

## Supplement B: The Pitch Deck

# Types of Pitches (1 of 2)

- Outcomes of a pitch: Receiver understands it and wants to learn more.
- A pitch deck describes nature of the business, the need, the customer, business model, etc.
- The elevator pitch was so named after Elisha Otis' brief but powerful pitch to promote safer elevators.

# Types of Pitches (2 of 2)

- The storytelling approach.
  - Tell the right story to the right audience.
  - Make your pitch interactive.
  - People want to be a part of something new.

# Overview of the Pitch Deck

- Make sure the first pitch leaves the investor wanting to know more.
  - Slides can vary from 5 to 30.
  - Must answer basic questions.
  - Be prepared for 1, 3, up to 20 minutes presentation time.
  - Create backup slides for anticipated questions.

# The Pitch Deck (1 of 12)

## Slide #1: Title

- Include the name of the company, logo, and contact information.
- Pay attention to slide design.
- Consider putting your name and company on every slide.

# The Pitch Deck (2 of 12)

## Slide #2: Company Purpose/Description

- One sentence to describe the company.
- Compare with a known brand.

# The Pitch Deck (3 of 12)

## Slide #3: The Problem/Need

- Describe the problem that your company is solving.
- Describe how the problem is currently being solved by other companies.
- Prove to the audience that the problem is a big one.

# The Pitch Deck (4 of 12)

## Slide #4: The Solution

- The solution is your value proposition.
- Offer a live demonstration.
- Show a prototype or a picture of a prototype.
  - For web-based solutions, show a mock landing page.
  - Another option is to show a use case .



# The Pitch Deck (5 of 12)

## Slide #5: Why Now?

- Convince the audience: Timing is just right.
- Point out trends or changes.

# The Pitch Deck (6 of 12)

## Slide #6: Market Opportunity

- It is important to think the TAM, SAM, and SOM through.
- Investors will be unable to see the growth potential unless you prove.

# The Pitch Deck (7 of 12)

## Slide #7: Getting Customers

- Estimate the figures in a geographic area.
- Demonstrate an understanding of the costumers:
  - Who they are?
  - How you will reach them?
  - How much they will pay?
  - How you intend to keep them coming back?

# The Pitch Deck (8 of 12)

## Slide #8: Competitor Analysis & Differentiation

- Strong analysis to show competitive advantage.
  - The competitive grid analysis compares to significant competitors.
- Pricing, capacity, location, and other attributes play an important role.

# The Pitch Deck (9 of 12)

## Slide #9: Traction

- Traction: Work done to date to build the venture.
- Investors want the actions taken to construct the venture and the milestones achieved.
- Includes recognition and press.
- Include your future milestones: Expansion.

# The Pitch Deck (10 of 12)

## Slide #10: Financials

- Understand potential profit and loss.
  - Highlight key drivers of revenue and expenses.
- Show revenue projections.
  - Best, worst, and likely case scenarios.
  - For at least three years.

# The Pitch Deck (11 of 12)

## Slide #11: Team

- List of all team members.
- Include the names of the advisory board.

# The Pitch Deck (12 of 12)

## Slide #12: Call to Action

- Always have a call to action.
  - Investor: Plan to use the money.
  - Classmates: Feedback.
  - Professors: Advice.
- Ask for team members with skillsets.



# The Question and Answer Period

- Show the title slide during Q&A.
- Incorporate answers to new questions from previous meetings.
  - Team Questions.
  - Product/Customer Questions.
  - Competition Questions.
  - Financial Questions.
  - Growth Questions.

# Public Speaking Tips/Skills (1 of 2)

- Useful tips to speak confidently:
  - Practice but don't memorize.
  - Pay attention to time restrictions.
  - Don't hold anything in your hands.
  - Don't read slides.
  - Dress the part.
  - Drink water.
  - Eye contact cannot be faked.

# Public Speaking Tips/Skills (2 of 2)

- Useful tips to speak confidently
  - Learn to improvise.
  - Move but don't pace.
  - Practice crisp articulation.
  - Vary your voice to avoid the monotone trap.
  - Choreograph your rhythm.
  - Embrace your nervousness.