



# What Are the Key Slides You Want In Your Final Pitch Deck?

You want your investor pitch deck to cover the following topics, roughly in the order set forth here and with titles along the lines of the following:

1. Company Overview
2. Mission/Vision of the Company
3. The Team
4. The Problem
5. The Solution
6. The Market Opportunity
7. The Product
8. The Customers
9. The Technology
10. The Competition
11. Traction
12. Business Model
13. The Marketing Plan
14. Financials



# 1. The “Company Overview”

I’m a big believer that the page after the cover page should be a “Company Overview” where you summarize in 4-6 bullet points your business, what problem it solves, where you are located, the experience of the management team, and any key traction already established.

## Company Overview

### Key Facts

- Recuperate.com is a San Francisco based healthcare technology startup providing Web based and mobile app solutions to people recuperating from injuries.
- The company has developed proprietary algorithms and artificial intelligence to address a \$10 billion+ market opportunity.
- The team includes experienced technology driven individuals from Google, Microsoft, Aetna, United Health and Qualcomm.
- The company’s mobile app has already been downloaded 500,000 times, and downloads are increasing 35% a month.
- The company has completed important partnerships with the Mayo Clinic, Kaiser, the Cleveland Clinic, and UCLA Health.



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## 2. The “Mission/Vision” Slide

In this slide, you want a crisp summary of the mission/vision of the company. Some examples of a mission include:

- “Our mission is to be the enterprise solution for cybersecurity holes in a company’s data storage.”
- “We are the mobile solution for millennials wanting to invest in the stock market.”
- “We are the Uber-like on demand solution for house cleaners.

The “vision” can be the goal you think you could become, such as “Our vision is to become the leading e-commerce company for individuals recuperating from injuries.”

Think of this slide as your 15-second compelling elevator pitch.

### 3. “The Team” Slide

Many investors believe that a company’s team is the most important determinant of whether or not to invest.

“The Team” slide will typically include:

- Pictures of the key team members
- Titles of the team members

## 4. “The Problem” Slide

You need to define the problem or need your startup is solving, including:

- How big is the problem?
- Why is it important?
- Who are you solving the problem for?

## 5. “The Solution” Slide

Since the prior slide articulated the problem, “**The Solution**” section of your investor pitch deck should articulate your proposed solution and why it’s better than other solutions in the market.

This deck should be carefully coordinated with the “Product” slide of the pitch deck, as there may be some overlap.

## 6. The “Product” Slide

You must clearly articulate what your company’s product or service consists of and why it is unique, so “The Product” slide of the pitch deck should answer:

- What are the key features of the product?
- Why do users care about the product?
- What are the major product milestones?
- What are the key differentiated features of the product?
- What additional product features are planned?

Images, visuals, and videos can play an important role here—don’t just have lengthy written explanations.



# 7. The “Market Opportunity” Slide

Investors want to invest in big opportunities with large addressable markets. On your “Market Opportunity” slide you want to:

- Define the market you are in.
- Set forth the dollar market size.
- Include graphs showing that your company will be addressing a large part of the addressable market.

## 8. The “Customers” Slide

If the company has early customers, a “Customers” slide can be powerful and add credibility.

Normally, the logos of customers that are well known are included in this slide page. Here is an example of this page, which highlights both customers and partnerships of the company:



## 9. “The Technology” Slide

Investors will be particularly interested in your underlying technology (both existing and that in development). This slide of the investor pitch deck can address:

- The basic technology backbone
- Key intellectual property rights the company has (patents, patents pending, copyrights, trademarks, domain names)
- Why the technology is or will be superior
- Why it will be difficult for a competitor to replicate the technology

# 10. The “Competition” Slide

The company’s competitors will always be an issue to investors. Your “Competition” slide should anticipate the following questions:

- Who are the company’s competitors?
- What gives your company a competitive advantage?
- What are the key differentiating features from your competitors?

You really have to show an understanding of the competitive landscape and be prepared to answer questions about your competitors. If you don’t understand your competitors, then the investor may conclude that you really don’t understand the market.

# 11. The “Traction” (Optional)

A company that has obtained early traction in some way will be viewed positively. A “Traction” slide is sometimes, but not always, included in the pitch deck (sometimes the company’s progress/traction is just sprinkled through other slides).

The “Traction” slide can cover the following:

- What early traction has the company gotten (sales, traffic to the company’s website, app downloads, growth metrics, etc., as relevant)?
- What strategic partnerships have been consummated?
- How can the early traction be accelerated?
- Press and accolades
- Testimonials

# 12. “The Business Model”

The investors will want to understand your business model. So this slide can address key issues like:

- How do you make money?
- What is the pricing model?
- What is the long-term value of a customer?
- What are the customer acquisition channels and costs?



## 13. The “Marketing Plan”

No matter how good your product is, you will need to have a good marketing plan to get customers or users. The “Marketing Plan” slide of the pitch deck can cover:

- What key marketing channels will you use (paid search, social media, TV, radio, email marketing, etc.)?
- What early successes have you had and what channels have worked?
- What are your preliminary customer acquisition costs per customer (and, correspondingly, what is the projected lifetime value of a customer)?
- What PR will you be employing?
- What early press or buzz have you gotten?

# 14. The “Financials”

Investors will want to understand the company’s current financial situation and proposed future “burn” rate (monthly or yearly cash loss while the company is developing and marketing its product).

## WhizBang Inc. Cash Flow

	Q1/11	Q2/11	Q3/11	Q4/11	Q1/12	Q2/12	Q3/12
CashIn	100,000 00,000	82,000	64,000	49,000	34,000	20,000	13,000
Revenue	0	2,000	6,000	9,000	15,000	25,000	37,000
Infrastruct	2,000	4,000	4,000	6,000	10,000	12,000	14,000
Salaries	5,000	6,000	7,000	8,000	9,000	9,000	10,000
Space	8,000	8,000	8,000	8,000	8,000	9,000	9,000
Service	3,000	2,000	2,000	2,000	2,000	2,000	3,000
Total Exp	18,000	20,000	21,000	24,000	29,000	32,000	36,000
Loss	18,000	18,000	15,000	15,000	14,000	7,000	1,000 ***
Cash End	82,000	64,000	49,000	34,000	20,000	13,000	12,000

\*\*\* CASH POSITIVE