Your
Pitch Deck
is Wrong

And how to fix your first 3 slides

In 2016, **@Kevin Dick**, the managing director of Right Side Capital posted that **your pitch deck is wrong...**

And it changes how to think about the first 3 slides in your pitch deck

🤯

In that post, he wrote...

Nearly all founders use a structure guaranteed to kill their "conversion rate"

Your Pitch Deck Is Wrong

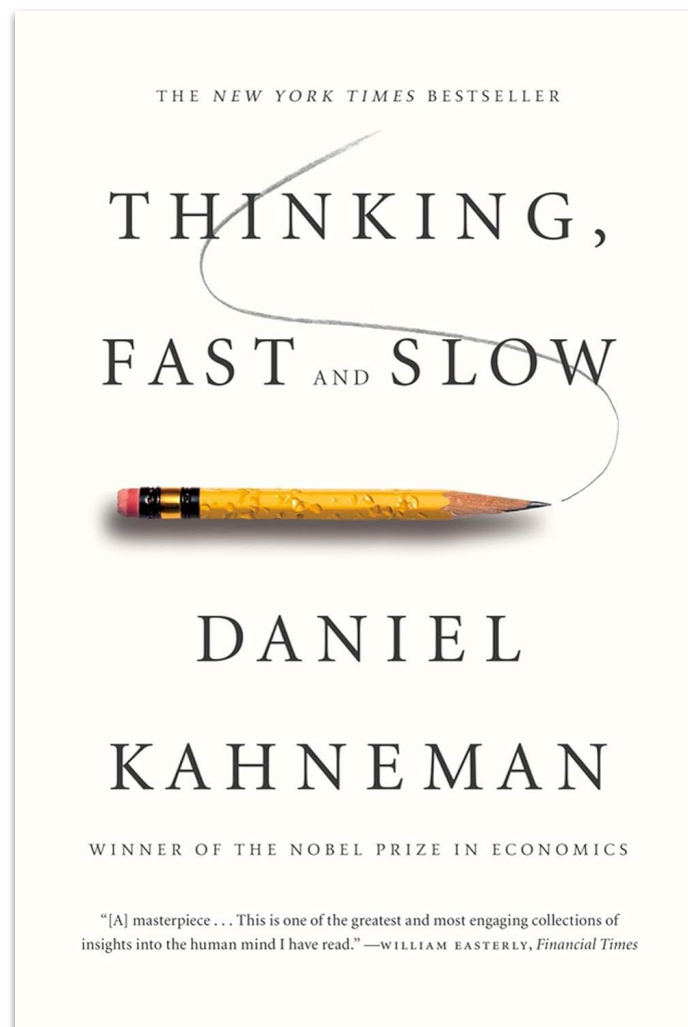📅 May 10, 2016   ✏️ Kevin Dick   💬 3 Comments   ‹ ›

I see a lot of pitch decks. Hundreds per year. Almost every one is wrong. Not the startup idea. Not the slide layout. Not the facts per se. But which facts and in what order. Nearly all founders use a structure guaranteed to kill their "conversion rate".

The common flaw stems from a fundamental mismatch in the way our brains create versus consume content. Each engages a different forms of reasoning. I studied this general topic in graduate school under one of the pioneers in the field. I kept up with the literature over the years. And I observed a huge number of pitches. But it still took me years to realize what was happening (repeating the same mistake in my own pitches, of course). Once I did, I couldn't help appreciating the ironic beauty of the situation.

and continued with…

The common flaw stems from a fundamental mismatch **in the way our brains create versus consume content…**

@Kevin Dick studied under Amos Tversky, who's partner wrote Thinking, Fast and Slow

THE *NEW YORK TIMES* BESTSELLER

THINKING,
FAST AND SLOW

DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece . . . This is one of the greatest and most engaging collections of insights into the human mind I have read." —WILLIAM EASTERLY, *Financial Times*

How VCs consume your pitch deck

System 1

The fast pattern matching module

How you create your pitch deck

System 2

The slower logical module

Your brain has two different systems

From the post…

When you build a pitch deck, you have to call on (the logical) System 2 to develop the content and you can't help but try to construct a **deductive proof of why someone should invest…**

However, when investors consume that pitch deck, either at Demo Day, in an email or face-to-face, they call on System 1.

System 1 (the fast pattern matching) is the default.

And your **advisors?**

Kevin continues…

Here's the ironic bit. People who sincerely want to help with your pitch will expend the effort to use **System 2** (logical)

Blinding them to the lack of **System 1** appeal (used by VCs)

So what's the answer?

Trigger this first

System 1
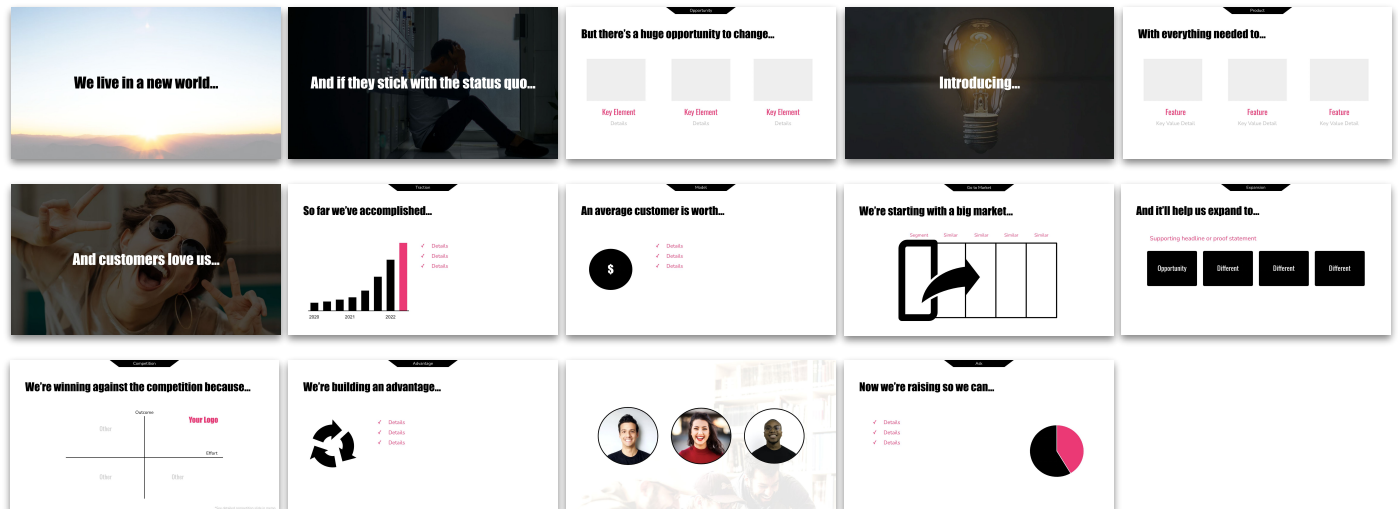
The fast pattern matching module

System 2

The slower logical module

Standard Structure

Pick your standard System 2 (logical) structure

I like the Why Now Pitch Deck Template

But start with System 1

Wow! Slide what's the most impressive thing about your company?
Why You Slide why you got that Wow! and why you'll deliver the next one

Title **Wow!** **Why You**

Then transition back

into your standard System 2 (logical) structure
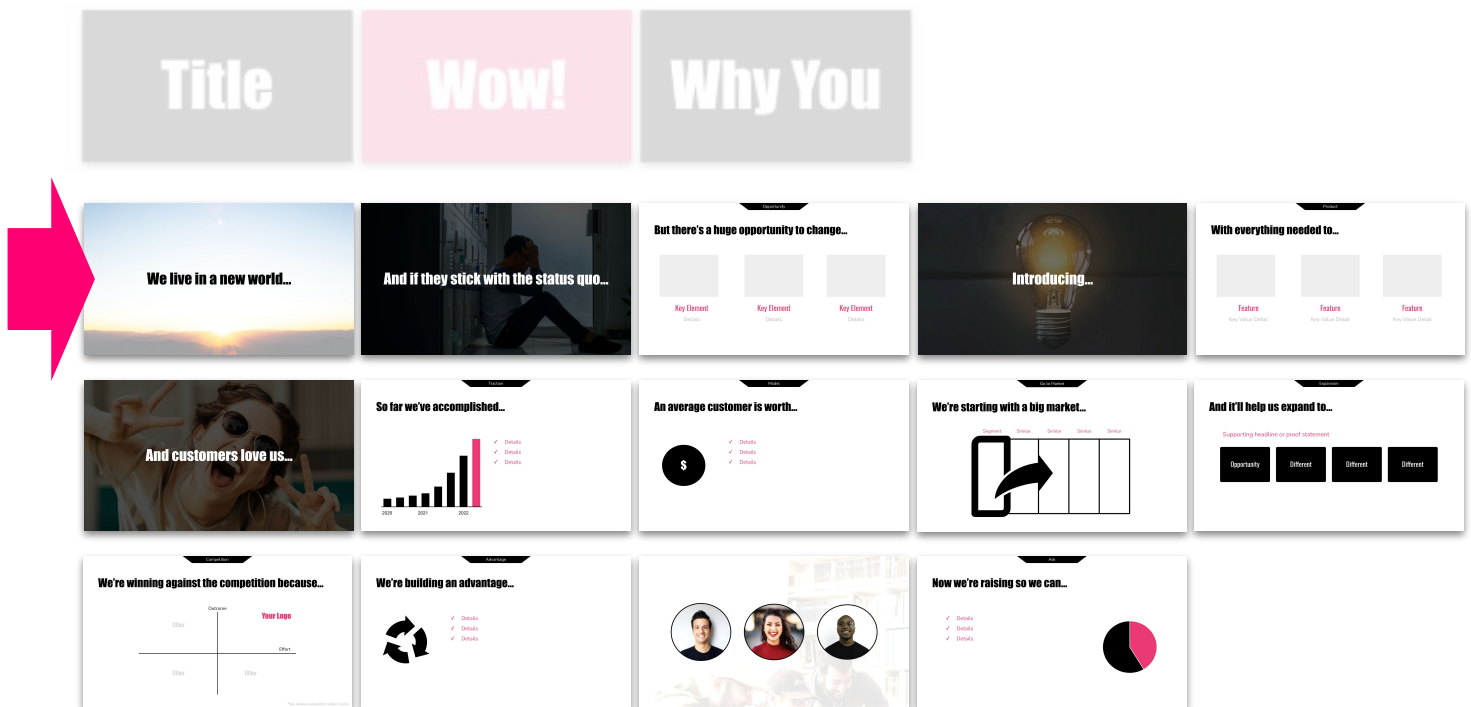
Wow! slide triggers this

Why You slide transitions into this

↓

↓

System 1

System 2

The fast pattern matching module

The slower logical module

Kevin also wrote...

If you can't come up with a decent Wow/Boom slide, then it might be a signal that you haven't made enough progress to fundraise with much success.

So your near term goal becomes to make something Boom-worthy happen.

But don't forget...

to use 1 sentence on your title slide to set context!

Title

We help [customers] get [outcome] through [different]

We live in a new world...

And if they stick with the status quo...

But there's a huge opportunity to change...

Key Element | Key Element | Key Element

Introducing...

With everything needed to...

Feature | Feature | Feature

And customers love us...

So far we've accomplished...

2020 | 2021 | 2022

An average customer is worth...

$

We're starting with a big market...

And it'll help us expand to...

Opportunity | Different | Different | Different

We're winning against the competition because...

Your Logo

We're building an advantage...

Now we're raising so we can...