

# 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

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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.

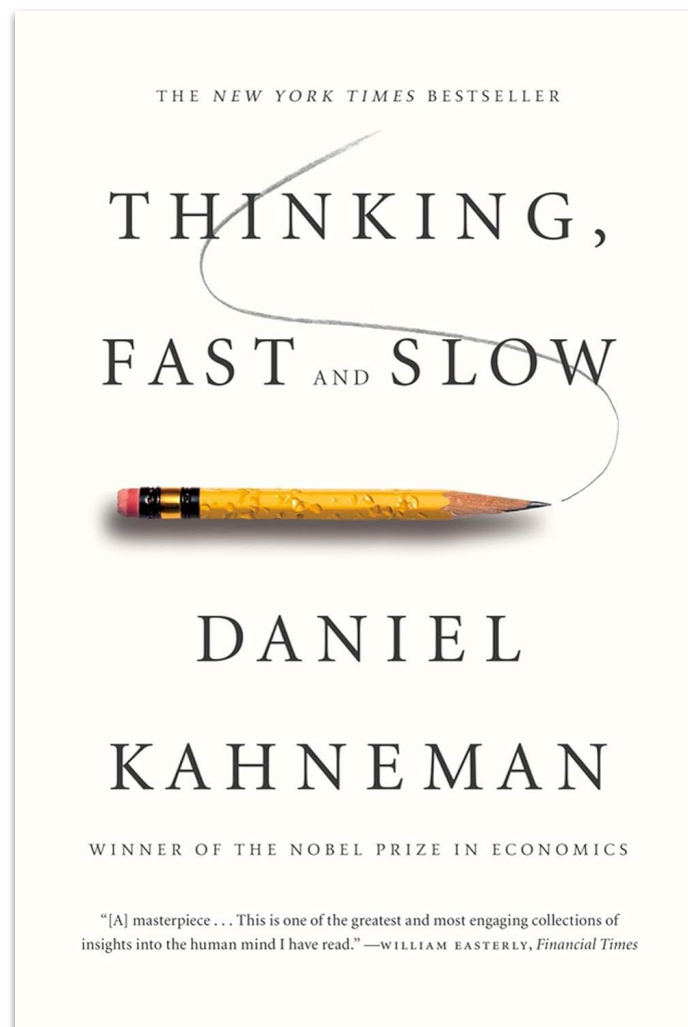


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and continued with...

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



**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**



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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

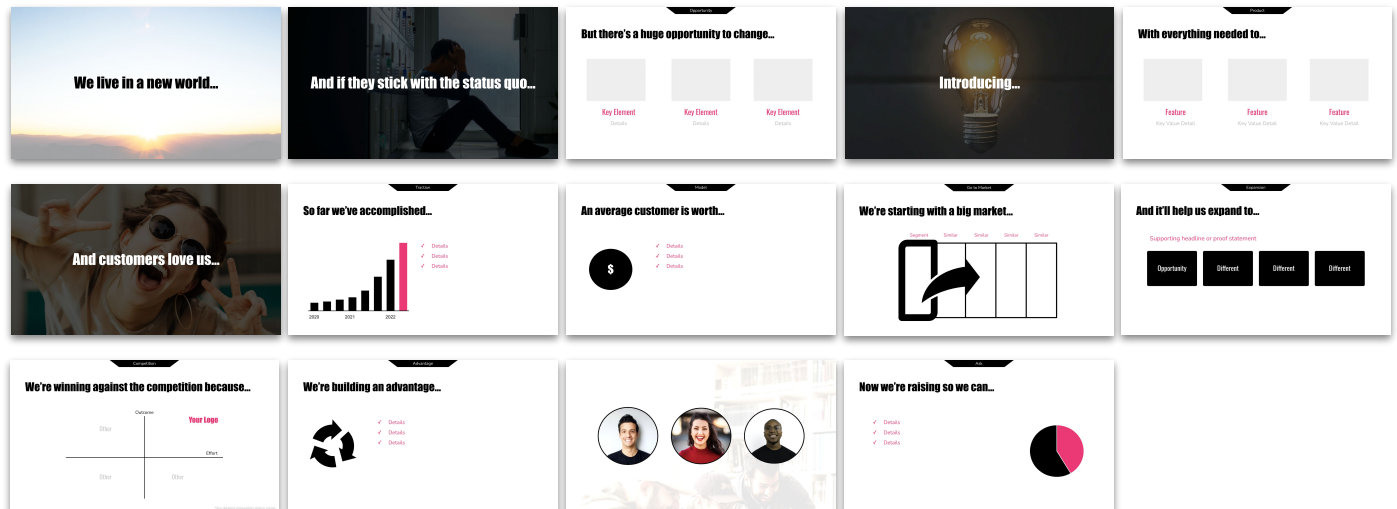


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# Standard Structure

Pick your standard System 2 (logical) structure

*I like the Why Now Pitch Deck Template*



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# 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!

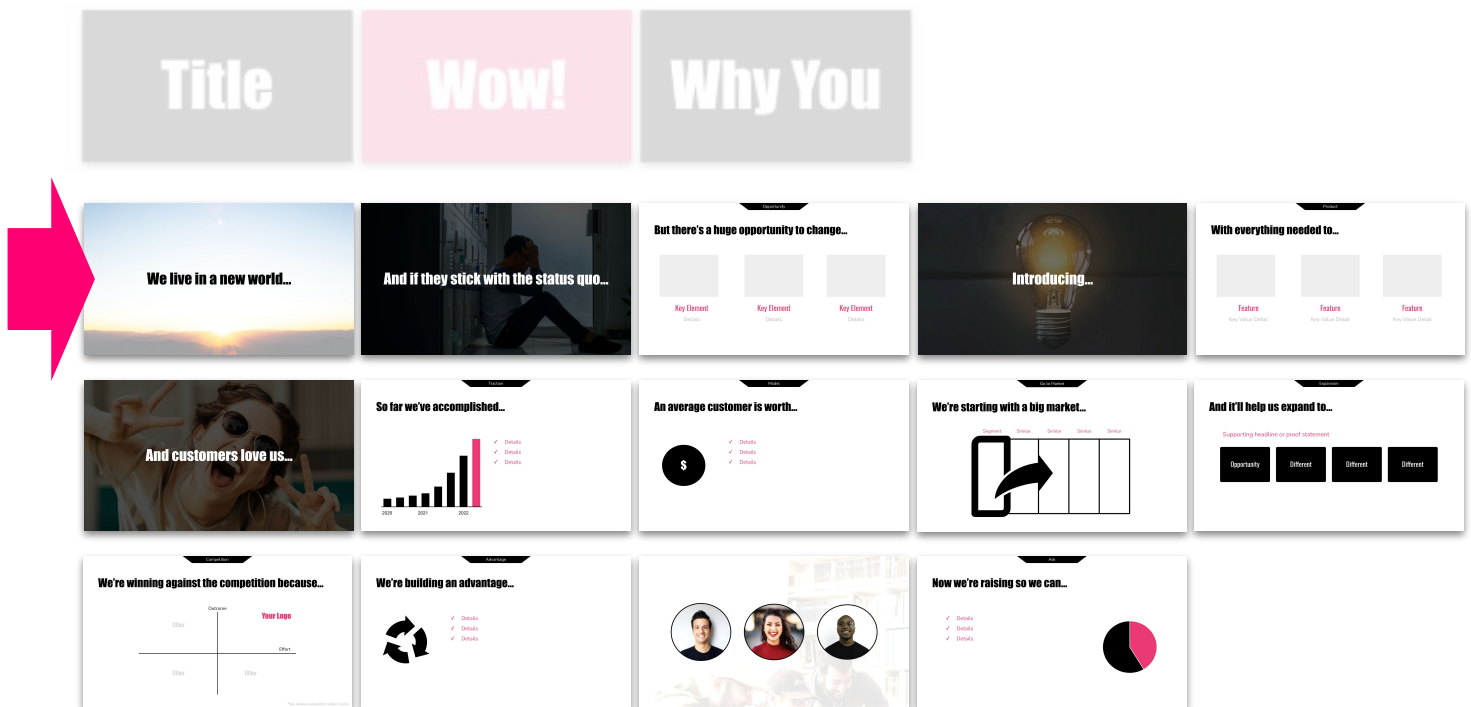
Why You



<div>We live in a new world...</div>	<div>And if they stick with the status quo...</div>	<div>But there's a huge opportunity to change...</div>	<div>Introducing...</div>	<div>With everything needed to...</div>
		<div>Key Element</div> <div>Key Element</div> <div>Key Element</div>		<div>Feature</div> <div>Feature</div> <div>Feature</div>
<div>And customers love us...</div>	<div>So far we've accomplished...</div>	<div>An average customer is worth...</div>	<div>We're starting with a big market...</div>	<div>And it'll help us expand to...</div>
	<div>✓ Details</div> <div>✓ Details</div> <div>✓ Details</div>	<div>\$</div> <div>✓ Details</div> <div>✓ Details</div> <div>✓ Details</div>	<div>Region</div> <div>Region</div> <div>Region</div> <div>Region</div> <div>Region</div>	<div>Supporting headline or visual statement</div> <div>Opportunity</div> <div>Different</div> <div>Different</div> <div>Different</div>
<div>We're winning against the competition because...</div>	<div>We're building an advantage...</div>		<div>Now we're raising so we can...</div>	
<div>Competitor</div> <div>Your Logo</div> <div>Other</div>	<div>✓ Details</div> <div>✓ Details</div> <div>✓ Details</div>	<div>Person</div> <div>Person</div> <div>Person</div>	<div>✓ Details</div> <div>✓ Details</div> <div>✓ Details</div>	

# Then transition back

into your standard System 2 (logical) structure



**Wow! slide  
triggers this**



**SYSTEM 1**

The fast pattern matching module

**Why You slide  
transitions into this**



**SYSTEM 2**

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.

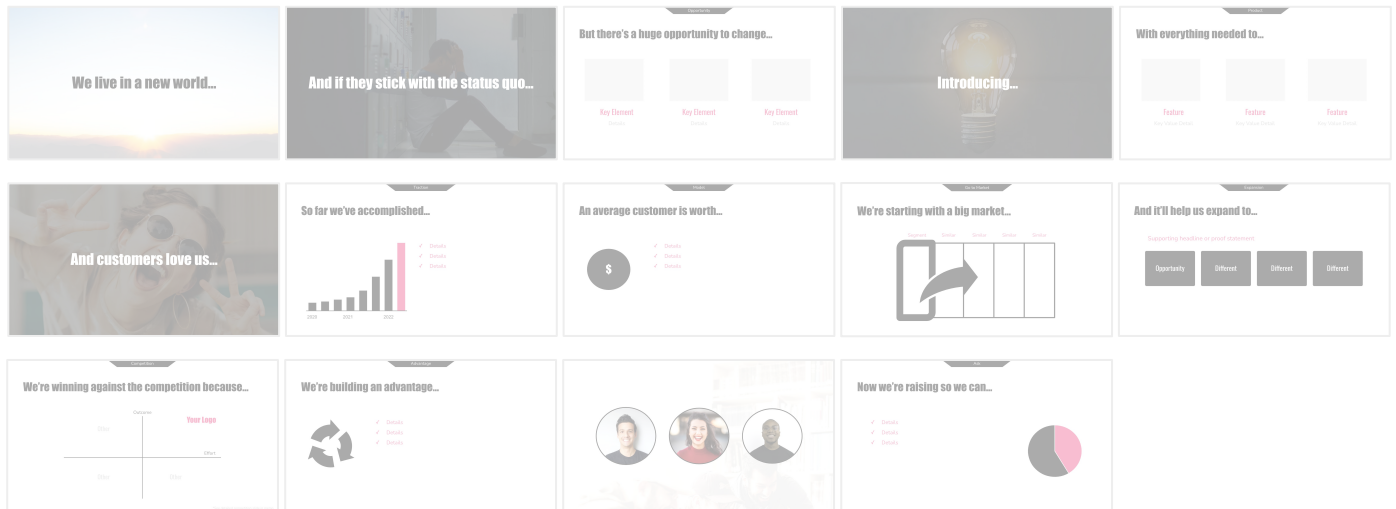
So your near term goal becomes to make something Boom-worthy happen.

# But don't forget...

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



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



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