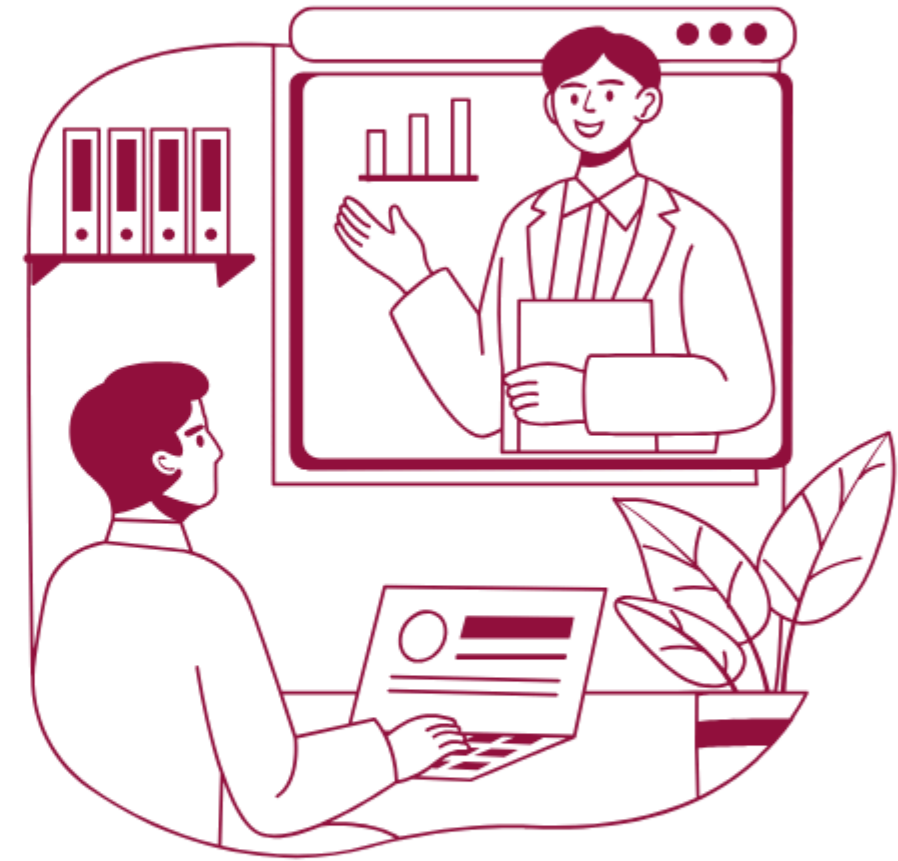


**Week 5**

# Pitch Deck and Pitching



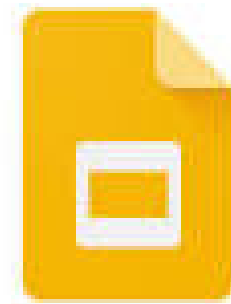
# What is a Pitch Deck?

- A pitch deck is a short presentation to help someone else learn about your business quickly.
- A Pitch Deck tells the story of your company, the problem it solves, why it matters, and most importantly why an investor should want to donate to your venture
- According to TechCrunch, investors spend less than 5 minutes on a pitch deck. So, curate a pitch deck that packs a punch in 5 minutes or less.

# Tools for Building a Pitch Deck



- Canva



Google Slides

- Google Slides



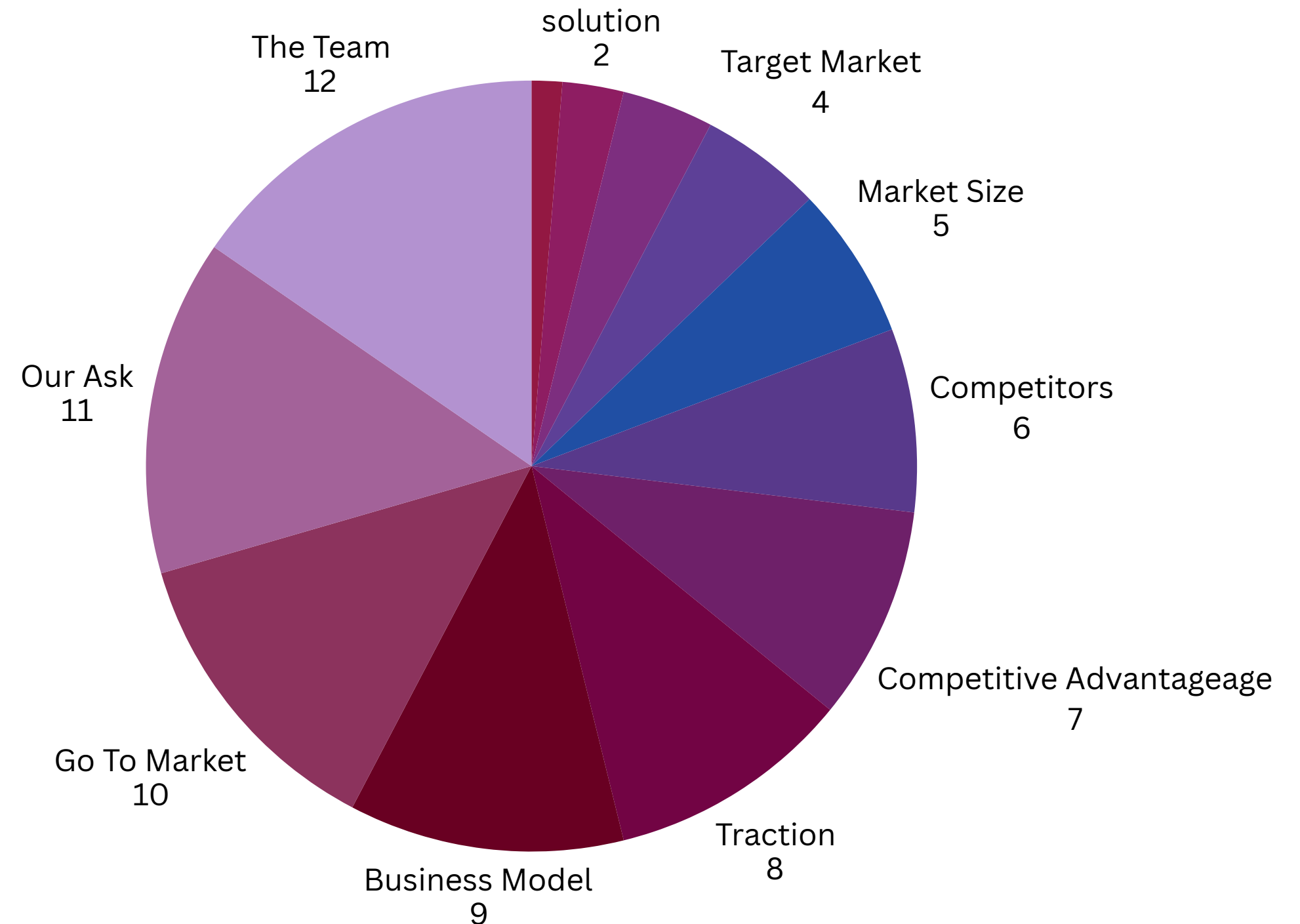
- PowerPoint



- Keynote for  
Mac users

# 12 Slides to include in a Pitch Deck

1. Problem
2. Solution
3. Product
4. Target Market
5. Market Size
6. Competitors
7. Competitive Advantage
8. Traction & RoadMap
9. Business/Revenue Model
10. Go To Market
11. Our Ask
12. The Team



# HOW DO YOU START PITCHING?

## **Hook your audience:**

Begin with a compelling statement, question, or fact that grabs your audience's attention. This can be a surprising statistic, a thought-provoking question, or a bold statement that piques interest

## **Tell a story:**

People love stories. Narratives create an emotional connection and make your pitch memorable.

## **Share a relevant quote:**

Use a quote that resonates with your pitch's theme. It could be from a notable person, industry expert, or even a fictional character,

# Problem

Clearly and concisely state the problem you are addressing. Use data or statistics if available to emphasize the magnitude of the issue.

- Break down the problems you're solving in point form.

Provide evidence that the problem is widespread and affects a significant market. This could include market research, industry reports, or customer testimonials.

- By presenting the problem effectively, you set the stage for introducing your solution in the subsequent slides

# Solution

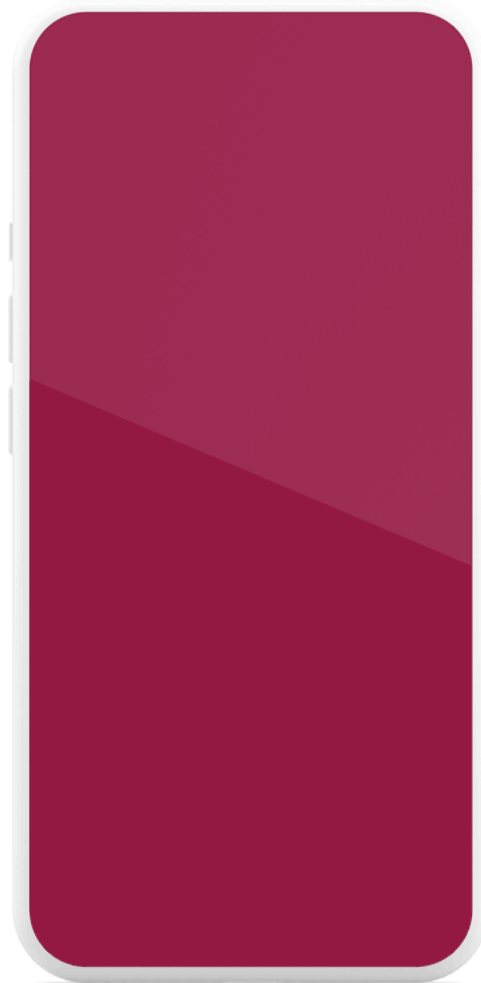
This is where you introduce your product or service as the answer to the problem you outlined in the preceding "problem slide."

- Clearly articulate the key benefits and value that your solution brings.
- Detail the positive outcomes or improvements that users can expect by adopting your solution.
- The solution needs to be scalable.

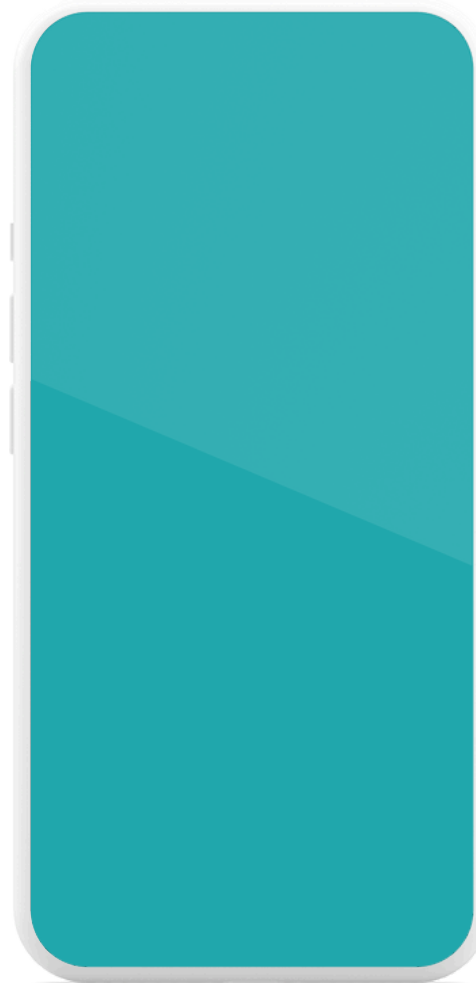
# Product

show screenshots /videos of your product in action

Example



A client books



Matched with a service  
provider



Service rendered



# Target Market

Who are you building the product for?

**Do you know your target audience in totality?**

- their location? age group? Social status? buying behavior?

**How big is your target market/ market size?**

- What is your Total Addressable Market size/ Serviceable Addressable Market size/ Serviceable Obtainable Market size?

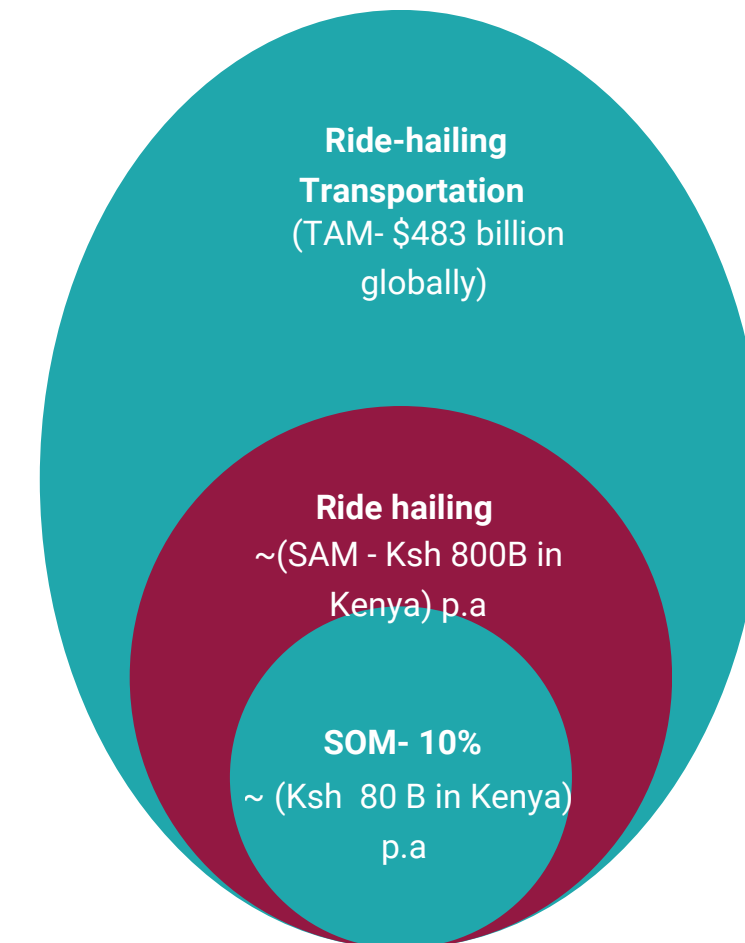
# Market size

How big is the market for your product?

## How big is your market size?

- What is your Total Addressable Market size/ Serviceable Addressable Market size/ Serviceable Obtainable Market size?

TAM stands for "Total Addressable Market," and it represents the entire revenue opportunity available for a particular product or service within a specific market.

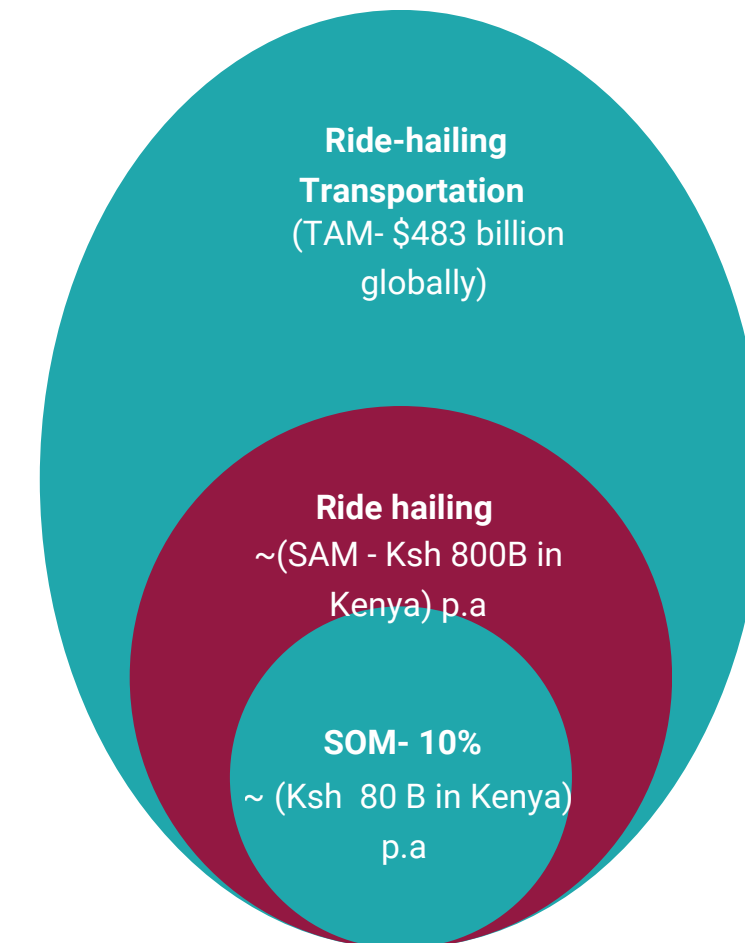


***TAM = Total Number of Potential Customers × Average Revenue per Customer (or relevant metric)***

# Market size

How big is the market for your product?

SAM stands for "Serviceable Addressable Market," and it represents the portion of the Total Addressable Market (TAM) that a business can realistically target and serve



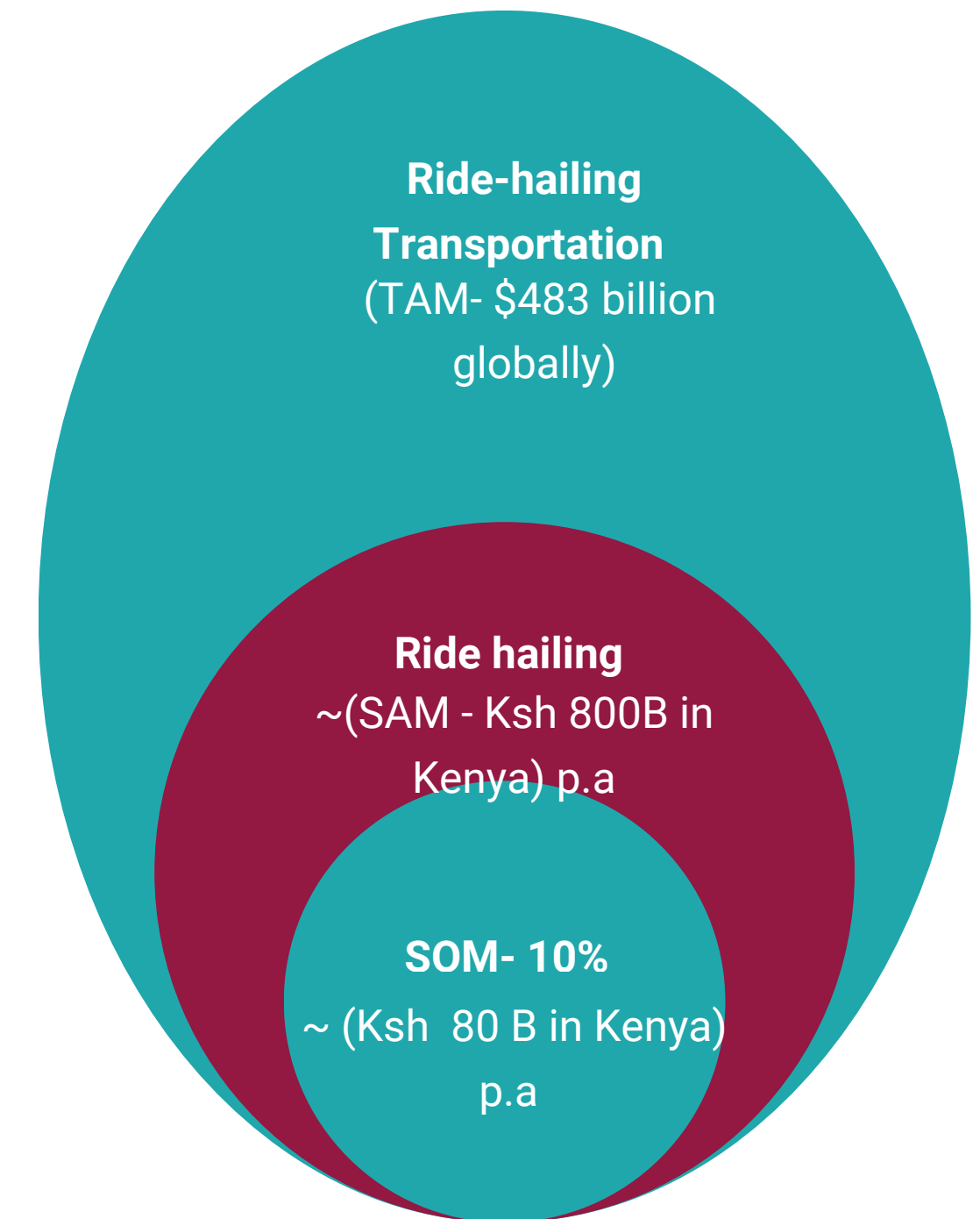
***SAM = Total Number of Potential Customers × Average Revenue per Customer (or relevant metric) within your defined target market.***

# Market size

How big is the market for your product?

SOM stands for "Serviceable Obtainable Market," and it represents the portion of the Serviceable Addressable Market (SAM) that a business realistically expects to capture or obtain.

***SOM = SAM × Target Market Share Percentage.***



# Competitors

Which Players are already in the market?

## Who are your competitors

- Research on already existing competitors

## How are your competitors doing it?

- Do extensive research on this, to build a unique product

# Competitive Advantage

What makes you unique?

- You want to clearly differentiate yourself from the rest so that the person that is reviewing the slide gets what makes your company so unique.
- E.g if your product is an app, what unique feature does it have that the rest don't?

# TRACTION

The "Traction Slide" in a pitch deck is where you showcase the progress and momentum your startup or business has achieved.

- Showcase significant milestones your business has reached. This could be product launches, partnerships secured, key hires made,
- Highlight key performance indicators (KPIs) or metrics that demonstrate your business's growth and success
- If available, include positive feedback from customers or success stories. Real-world experiences add a human touch

# Business Model

How are you making money?

## Your type of business model?

- Subscription based, freemium model, retailer model, leasing model e.t.c

## What are your profit margins?

- Profit margins = Total Revenue minus total business operations cost



# Go To Market

This Go-to-Market slide provides a comprehensive overview of how the company plans to enter the market, reach its audience, and drive business growth.

- Outline the channels through which you will deliver your product or service to customers. This could include direct sales, online platforms, partnerships, or other distribution methods.
- Describe the marketing and promotional strategies you will employ to create awareness and generate demand. This may involve digital marketing, content creation, social media campaigns, events, and more.
- Provide a timeline for the rollout of your GTM strategy. Highlight key milestones and activities, indicating when each phase of the strategy will be implemented.

# Our Ask

- Clearly state the amount of funding you are seeking. Be specific and realistic based on your business needs and the milestones you plan to achieve with the funds.
- Outline how you intend to use the funds. Break down the allocation into key categories such as product development, marketing, sales expansion, hiring,
- If applicable, include information about the company's current valuation and the terms of the investment. This might include equity offered, convertible note details, or any other relevant terms.

## Example

"We are seeking a \$2 million investment for 10% equity to accelerate product development, expand our market reach, and scale our sales operations. With these funds, we aim to strengthen our team, enhance our platform's features, and capture a larger share of the [specific industry or market] within the next 18 months."

# The Team

The "Team Slide" in a pitch deck introduces the key members of your team to potential investors or stakeholders. This slide is crucial as it helps build trust and credibility by highlighting the expertise and experience of the individuals driving the company.

- Have photos of your team, a brief description of their experience.
- This is to show that your team is capable of building and scaling the product.

# pitch deck example links

- Uber pitch deck- <https://slidebean.com/templates/uber-pitch-deck>
- YouTube pitch deck- <https://slidebean.com/templates/youtube-pitch-deck>
- Airbnb Pitch Deck- <https://youtu.be/uuxnzuH3XiM>

give learners additional tools to go and research on their own..

instructor- value addition