



PITCH DECK DO'S

1. TELL A STORY & ENGAGE PEOPLE EMOTIONALLY

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





2. LIMIT EACH SLIDE TO EXPRESSING ONE IDEA

You want to keep your entire audience on the same page



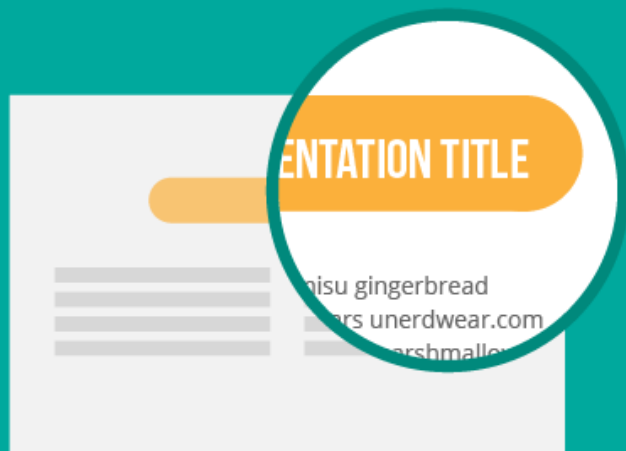
3. PREPARE TO MAKE A GREAT FIRST IMPRESSION

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

4. 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





5. KEEP A CONSISTENT LOOK IN PRESENTATION

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



6. KNOW YOUR METRICS BETTER THAN ANYONE

Traction speaks louder than words.



PITCH DECK DON'T'S

1. DON'T USE TOO MANY BULLET POINTS

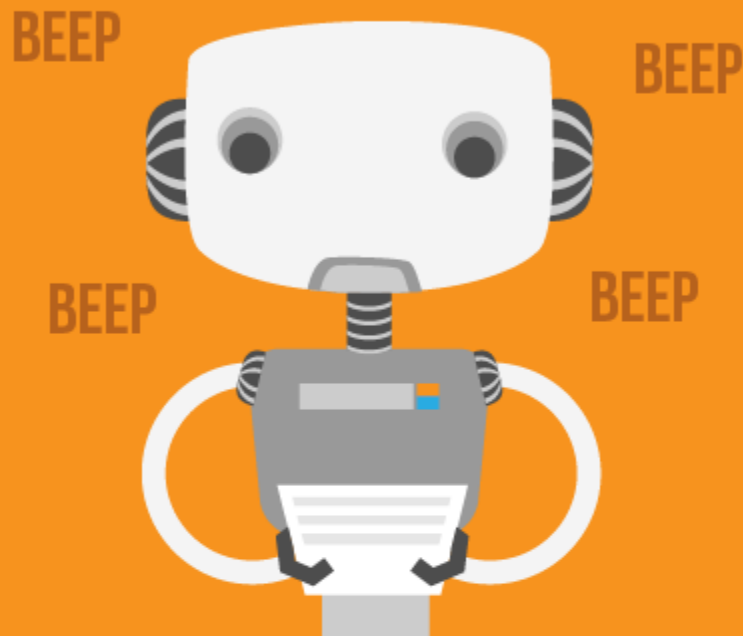
Limit the bullets. Too many bullet points will kill a presentation.





2. DON'T MAKE IT TOO LONG

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



3. 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.

4. 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.





5. DON'T COME UNPREPARED

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



6. 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.

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SLIDES OF A PITCH DECK

