

Sequoia Capital's

Business Plan & Pitch Deck
Template

SEQUOIA 

Business Plan Checklist

1) Company Purpose: define your company in a single declarative sentence. This is harder than it looks. It's easy to get caught up listing features instead of communicating your mission.

2) Problem: describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions.

3) Solution: explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?

Business Plan Checklist

4) Why now? The best companies almost always have a clear why now? Nature hates a vacuum—so why hasn't your solution been built before now?

5) Market Potential: identify your customer and your market. Some of the best companies invent their own markets.

6) Competition / Alternatives: who are your direct and indirect competitors. Show that you have a plan to win.

Business Plan Checklist

7) Business Model: how do you intend to thrive?

8) Team: tell the story of your founders and key team members.

9) Financials: if you have any, please include.

10) Vision: if all goes well, what will you have built in five years?

Sequoia Capital

Pitch Deck Template

Reproduced by PitchDeckCoach from info presented at
<http://www.sequoiacap.com/grove/posts/6bzx/writing-a-business-plan>

Flow

FYI Only – NOT a slide for your deck

Company Purpose

Problem

Solution

Why Now

Market Size

Competition

Product

Business Model

Team

Financials

Company Purpose

Define the company/business in a single declarative sentence

Problem

Describe the pain of the customer (or the customer's customer)

Outline how the customer addresses the issue today

Solution

Demonstrate your company's value proposition to make the customer's life better

Show where your product physically sits

Provide use cases

Why Now

Set-up the historical evolution of your category

Define recent trends that make your solution possible

Market Size

Identify/profile the customer you cater to

Calculate the TAM (top down), SAM (bottoms up) and SOM

Competition

List competitors

List competitive advantages

Product

Product line-up (form factor, functionality, features, architecture, intellectual property)

Development roadmap

Business Model

Revenue model

Pricing

Average account size and/or lifetime value

Sales & distribution model

Customer/pipeline list

Team

Founders & Management

Board of Directors/Board of Advisors

Financials

P&L

Balance sheet

Cash flow

Cap table

The deal

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