reframed RockED as more than a digital training platform - it became the modern infrastructure for dealership enablement. TurboContent™ helped us distill this complex vision into a clean, 12-slide narrative built around clarity, confidence, and investor logic.



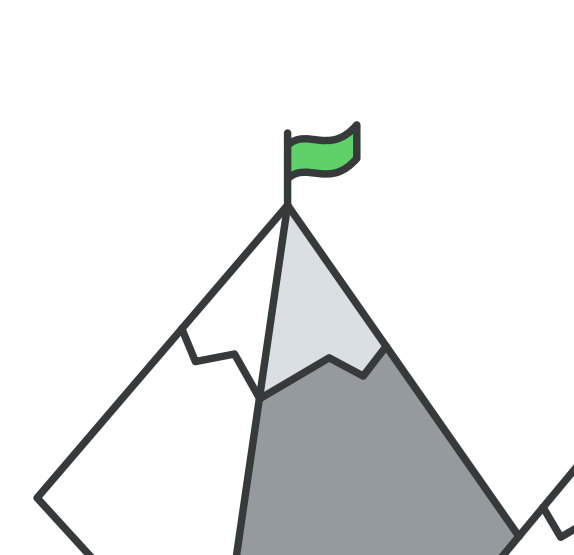
Anchored by TurboContent™ Structure

Every section of the deck - from the Problem to the Why Now - was shaped using TurboContent™'s tested layout principles. This ensured the right information appeared at the right moment, building momentum slide by slide.



Proof before Promise

Using TurboContent framework's evidence-led approach, we prioritized real validation over big claims - highlighting existing dealership pilots, user feedback, and team expertise. This helped shift investor focus from "potential" to "progress."



A Clear Path to Growth

The roadmap and use of funds were framed not as wish lists but as outcome-driven milestones - aligned with what Series A investors expect. TurboContent framework's modular storytelling let us keep the vision ambitious while the execution stayed grounded.



2. Design Psychology - Building Confidence Visually

By pairing the strategic storytelling with design psychology principles, we turned RockED's Series A deck into more than just a pitch - it became a high-conviction fundraising asset.

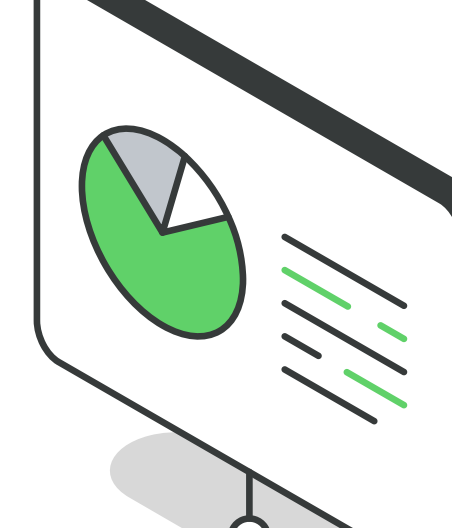
Training Tools that Look like the Future

Most competitors in this space still look like enterprise relics. Our design strategy was to give RockED a sleek, mobile-native feel, using whitespace, modern typography, and UI-inspired visuals that mirrored the product experience.



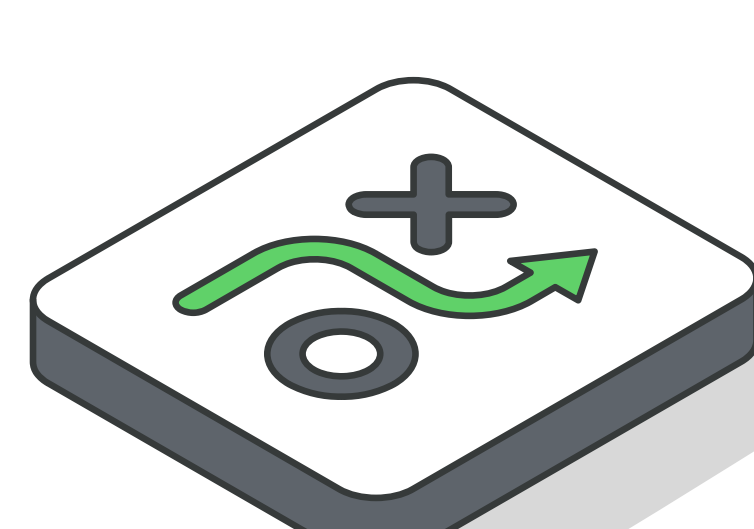
Visual Friction = Mental Friction

We reduced visual complexity so investors could absorb the message at a glance. Diagrams replaced dense descriptions. Comparison tables clarified differentiation. Every visual decision was made to reduce hesitation and increase clarity.



Design that Reinforces Maturity

Clean alignment, consistent spacing, and intentional pacing helped present RockED as a company with operational rigor. We didn't just show them as a disruptor - we made them feel like one.



Ready to get started?

Get investor-ready without guesswork

🕒 Strategy call + pitch audit

🎨 Pitch deck content + design

📄 Financials, one-pager, Q&A prep

🕒 Done in 30 days or less

🎁 10% off if you join in 48 hours

[Contact us](#)