



Startup Banking Storytelling Design Success Story

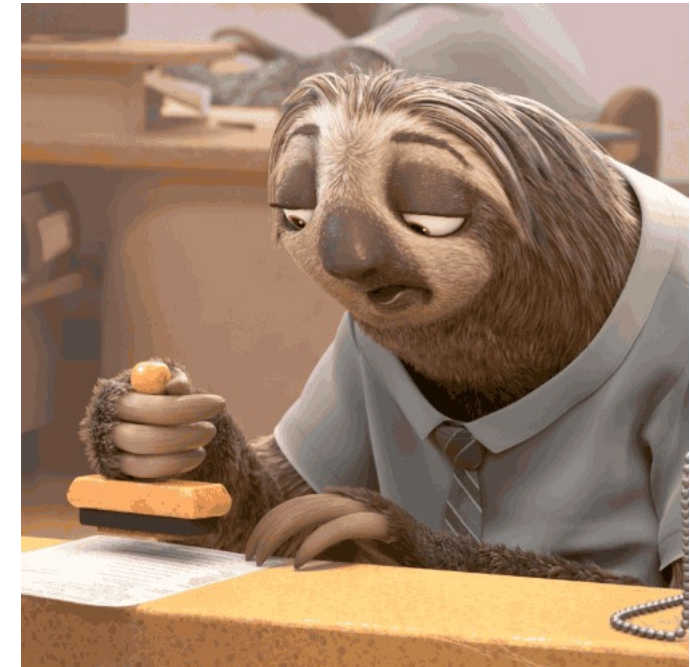
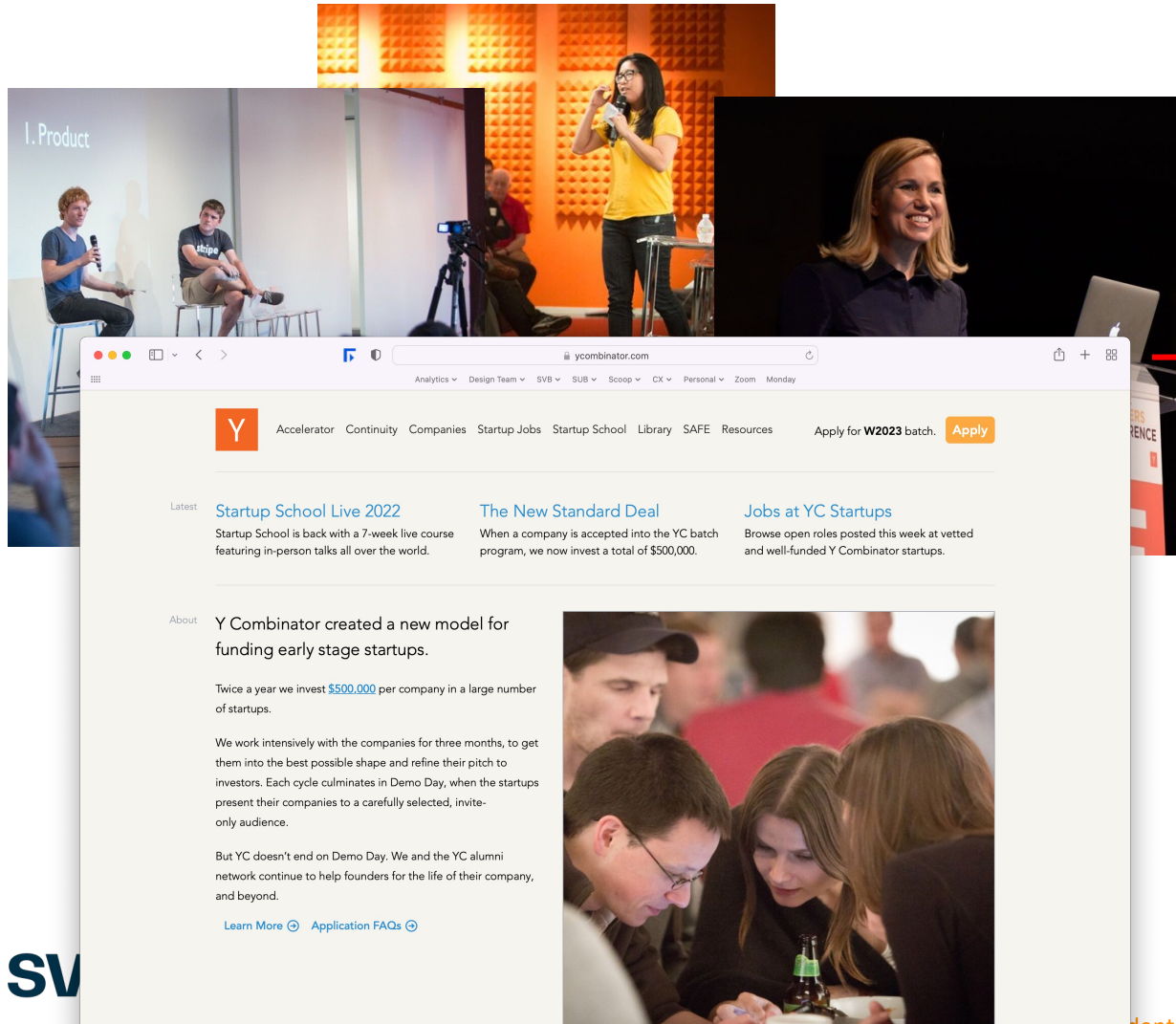
YCombinator Partnership Landing Page

Presented by: Jen Gordon



Our Hypothesis – Stories Matter

We can tell stories that cause YC founders to slow their roll, emotionally connect & take action.



The Storytelling Challenge

Tell stories that result in:

LESS of this

✈️ Faster scrolling, fly over content ✈️

MORE of this

🔥 Slow scrolling, consideration 🔥



PRODUCTS AND SERVICES

Startup banking products and services geared for founders

Watch how SVB can simplify your banking activities.

For your day-to-day banking, use SVB Go, our new digital banking platform purpose-built for how founders (not banks) think and work.

Get ahead of cash flow challenges with clear visibility into incoming and outgoing transactions along with easy-to-use payment tools.

Stay focused with customizable alerts and always-available prompts to guide you through banking tasks.

Free checking

1.25% interest rate

2X unlimited rewards

Accepting payments

Global growth services

Curated discount offers

svb Silicon Valley Bank

Combinator

SVB Startup Banking for Y Combinator game changers

You work with Y Combinator. But why work with us? We can support you at every stage — from early funding to IPO and beyond — to help accelerate your growth. And to change the game.

Let's talk

There are many ways to describe us. "Bank" is just one.

SVB is fundamentally different than other banks.

We offer modern banking products designed for tech, life science and healthcare founders, that's just the start.

Our team of 75+ startup banking experts can help you navigate the fundraising maze, connect with investors, and provide candid advice on how to increase the probability of your success.

Founder-focused. Digitally forward. Human-to-human. We're a bank of you.

Learn more

Founders trust SVB

#1 Forbes Magazine named SVB as the No. 1 bank for startups.*

50% of all US venture-backed tech and life science companies bank with SVB.**

63% of US venture-backed companies with an IPO in H1 2021 are SVB clients.***

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Get ahead of cash flow challenges with clear

3% interest rate

Help make your money last longer with our Startup Money Market Account. Like with a savings account, you'll earn up to 3% on deposits — so you can get a longer runway.¹

Learn more

2X unlimited rewards

With SVB Innovations Cards, earn 2 points for every \$1 spent² to help you with the growing needs of your business. Count on venture-friendly credit approval, no personal liability, and no annual fee.

Learn more

Global growth services

Support your global growth with our Global Gateway's banking services and global market entry advice and introductions across Latin America, India, Middle East, North Africa, Australia and New Zealand.

Learn more

Curated discount offers

SVB clients gain access to discounts on the things startups need, from cloud computing to accounting services from 50+ companies such as AWS, Google Cloud, Asana and Vouch.⁴

Learn more

herBio's detailed investing ability with sector-specific

CIPHER BIO

SVB Startup Banking team

You can speak with us, human to human. Our Startup Banking team of 75+ finance pros, startup founders, and investors is ready to champion your success.

of game changers. Champions of you.

Services companies bank with SVB.¹ We've helped startup after startup thrive as true game changers. We're ready to do the same for you.

WHERE THE ACTION IS

Hub of the ecosystem

Networks matter, especially to new businesses. SVB is viewed as unrivaled for being at the epicenter of the startup ecosystem² — which is why we can be so instrumental in helping propel your ahead.

LEADING OUR VALUES

Fueling a better world

SVB is committed to helping founders wanting to create a better world.

Storytelling Formulas for Landing Pages

Launch with a strong control

The Goal!

Attention

Interest

Desire

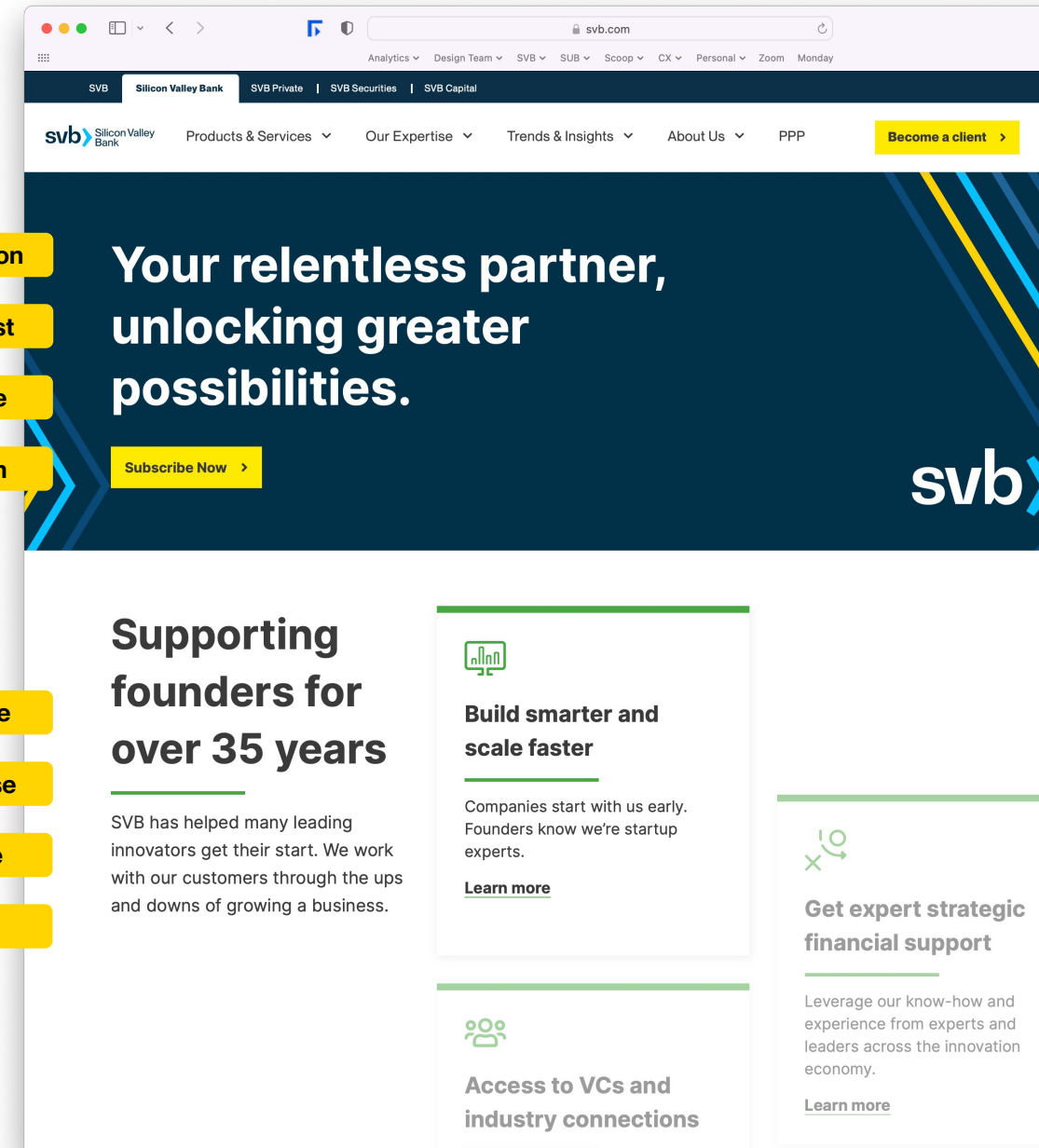
Action

Picture

Promise

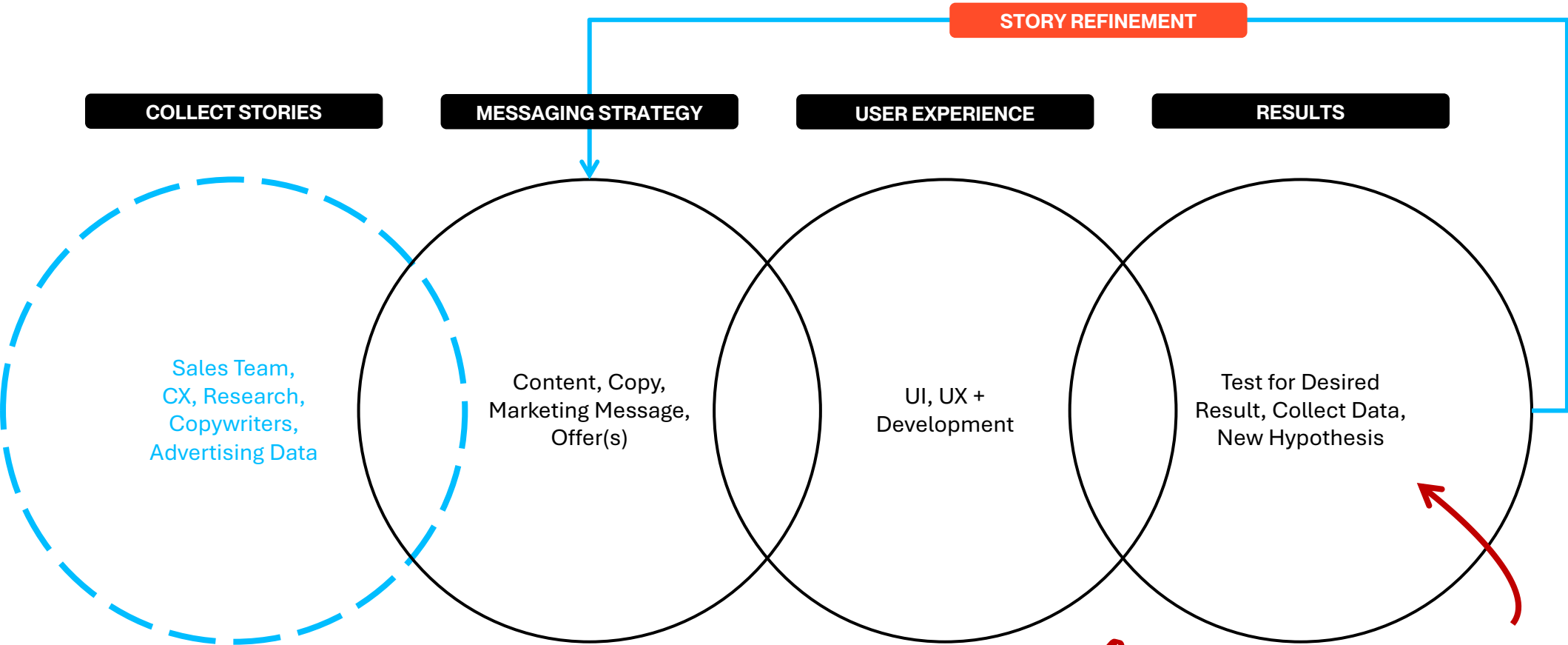
Prove

Push




Storytelling Design Goal #2

Test, gather results, iterate, improve results to meet business goals!



Are we hitting kpi's?

V1 Design



Why do so many YC startups choose Silicon Valley Bank?

There's a reason why hundreds of Y Combinator startups have chosen SVB – and have stayed with us. Like YC, we champion you on every step of your journey. Let us show you why SVB is a bank like no other on the planet.

[Get started now](#)

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While we offer modern banking products designed for tech, life science and healthcare founders, that's just the start.

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[Learn more](#)

SVB by the numbers

#1
Forbes Magazine named SVB as the No. 1 bank for startups*

*Forbes Best Banks 2021, Jan. 18, 2021

50%
of all US venture-backed tech and life science companies bank with SVB.*


*Representative

63%
of US venture-backed companies with an IPO in H1 2021 are SVB clients.*

*Based on NYCAIPOBank data

Startup banking products and services geared for founders.

[Explore SVB's new digital banking platform](#)



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Free Checking

Enjoy free unlimited wires, bill payments and mobile deposits. There are no monthly maintenance and transaction fees. †

[Learn more](#)

1.0% Interest Rate

Grow your savings while you start your business. Earn a competitive interest rate of 1.0% with our Startup Money Market Account. †

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[Learn more](#)

Accepting Payments

Accept card payments — whether e-commerce or in person — with ease and speed using our Merchant Services offerings. Our customized payment solutions can help you meet your payment processing objectives.

[Learn more](#)

Global Growth Services

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Curated Discount Offers

SVB clients gain access to discounts on the things startups need, from cloud computing to accounting services from 50+ companies such as AWS, Google Cloud, Airtable† and Vouch†.

Spotlight on an SVB banking exclusive: CipherBio


Life science clients can access CipherBio's detailed investing data, † plus find and raise their visibility with sector-specific investors.

[Learn more](#)



Meet your SVB Startup Banking team.

When you have a question or want advice, you can speak with us, human to human. Our Startup Banking team of 75+ finance pros, startup founders, and biopharma scientists all share a commitment to champion your success.



Champions of game changers. Champions of you.

For nearly 40 years, we've helped startup after startup grow into and thrive as true game changers. We're ready to do the same for you.

HERE FOR YOU TODAY AND TOMORROW

For the long game

SVB brings battle-tested experience and startup-specific expertise to help

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Storytelling Design Checklist

Hero/Headline Module

- ☐ Is the story about us or them?
- ☐ Does the message point out a transformation they want/need in their business? Does it pass “so what” test?
- ☐ Is there a compelling reason to click the CTA today, instead of coming back later?
- ✓ Does the type design reinforce readability and comprehension of the copy?
- ✓ Does the design reflect the target audience, their circumstances and/or the message?

Proof Module

- ✓ Are we providing proof of the claim we've made in the hero?
- ✓ Is it compelling or fly over proof?

Problems + SVB Products Module

- ☐ Do we understand the visitor's problems & are we telling stories about those problems that resonate?
- ☐ Are telling stories of how SVB prod/serv/RM's have helped solve those problems?

Call to Action

- ☐ Is it super clear what happens AFTER they click? Do they understand the next step and the value it will bring?

V1 Design



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Storytelling Formulas

Give you a measurable way to launch a strong control to start testing.

Attention – Interest – Desire – Action (AIDA)

Attention

Get the reader’s attention

Interest

Interesting and fresh information that appeals to the reader

Desire

Benefits of your product/service/idea and proof that it does what you say

Action

Ask for a response

Picture – Promise – Prove – Push (PPPP)

Picture

Paint a picture that gets attention and creates desire

Promise

Describe how your product/service/idea will deliver

Prove

Provide support for your promise

Push

Ask your reader to commit

The 4 C’s

Clear

Studies show writing for a 4th grade reading level is ideal for clarity & speed of comprehension

Concise

Can you tell the story with less words?

Compelling

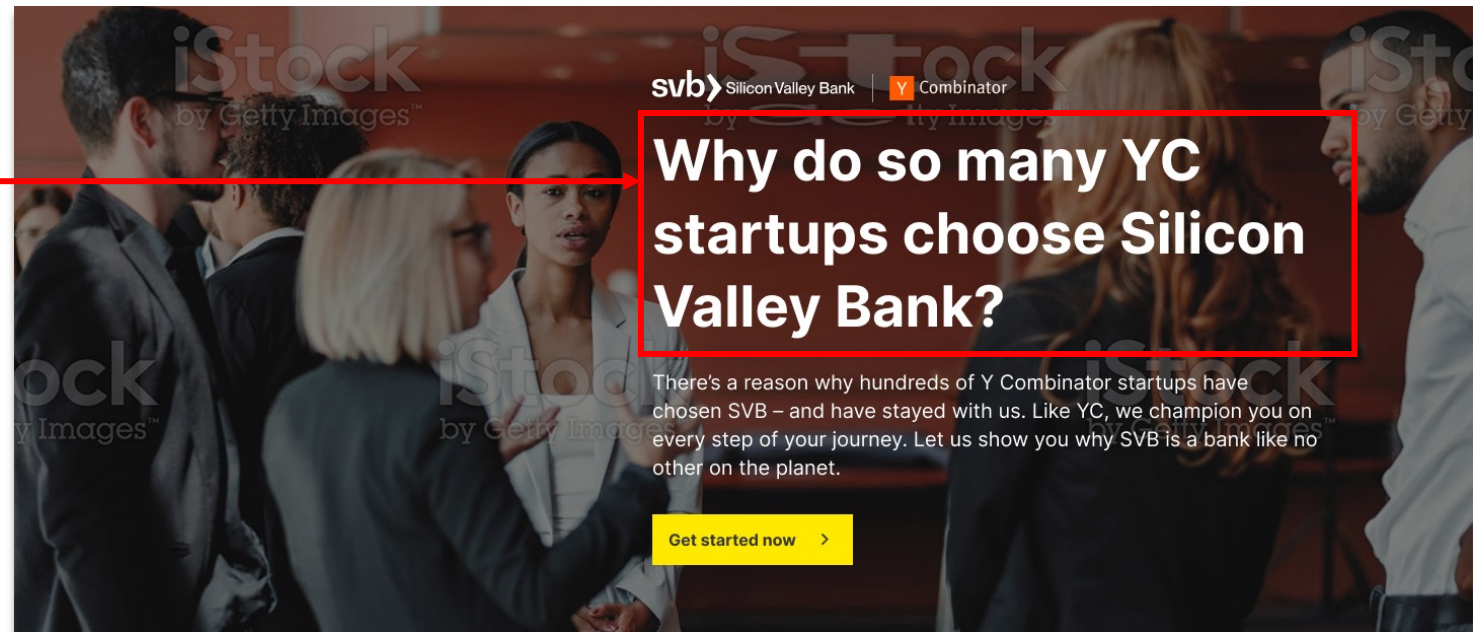
Is the story emotionally gripping?

Credible

Is the story believable and backed by proof?

V1 Design – Hero Analysis

- Clarity
 - The value is implied and makes the visitor think and forces reading of secondary copy to get the answer to the question.
- Audience
 - image does seem to represent young, diverse demo of YC founders



Attention	Picture	Clear
Interest	Promise	Concise
Desire	Prove	Compelling
Action	Push	Credible

V2 Design – Hero Analysis

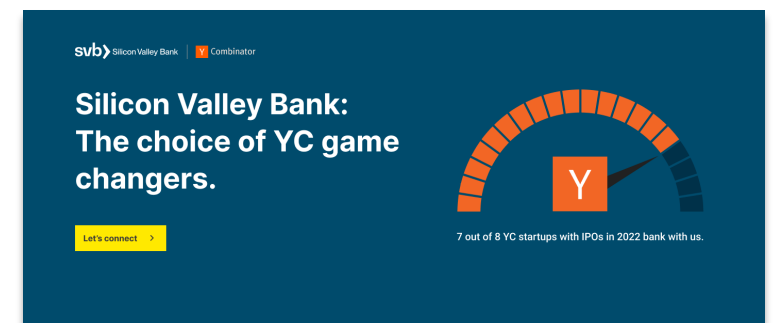
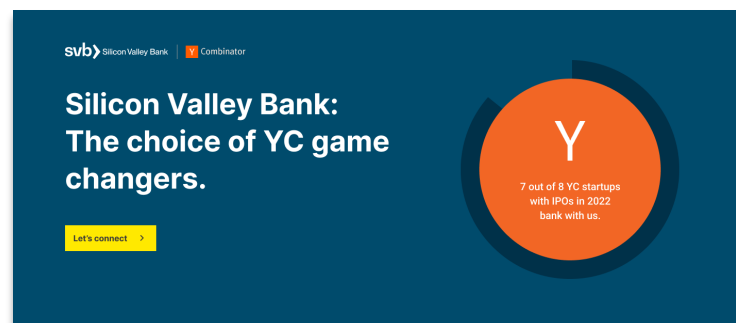
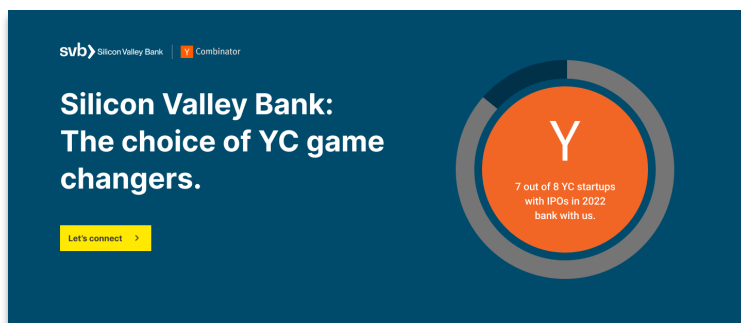
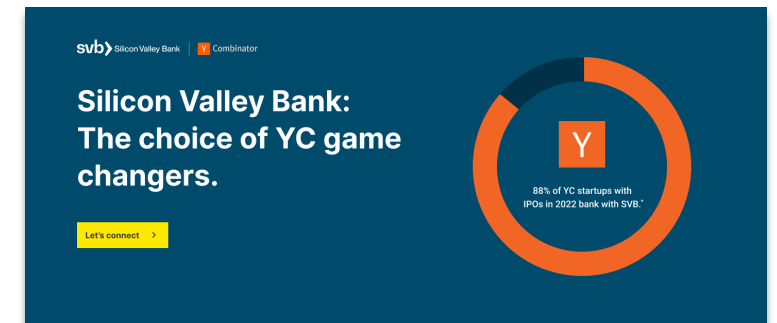
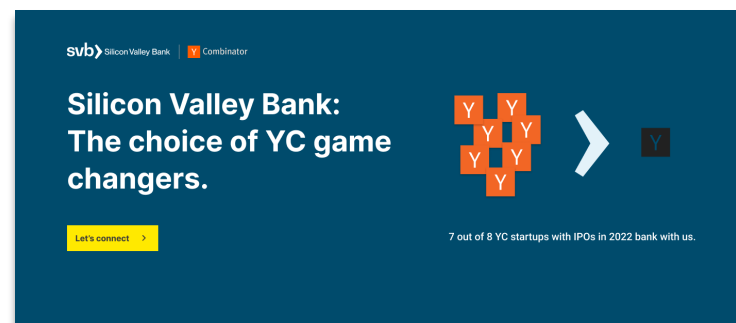
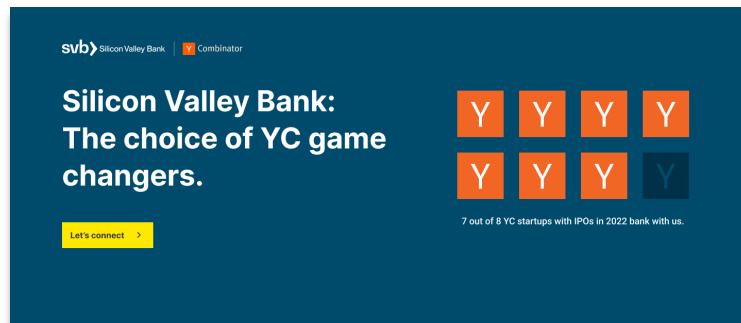
- Still very SVB focused.
 - Why is SVB the choice of YC game changers.
 - What transformation are we delivering that is meaningful?
 - What stories can YC game changers tell about the benefits of working with SVB?
- Graphic + copy clarity issue
 - The 88% stat is paired with the sub-headline that's a bit hard to read so the correlation isn't super clear



Attention	Picture	Clear
Interest	Promise	Concise
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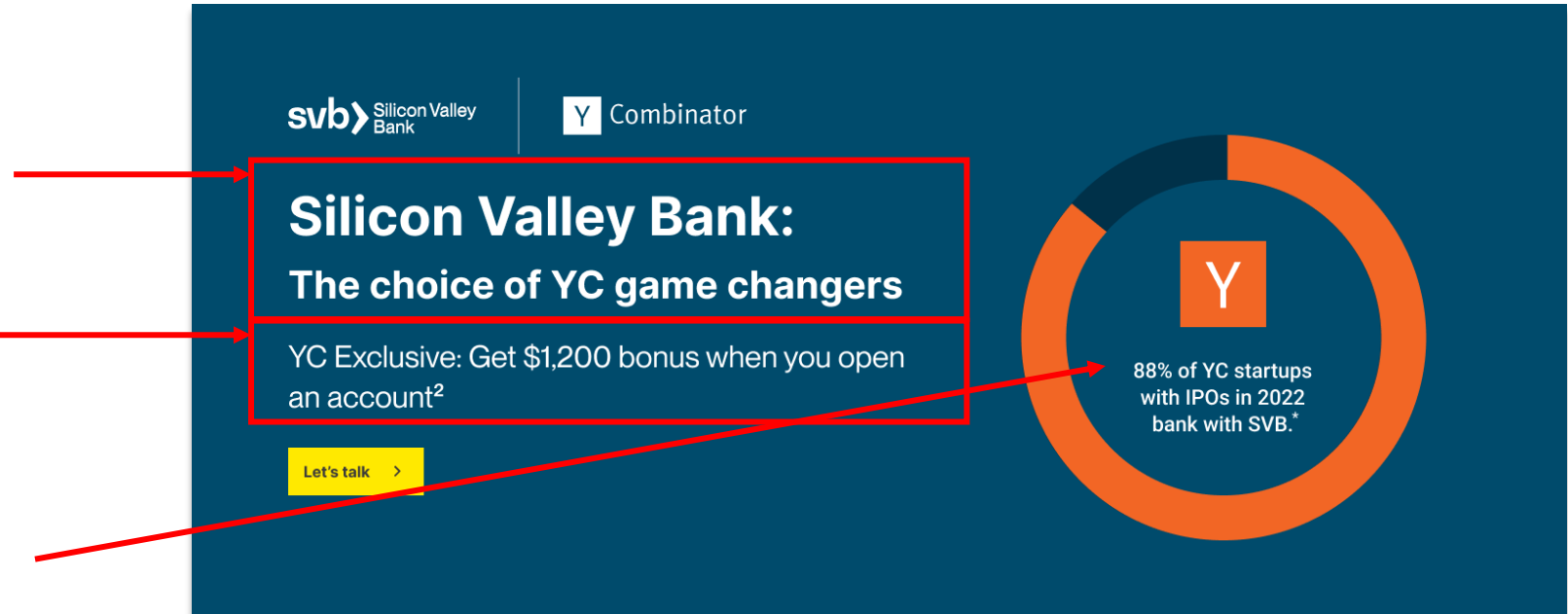
V3 Design – Iterate design of stats

- The stat here is very powerful and I wanted the connection between the graphic and the copy to be more clear so I paired the stat copy with the graphic.



V4 Design – Hero Analysis

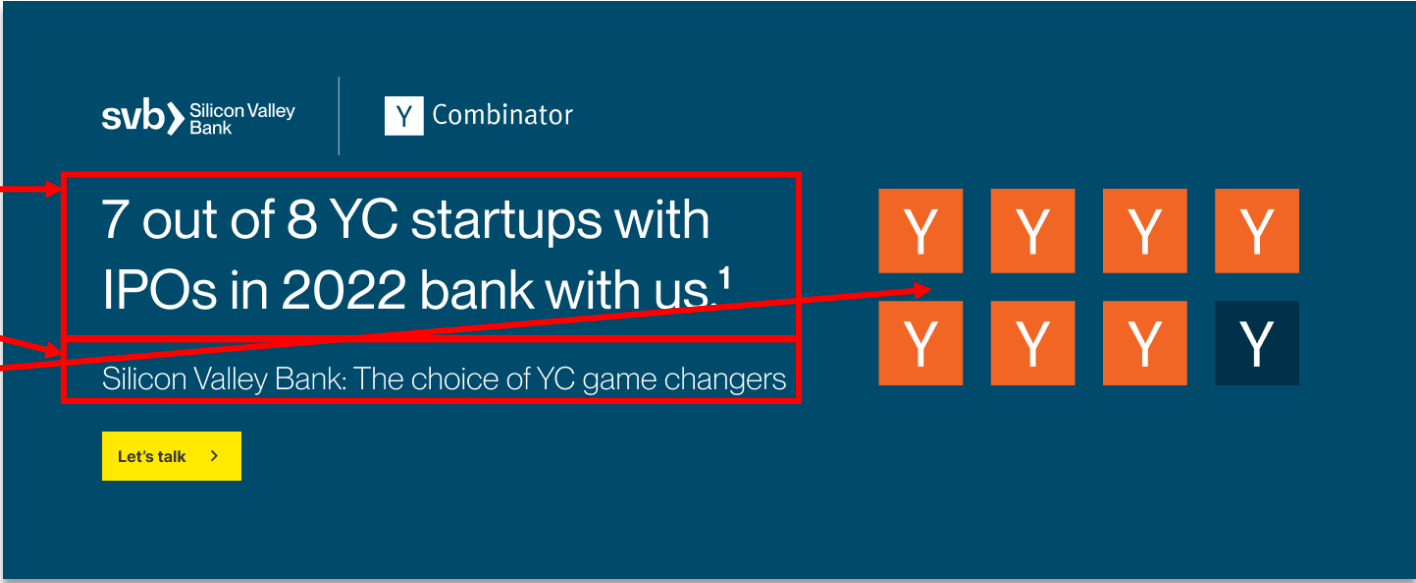
- Typography Design
 - Revised the visual hierarchy to improve readability and scan-ability
- Offer Added
 - Found out later this is not a compelling or competitive offer (all of our competitors offer the same)
- Burying the Lead
 - This is a very strong hook I felt was getting buried



Attention	Picture	Clear
Interest	Promise	Concise
Desire	Prove	Compelling
Action	Push	Credible

V5 Design – Hero Analysis

- Proof-based, compelling headline
- Still naming these 7 out of 8 as “game changers”
- Illustrating idea of 7/8



Attention	Picture	Clear
Interest	Promise	Concise
Desire	Prove	Compelling
Action	Push	Credible

V6 Design – Hero Analysis

- Bigger numbers
 - 11/15 seems more compelling than 7/8 perhaps bc it seems we working with more companies?
- Graphics support
 - That emphasizes we’re working with a lot of YC-ers

The hero section features a dark blue background. At the top left is the 'svb' logo with 'Silicon Valley Bank' text. To its right is the 'Y Combinator' logo. The central text, enclosed in a red box, reads '11 of 15 YC startups with IPOs bank with SVB*'. Below this is the tagline 'Silicon Valley Bank: The choice of YC game changers' and a yellow button labeled 'Let's talk >'. On the right side, there is a 3x5 grid of squares, each containing a 'Y' logo. The squares are colored orange or dark blue, representing the 11/15 ratio mentioned in the text. Red arrows point from the text in the list to the red box and the 'Y' grid.

Attention	Picture	Clear
Interest	Promise	Concise
Desire	Prove	Compelling
Action	Push	Credible

V4 Storytelling Audit

Are we telling an emotionally compelling story in the proper order?

✓ Logo lockup implies a partnership

SVB-centric message

We know this isn't a competitive offer

I'd test something more specific and clear regarding next steps like: "schedule a call with your dedicated SVB rep, DeMarcus Williams"

Need bigger, more recognizable FACES & names/logos here like AirBNB and Coinbase to really get this audience's attention (per Ben Fowler)

Fly over zone. Show results/growth/success that other big time YC founders have realized. Ex: "SVB stuck with us through a tough season that resulted in XYZ success."

Fly over zone. Instead SHOW each of our products being used in the contexts of how founders benefit from them

Fly over zone. Talk about a specific person they'll be assigned to, along with how that person has helped other YC startups.

✓ Strong data-backed stat providing proof of claim that SVB is the choice of YC-ers

✓ Ben noted this content is of interest to prospects – make this video thumbnail larger

Fly over zone. Swap this content to SHOW how easy it is to get started online, w/o human intervention (a common complaint)

✓ According to heatmaps, these modules get some good interaction, place higher up on page

Fly over zone.

✓ Elevate short, scannable proof points higher on the page

Fly over zone. Missing a reason to respond now.

✓ Ben noted this is a major comp advantage for SVB with global startups

V5 Storytelling Audit

✓ Strong data-backed illustration of the 88%

✗ Most of the fly over zones are well below the fold.

Are we telling an emotionally compelling story in the proper order?

✓ Logo lockup implies a partnership

✓ Client-centric message

✓ Supporting statement names our clientele as “game changers” – a goal these founders aspire to

✓ Although not super clear, less banky, more conversational “Let’s talk”

✓ Here the copy could still be more clear, but taking Ben’s advice we elevated the top 3 reasons YC founders choose SVB

✓ Here we’ve moved the proof points back up to the top of the page

✓ and we’re following up that proof with some founder testimonials

The main landing page layout features a dark blue header with the SVB and Y Combinator logos. Below the header, a large orange circle with a white 'Y' is highlighted by a red box. To the left of this circle, text states: "88% of YC startups with IPOs in 2022 bank with SVB." Below this, a yellow button says "Let's talk". The main body of the page is white and contains three columns of text under the heading "Three reasons for YC startups to choose Silicon Valley Bank". The first column says "Extend your runway with up to 3% interest on deposits." The second says "Speak to a human. The same human." The third says "Get a \$1200 bonus when you open an account." Below this, a dark blue section titled "Why YC founders trust SVB" contains four statistics: "88% of YC IPOs in 2021 banked with SVB.", "50% of all US venture-backed tech and life science companies bank with SVB.", "63% of US venture-backed companies with an IPO in H1 2021 are SVB clients.", and "63% of US venture-backed companies with an IPO in H1 2021 are SVB clients." Below this, a white section titled "What YC startups are saying about us" features a testimonial from Akwasi Apori, Co-founder & CEO of Cornelia Storytellers. The footer is dark blue and contains the text "Startup banking products and services geared for founders".

The secondary page layout is titled "Startup banking products and services geared for founders". It features a dark blue header with the text "YC believes in creating an environment where founders 'can focus exclusively on building product and taking to users.' It's a philosophy Silicon Valley Bank shares. Let's focus it on one area: said they'd like to spend their time dealing with banking transactions, so we made the experience easy and intuitive." Below this, a large orange circle with a white 'Y' is highlighted by a red box. The main body of the page is white and contains three columns of text under the heading "Three reasons for YC startups to choose Silicon Valley Bank". The first column says "Extend your runway with up to 3% interest on deposits." The second says "Speak to a human. The same human." The third says "Get a \$1200 bonus when you open an account." Below this, a dark blue section titled "Why YC founders trust SVB" contains four statistics: "88% of YC IPOs in 2021 banked with SVB.", "50% of all US venture-backed tech and life science companies bank with SVB.", "63% of US venture-backed companies with an IPO in H1 2021 are SVB clients.", and "63% of US venture-backed companies with an IPO in H1 2021 are SVB clients." Below this, a white section titled "What YC startups are saying about us" features a testimonial from Akwasi Apori, Co-founder & CEO of Cornelia Storytellers. The footer is dark blue and contains the text "Startup banking products and services geared for founders".

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Summary

There's a formula for strategic storytelling we can follow and scale

Attention	Picture	Clear
Interest	Promise	Concise
Desire	Prove	Compelling
Action	Push	Credible

Great stories:

- ❤️ lead with **EMPATHY** for our prospects, proving we have an emotional understanding of what they're up against
- 👁️ provide a compelling **VISION** of the future
- 🏆 provide tangible **PROOF** we can deliver that future
- 🍿 **SHOW** what we can do, rather than telling
- 🤝 build **TRUST** with prospective clients who want the same transformation we've provided their peers

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