

# Pitch Decks

February 20, 2018

# What is a pitch deck?

- A brief presentation
  - 10 to 12 slides
  - 4 (really 5) to 10 minutes
- A quick overview of your business plan
- Usually during a meeting with potential investors, customers, partners, co-founders

# Important points

- The goal: Mitigate risk perception
- Audience's attention

<https://pitchdeck.improvepresentation.com/what-is-a-pitch-deck>

## **12-SLIDE FORMAT**

# 1. Introduction

- Who are you and why you're here?
- Keep it short and sweet
- Maybe just a logo and name of the company

## 2. Team

- Show the people behind the idea and briefly describe their role
- What the audience is looking for?
  - Experience
  - How well you work together
  - You are the best team
  - As cross-functional as possible

# 3. Problem

- What problem are you trying to solve? Is it really a problem?
- Explain as they are a customer
- Convince them the problem exists

# 4. Advantages

- What makes your solution special? How are you different from others?
- Show that you're better than X.

# 5. Solution

- Describe how are you planning to solve the problem
- Why are you the best solution?

# 6. Product

- How does your product or service actually work?
- Show some example

# 7. Traction

- **Traction means having a measurable set of customers that serves to prove a potential**
- **Is this the right company to invest in?**
  - Key Performance Indicator (KPI)
  - Focus on features that you already mentioned as your advantage

# 8. Market

- Know, or at least attempt to predict, the size of your target market

# 9. Competition

- What are the alternative solutions to the problem you are trying to solve
- Show competitors with their differences
- Show you understand the need of customer and going to take the market
- If no competitor, use similar companies to show the market exists

# 10. Business Model

- How are you planning to make money?  
Show a schedule when you expect revenues to pour in
- Keep in mind that you have to show you're going to make money, now and in future

# 11. Investing

- What is your planned budget? What kind of money are you looking for?
- How are you going to spend the money?
- Plan for 18 months up to 3 years
- Keep KPIs in mind

# 12. Contact

- Leave your contact details and let people know how to reach you quickly
- Only put 1 person's contact

# **PITCH DECK DO'S**

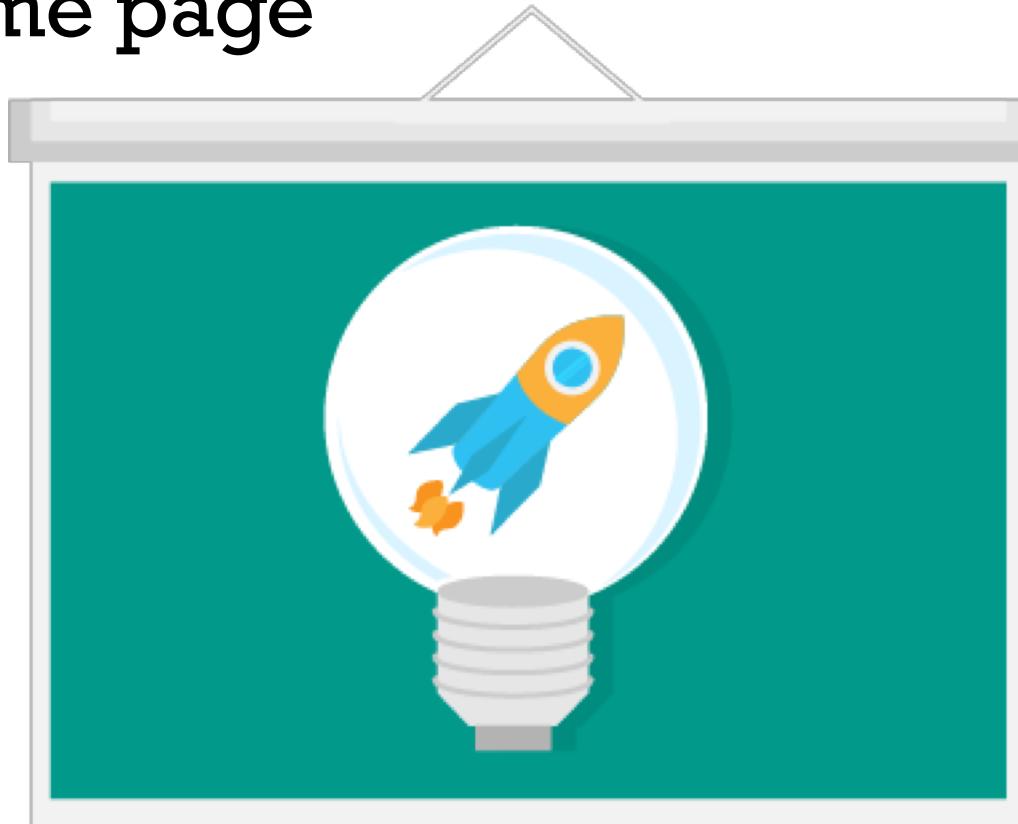
# Tell a story & engage people emotionally

- Everyone loves to hear stories, even the investors. So tell an exciting story about your startup



# Limit each slide to expressing one idea

- You want to keep your entire audience on the same page



# Prepare to make a great first impression

- First impressions are powerful. Believe it.
- The first 2-3 minutes are the most important



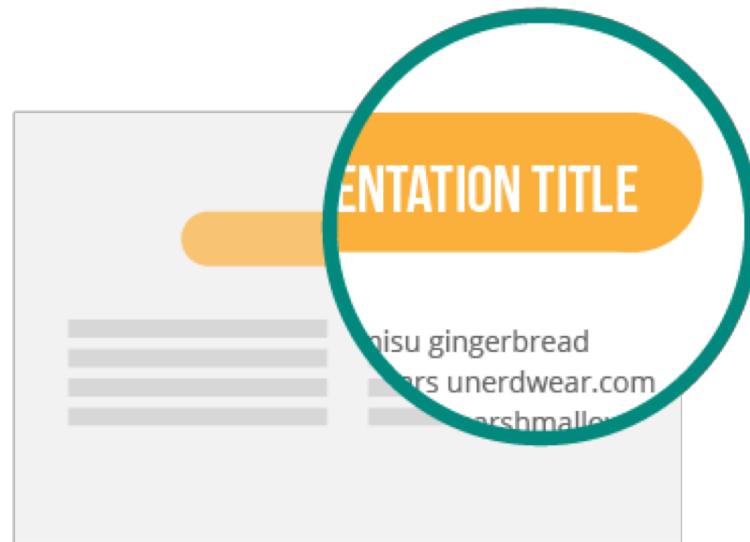
# Show the people behind your idea

- Focus on a significant, relevant accomplishment for each person in a team that identifies that person as a winner



# Keep a consistent look in presentation

- Use the same font, size, color and capitalization format across all slides of your investment pitch deck



# Know your metrics better than anyone

- Traction speaks louder than words



# **PITCH DECK DON'TS**

# Don't use too many bullet Points

- Limit the bullets. Too many bullet points will kill a presentation



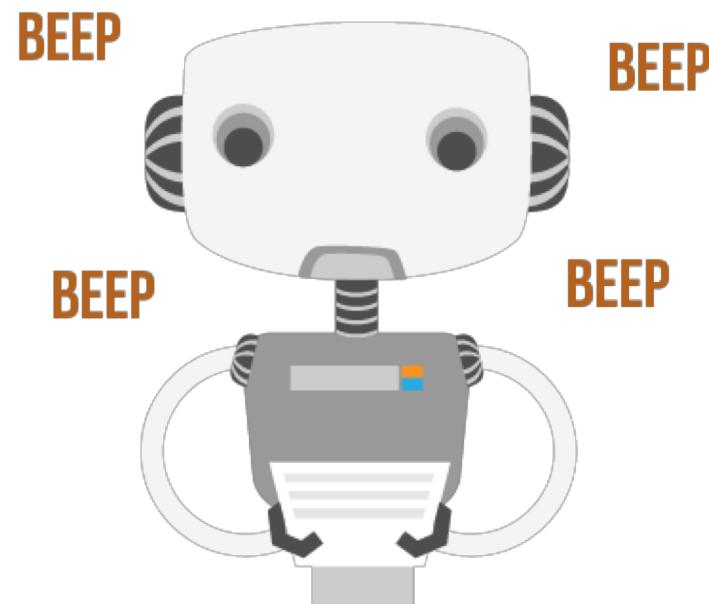
# Don't make it too long

- Average entrepreneur pitch: 38 slides.  
Average VC attention span/cranial capacity: 10 slides. Do the math.



# Don't read word by word from your script

- You will sound like a robot and miss the all-important eye contact with the audience



# Don't create a text-rich, picture-poor presentation

- People cannot read and listen at the same time. Great visual inspire and engage people emotionally



# Don't Come unprepared

- Try to anticipate the kinds of questions they might have and be prepared with answers



# Don't use small fonts

- Always use a font large enough to be seen by all audience members. Use 32- to 44-point for titles and no smaller than 28-point for the text or bulleted items





<https://www.slideshare.net/Bufferapp/buffer-seedrounddeck>

## **EXAMPLE**