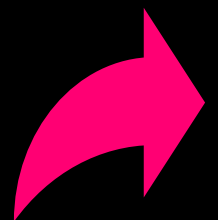


Advantage Slides x2



**These are some of the hardest
investors questions to answer...**



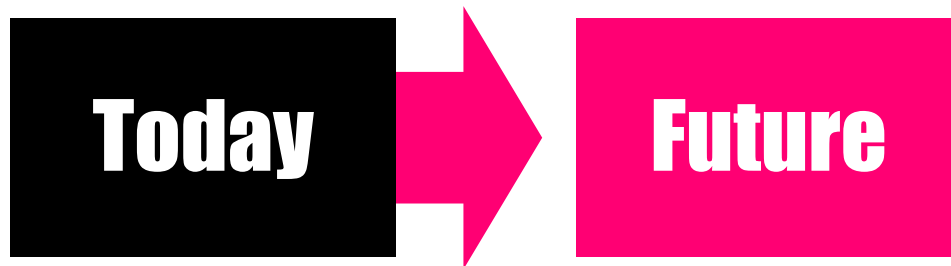
How are you **different?**



What'll make you defensible?
How are you building a moat?



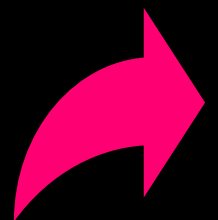
Same questions but different timelines



And here's how those different timelines map to 2x different slides in your pitch deck...



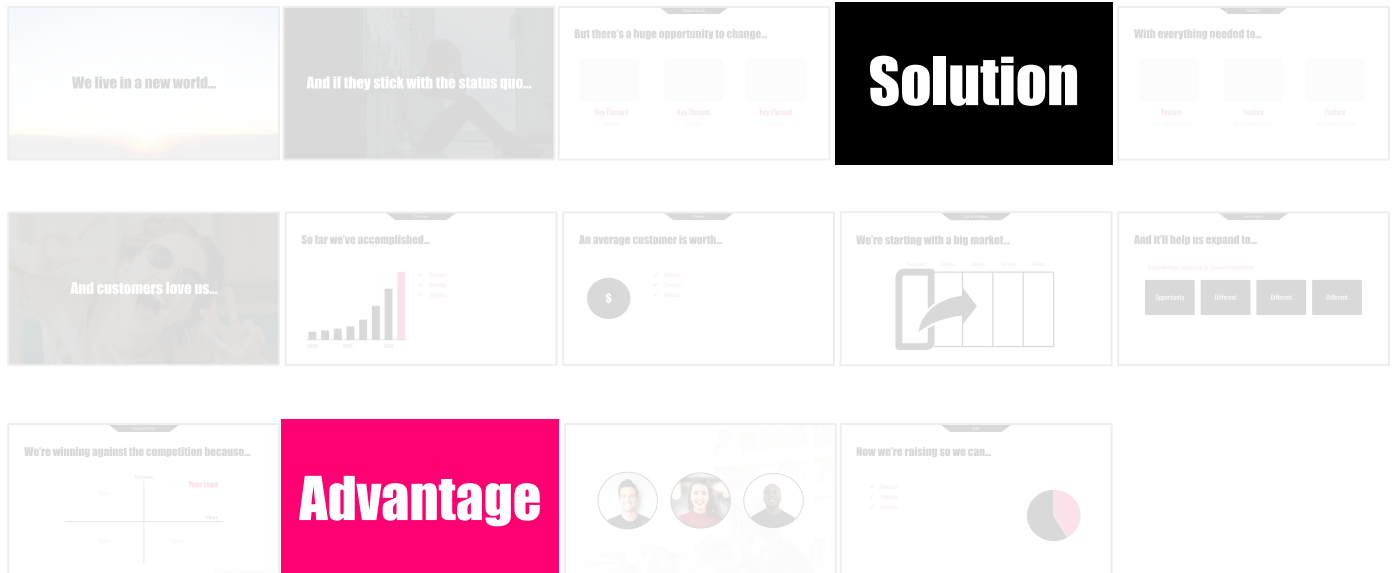
Solution & Advantage Slides



Why Now Pitch Deck

Today

How are you different?



Future

What'll make you defensible?
How are you building a moat?



The **Solution Slide** is all about how you're difference today will help disrupt a big market

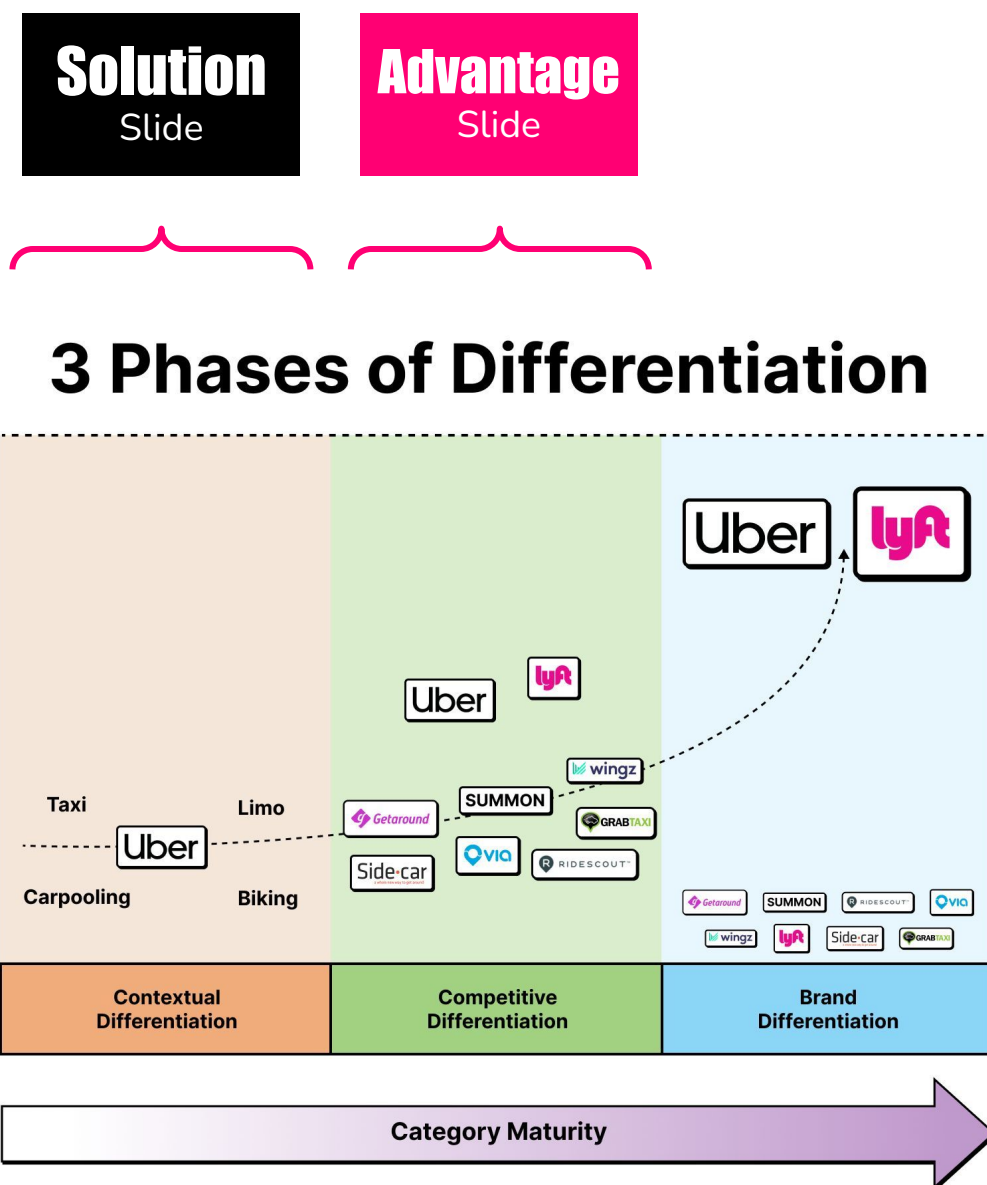
The **Advantage Slide** is all about how you'll protect that position - in the future at scale



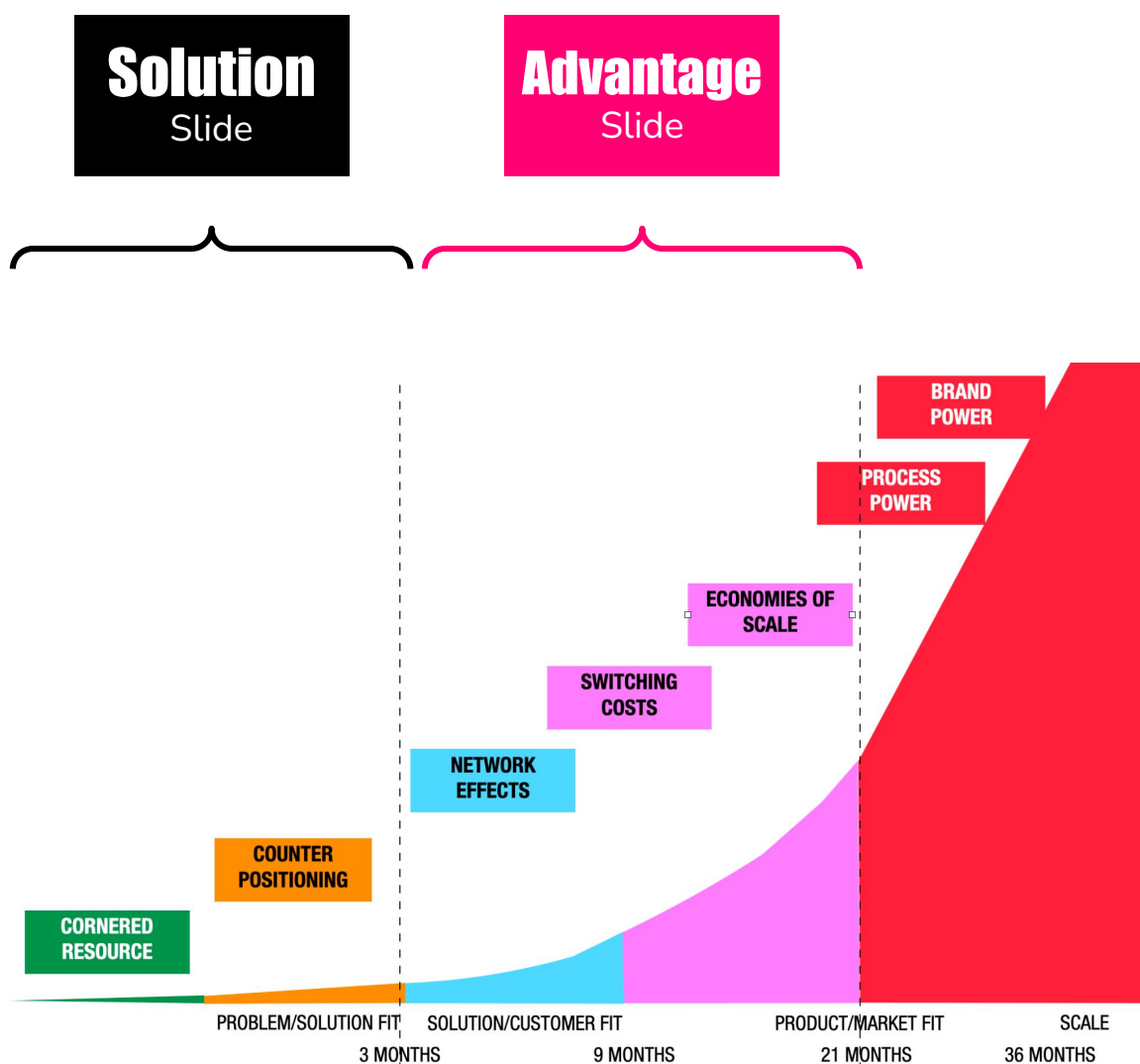
@Anthony Pierri 🎸 and @Ash Maurya both have great posts that show how advantages change over time...



@Anthony Pierri 🎸 showed how Uber initially used contextual differentiation (vs the status quo) and then over time built up a competitive differentiation (better product, better distribution) before taking advantage of the final step - brand differentiation.



@Ash Maurya went into a little more detail showing that the initial differentiation can come from a cornered resource (team, info, IP, etc) or counter positioning (vs the status quo) and then start building longer term advantages (networks, switching costs, scale, processes) before taking advantage of the final step - brand power.



Talking to investors, I would avoid using brand as your long term advantage - even if it's the goal

(unless you want to get an eye roll)



So To Recap

1. When talking with investors you'll want to show an advantage over two different timelines - today and in the future.
2. Use your solution slide to show how you're different today than the (expected) status quo
3. Use your advantage slide to show how you'll build a longer term competitive moat 💪



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How to navigate investor expectations



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