

Pitch Deck: Table of Content

- 0) Cover Slide
 - 1) Elevator Pitch
 - 2) Market Problem & Current Solutions
 - 3) Market Opportunity: Define Market, Target Customer, & Target Market Size
 - 4) Your Solution (1-5 Slides)
 - 5) Team (If really impressive, potentially move slide after “Elevator Pitch” slide)
 - 6) Board Members & Advisers (Optional, or combine w/ Team slide)
 - 7) Traction & Awards (Optional if no real traction yet, otherwise 1-3 slides)
 - 8) Market Fit / Competition (Optional, can also be explained in slides 2 & 3 above)
 - 9) Competitive Advantages (Optional, can be explained in slide 4 above)
 - 10) Revenue Model: Key Revenue Streams & Business Model
 - 11) Expense Model: Key Expenses, Time Efforts & Strategy
 - 12) Financial Projections
 - 13) Exit Strategy (Optional)
 - 14) The Ask: Capital Raise & \$ Uses
 - 15) Closing Slide: Questions? Contact Details
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Various Deck Size Options & Content:

- 5 Slide Deck: 1, combine: 2 + 3, combine: 4 + 7, 5, combine: 10 + 12 + 14.
- 10 Slide Deck: Don't include optional slides
- 15-30 Slide Deck: Slides 1-15 + add'l slides: Your Solution (1-5), Traction (1-3), Explain: LTV vs. CAC

Cover Slide

- Logo / Name of Company
- Purpose of Presentation: “Investor Presentation”
- Date: Optional - if you send a deck with an old date, you look outdated (is it taking you a while to raise the round, mmm that’s odd, why’s that?), I suggest never using a date!
- Other Potential Additions:
 - Logos of accelerator, awards, publications featuring company
 - Slogan
 - Name of Presenter / CEO

Elevator Pitch Slide

Create a brief one liner that describes:

- What’s the service / product?
- What’s the core problem (describe pain) or need that you’re solving?
- What’s your big vision?
- Graphically show all of this if possible (and use less words than on this slide!)

Market Problem / Current Solutions

- What's the problem or unmet need you're solving?
 - Clearly show the pain of the problem or convey the strong need that is currently unfulfilled. Don't just say it!
 - You can't create demand (usually only market leaders can)
- Current Solutions = Current Problems and/or Significant Inefficiencies?
 - Biggest competition = Status quo, changing customers behavior, even if old systems are inferior, they exist everywhere, you don't
- "Solve your clients' number-one problem", Cyrus Massoumi, CEO of ZocDoc. Not their 4th or 10th problem. What keeps them up at night or really really bothers them?

Market Opportunity

- What is the Total Addressable Market (TAM)?
 - What's your real target market size? The sub-sector of the General Market?
 - Example: Total sales of mid-priced women's shoes online (TAM)
vs. Total online retail sales (General Market)
 - Name it. Size it: in Units and/or Revenue. Growth rate % & projections.
- Define Target Client? Key characteristics?
 - Ex. Consumers vs. Enterprises, Demographic target vs. Type of business (small vs. large), examples of ideal individuals or clients
- Current demands and unique needs?
- Describe any important market evolutions and why we're now at an inflection point

Your Solution / Demo

- Show > Tell: ~1-5 slides of your product / service
- Show screen shots of key parts of business
- If you have time in a meeting, show a live demo (but not when pitching on stage)
- Don't show a video, it can fail to play and takes away from your precious time
- Tell a story of a future client or an example of current client
- Show the core value proposition to a client
 - Better, Faster, Cheaper (More Economical)

Team

- Core Team: The Founders & Chiefs
- Photos (Optional)
- Relevant Experiences / Successes (Exits?) / Failures (Good war stories?)
- Leadership Experience
- Education
- Don't write sentences, do 1-3 brief bullets per person, or even better do 1 key bullet per person

“We are the right team who can execute this business plan because...”

Traction / Performance / Awards

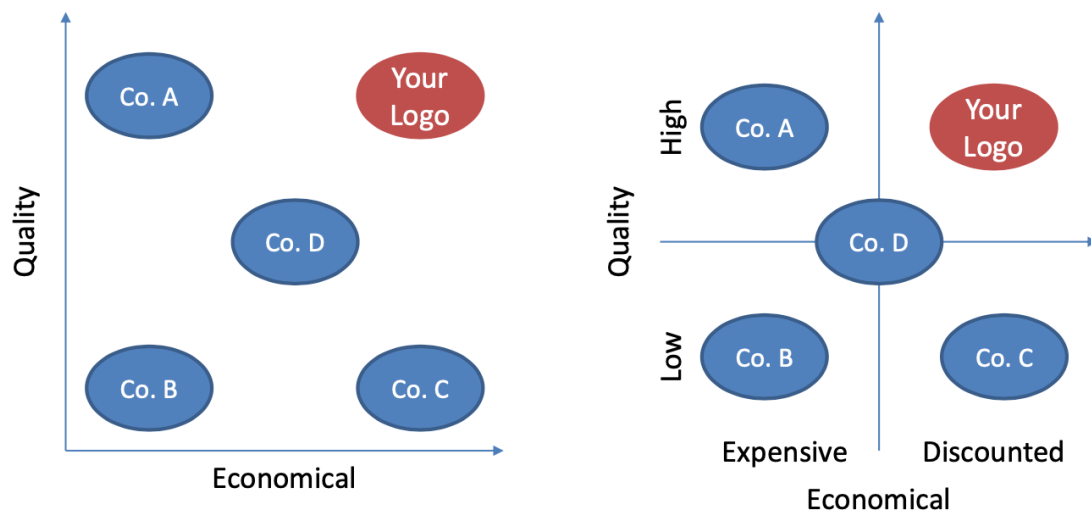
- Timeline / Key Milestones
 - Soft Traction: See other people think we're awesome!
 - Accelerator programs (we graduated!)
 - Awards: #1 Best Startup / # 1 Best DEMO
 - Lots of articles about us: TechCrunch / Forbes / CNN / FOX
 - Hard Traction: We're growing fast! Lots of clients and making money!
 - Brand name clients or strong volume in pilot phase and/or paying
 - A growing pipeline that will generate lots of \$
 - We're performing amazing for clients, look at these results!
 - See our key business metrics, see we're doing great!
 - **Show increasing # customers, increasing total revenues, increasing revenue per customer, decreasing cost to acquire a customer. Show LTV > CAC! In the end, this is all that matters!**
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Market Fit / Competition

- Show how you fit into the Market Landscape
- Direct Competitors vs. Indirect Competitors?
 - How much capital raised? Which Investors? Revenues? Key stats?
 - Why won't indirect become direct if they see what you're doing works?
- Your biggest competitor is the status quo! Why will customers switch to you vs. the incumbent?
- Are you changing customer behavior?
- Types of Diagrams/Charts:
 - Market Landscape: X / Y axis charts or venn diagrams (often used, easy to make, easy to understand)
 - Feature List Comparison (often weaker looking, more confusing, takes longer to understand)

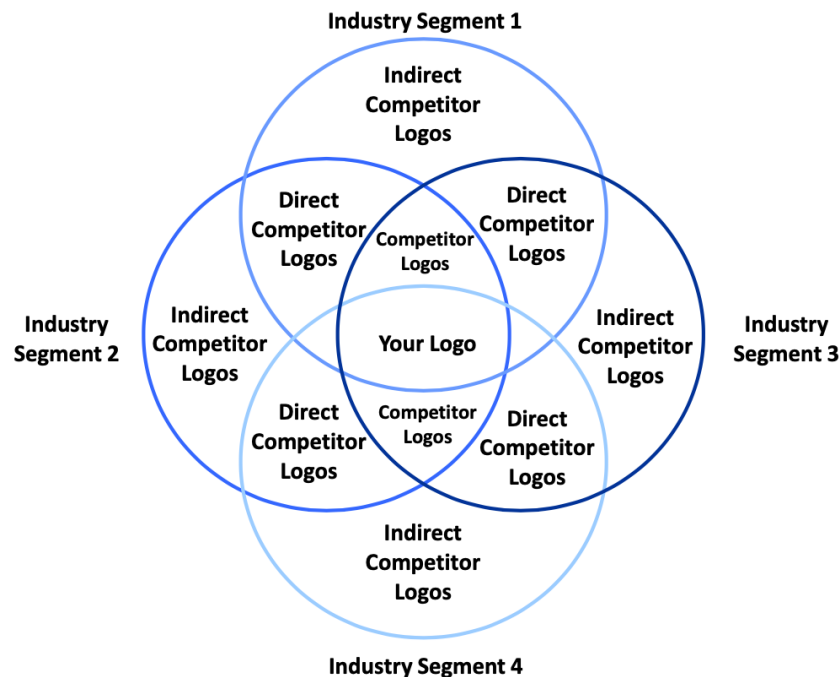
Pitch why you're 10x better, not just 3x better!

Market Landscape (Example 1)



Put your company in the top right corner!

Market Landscape (Example 2)



Feature List Comparison

Company	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Feature 6	Feature 7	Total
Your Company	✓	✓	✓	✓	✓	✓	✓	7
Competitor A	✓	✓			✓		✓	4
Competitor B		✓		✓		✓	✓	4
Competitor C		✓		✓			✓	3
Competitor D	✓		✓					2
Competitor E	✓		✓					2
Indirect Competitor A	✓		✓					2
Indirect Competitor B	✓		✓		✓			3
Indirect Competitor C	✓		✓	✓				3
Indirect Competitor D		✓				✓	✓	3
Indirect Competitor E		✓				✓	✓	3

This often makes you look 2-3x better,
not 10x better, so maybe only have as
an appendix slide

Competitive Advantages

- Current Competitive Advantages?
- Sustainable Competitive Advantages?
- Unfair Competitive Advantages?
- Patents?
- Key Relationships / Partnerships?
- Barriers to Entry for New Players?
 - Money, Time, Expertise, Relationships, Patents
- Competitor's Competitive Advantages / Weaknesses?

Revenue Model

- How do you make money? Key revenue streams?
 - Pricing? Flat fee or %? Why that rate?
 - Recurring revenue frequency?
 - Is there a big difference between Gross vs. Net Revenue?
 - High Volume vs. Low Volume Business?
 - Example showing basic math:
 - $100 \text{ Clients} \times A \text{ Units} \times B \text{ Fee} = \$C \text{ Revenue}$
 - Easy to apply multiples: 10x, 100x clients
 - Cash collections: Immediately? 30-90 Days?
 - Expected conversion rate to get a paid client?
 - Expected ARPU (Average Revenue Per User)?
 - Life-time Value of Customer (LTV)?
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Expense Model

- Key Expenses / Time-Efforts Needed To Generate Revenue?
- Channels: How to reach / market to customers?
- Strategy: How to convert, acquire or close clients?
- Unique Strategic Relationships / Partnerships?
- Potential for leverage or scalability to grow fast economically?
- How long is sales cycle to get a client?
- Average Cost to Acquire a Customer (CAC)?
- Cost to Maintain a Customer & Build Recurring Sales?
- Monthly burn rate, now vs. after funding?

Financial Projections

- # Years Projected:
 - Early-mid stage: 1-2yr historicals, 3-5yr projections
 - Pre-revenue (angel / seed stage): May show 6yr projections (accounts for ~6 mos to 1yr to build technology before generating revenues)
- Target Market Size vs. Acquired Clients:
 - Show total # potential clients in target market per year. Show growing market size.
 - # Free Users vs. # Revenue Generating Users
 - Show total # clients per year and % market penetration
 - Shows entrepreneur's sanity: Growing from 0% to 1%-5%+ penetration is usually sane and conservative, acquiring 50%-100% of the target market is insanity
- High Level Financials:
 - Main line items: Revenue, COGS, Gross Profit, Operating Expenses, EBITDA
 - Optional: Break out key revenue streams, Gross vs. Net Revenue
 - Optional: Break out key expenses (Ex. # Employees)

Exit Strategy

- Acquisition: Most likely exit option for companies
 - Name potential companies (any unique relationships with them?)
 - Name types / categories of companies that could acquire you
 - Why would they acquire you, how do you fit into their strategy?
 - Why won't they try to build it themselves?
- Financial Buyer: Will your company generate excess cash flow that could make it attractive to financial buyers to generate a return? Often buys for lower multiples (not as high exits), as no strategic value, may flip company and sell it in a few years
- IPO: The least likely exit for a company, but a possibility. Often not preferred to founders or investors compared to top two choices, due to required holding period (~6 months) after IPO and volatility. Preferred exit strategy if you're building a really big stand alone company (instead of a bolt on business that's easier to acquire) and no good acquirers exist that could pay enough to acquire it (as future value is far greater)
 - Note: ~80% of VC exits are via acquisition, only ~20% IPO

Capital Raise & Use of Proceeds

- The Ask: How much capital are you looking to raise?
 - Capital Raise:
 - Stage / Size? Example: Seed Round: up to \$500K, Series A: \$2M-\$3M
 - Investment Terms:
 - Preferred Equity (convertible into common) @ \$X Pre-Money Valuation
 - Convertible Note @ \$X Valuation Cap, Y% discount into next round, Z% interest rate, W months to maturity, 1.5x premium (if acquired while note is outstanding)
 - Investors in Round: Previous investors? New investors? Founders? Key angels or strategics?
 - Avg. Monthly Expenses? / How long will new \$ last (runway)?
 - Prior Investment Rounds: Size? Investors? Valuation? Key Terms?
 - Use of Proceeds: (Name It / \$ Amount)
 - Sales & marketing, Hire key employees, Founders salaries (Don't be greedy!!!)
 - Build out / further develop technology, File patents
 - Achieve key milestones: 1st Client? Get to Breakeven? 3x Rev Growth?
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Closing Slide

- Your Logo (Big & in Middle) / Link to site
- Any Questions?
- Contact Info: Name / E-mail / Phone

After all questions have been asked by the investor, ask
“What’s the next step in the process?”

Remember:
Goal of Meeting =
Get the Next Meeting