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Sequoia Capital has created over \$3.3 trillion dollars in value.

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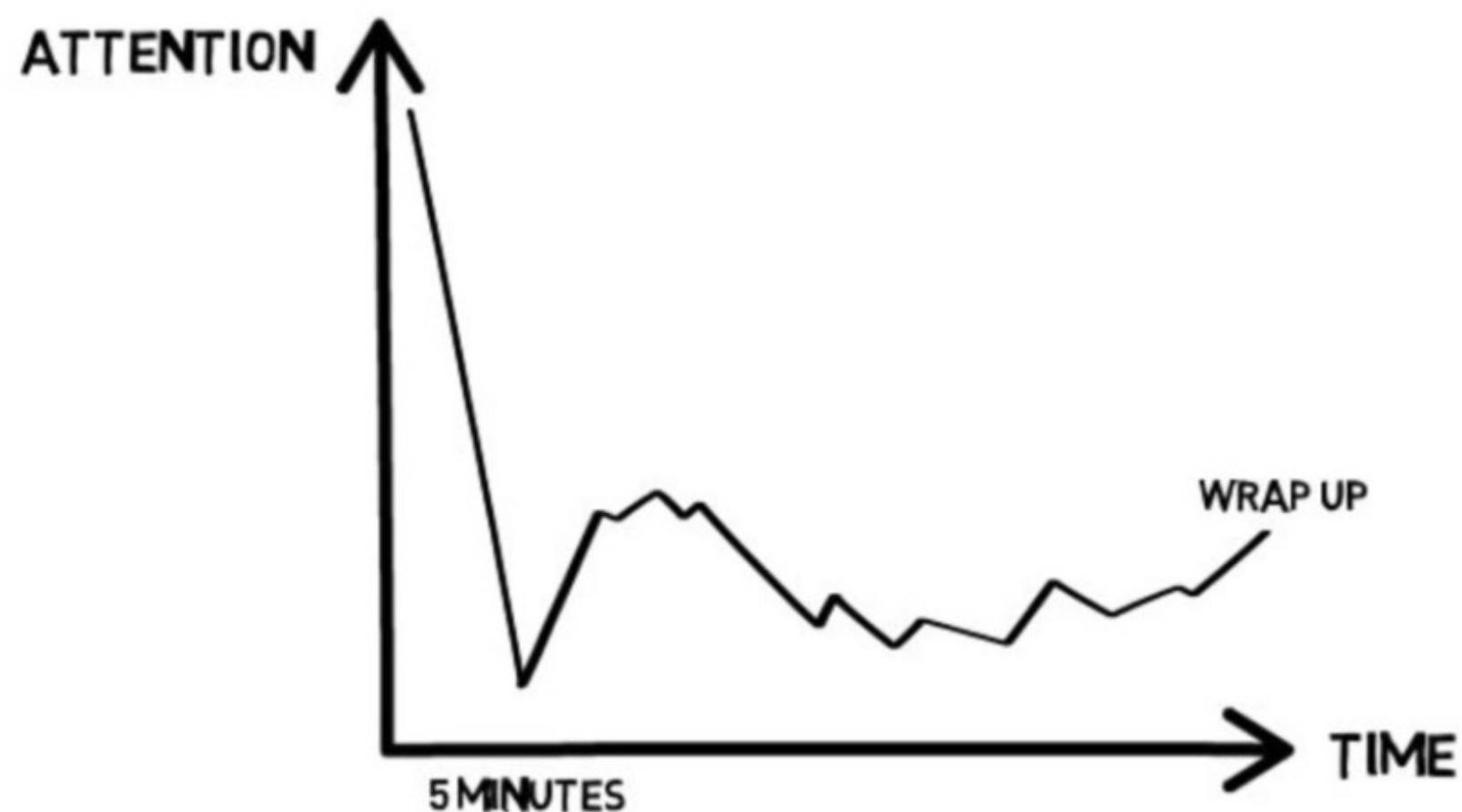
The single best trait of an entrepreneur is someone who can tell a story.

Investors have a short attention span.

They will give you the most attention at the start of your pitch.

In the first 5 minutes be crystal clear about what you actually do.

Let's dive in:





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1. Company Purpose

What is your mission?

Condense into a simple powerful sentence.

Don't list features– communicate your purpose.

Include a simple graphic that describes your business model.

Nobody cares what you can do. Everybody cares what you can do for them.

Company Purpose

Define the company/business in a single declarative sentence



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2. Problem

What challenges do you address and solve?

- Describe the pain of your customer (bigger the better)
- Explain how this is currently addressed
- Show why the current market offerings are inadequate

Don't build a solution that's looking for a problem.

Problem

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

Outline how the customer addresses the issue today



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3. Solution

What key points will communicate the most value?

- What was your 'aha' moment?
- Why is your value proposition unique and compelling?
- Are you building a competitive moat such as network effects?
- How big can this market grow?

Solution

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

Show where your product physically sits

Provide use cases



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4. Why Now

Timing is everything.

The best companies have a clear why now.

- Why hasn't your solution been built before?
- What industry trends make this the perfect time to act?

A famous example is Netflix: high-speed internet made streaming services possible.

Why Now

Set-up the historical evolution of your category

Define recent trends that make your solution possible



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5. Market Size

Can this be a really big opportunity?

- Total addressable market (TAM) = total market demand
- Serviceable available market (SAM) = portion of TAM served by the company
- Serviceable obtainable market (SOM) = percentage of SAM which is realistically achieved

Market Size

Identify/profile the customer you cater to

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



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6. Competition

Thiel said:

"All failed companies are the same: they failed to escape competition."

Who are your direct and indirect competitors?

Know your market– map these out on an x/y axis.

What's your plan to win & differentiate?

Competition

List competitors

List competitive advantages



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7. Product

I recommend pre-recording a demo with Loom.

You get to record your screen and camera whilst giving a clear explanation.

A picture is worth 1000 words, a movie is worth a million pictures.

Bring the solution alive.

Product

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

Development roadmap



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8. Business Model

How do you make money?

Typically it falls into a few buckets:

- Advertising
- Subscription
- Transactions

Include metrics around critical areas including:

- Customer acquisition cost (CAC)
- Life time value (LTV)

Business Model

Revenue model

Pricing

Average account size and/or lifetime value



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9. Team

Your people are the most important factor that determine whether your startup succeeds or fails.

People recruit talent, garner attention and win deals.

Highlight special talents and experiences that make the individual suited to the business.

Team

Founders & Management

Board of Directors/Board of Advisors



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10. Financials

Don't get lost in the numbers– keep it simple.

I recommend highlighting key metrics and growth charts.

Show sources and uses (what you are raising and how you will spend it).

What are the key milestones?

Using a timeline will help demonstrate your runway.

Financials

P&L

Balance sheet

Cash flow

Cap table



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