

# A Business Plan in 10 Slides

## The Pitch Deck

This template has been **designed to describe all aspects of the venture** (not just the ones you know about or are excited by) and serves as both a prototype your vision and communicate it to others.

The pitch deck is the **first comprehensive prototype** of a new venture, and so should be created, shared, and in other ways treated as a work in progress (and slides are easier to revise or abandon than a lengthy written document).

Its general outline addresses most of the questions investors will have about your business, in the order they will ask them—thus **the order of the slides is critical**.

**Use this template to create two decks:** the pitch deck to present from and an annotated pitch deck to leave behind. This second deck should be self-contained and self-explanatory.

**Keep it simple:** be concise but also comprehensive. Where possible, try to use images or charts to convey your message.

**Personalize your deck**—remove the instructions, change the titles, change the master slide—but keep the original order and focus of the slides.

**NOTE: The grey boxes in this template provide guidance and instruction, and can be deleted as you compile your pitch deck.**

# Overview of Pitch Deck Template

## Vision

The Idea  
(as a pitch)

Market  
Assumptions

The Problem  
Solution, &  
value

Technology  
Assumptions

Business  
Assumptions

## Validation

Team

Milestones

Summary &  
Next Steps

Resources

# Your Company (or Project) Here

Your company name and contact information here:

- Include all names/emails/phone numbers of the founding team
- Include company website (if established)

# The Introduction – Elevator Pitch

- In approximately 140 characters or less, describe what the company does, for whom, and why its important (i.e., valuable to that customer).
- You can also very briefly mention any significant accomplishments/milestones reached so far, e.g. have license to patent, proof of concept completed, prototype completed, tested with name brand customers, etc. This can attract interest for the remainder of the presentation.

# Problem, Solution & Value Proposition

Use this slide to define three things:

## **The problem are you solving**

- Describe the problem your venture will address, using as clear and compelling language as possible. Be sure to clearly identify who has the problem (consumer or customer) and how badly.

## **Your solution**

- Describe your solution in terms of the benefits it provides for the consumer and/or customer (avoid describing the technical features of your solution here).

## **Your value proposition**

- The value proposition represents how you (and the customer) will measure the value of your offering. Be as specific (and if possible, quantitative) as you can about the relative value of your solution: is it 5% better than existing alternatives, 50%, 500%? And by what measure: is it faster, better, or cheaper?

# The Market

Use this slide to define three things:

## **Your consumer (and/or customer)**

- Clearly identify who your customer is and how many of them there are (the particular market segment you are pursuing).

## **The Price, Revenue Model, and Volume**

- How much they will pay (price), how they will pay (revenue model) and how much they will buy (lifetime customer value).

## **How you will reach them**

- How you will communicate your offering and value (i.e., your go-to-market strategy).

# Technology

Use this slide to define:

**What is your solution?**

- What is your technology? What does it do? How does it do it?  
Describe your solution without disclosing any patentable or trade secret information.
- What makes this solution effective, unique, and/or defensible from competitors? Describe any IP (patents, provisional patents, or trade secrets). Describe any distinguishing (or inimitable) value of your technology over competing solution.

**Will it work (and when)?**

- Describe the “readiness” of your technology and how long it may take to reach commercial scale.

**Can you make it (at scale)?**

- What does it cost? What is the supply chain (i.e., who will provide any critical elements of your core technology?)

# Financial Projections

Year 1	
revenue (000s)	\$ 62.5
customers	500
units/customer	5
price	\$25
expenses (000s)	\$85
headcount	10
COGS	\$18
CAC	\$325
net income (000s)	(\$22.5)

Describe how your company will make money solving the customer's problem. Make sure to answer the following questions:

- **How much will you make?**
- **How much will it cost?**
- **When will it happen?**

In a single table, show how much you expect to get paid for each unit you sell, how much it will cost to make, and how many you will sell. In this case, keep it simple: identify **the three most important factors driving your revenue projections** and **the three most important factors driving your cost projections**.

14	15	27	34
\$18	\$17	\$15	\$14
\$325	\$100	\$50	
(\$22.5)	\$ 625	\$ 850	

What are the 3 factors (max) that will drive changes in your revenue and expenses over the next three years?  
Can you control them?

# Early Stage Deliverables

Assumption / Hypothesis	\$

**For your vision of this venture to work,  
what has to be true?**

List all of the assumptions you have made in specifically describing your vision. Each of these assumptions represents an uncertainty.

Some are more uncertain than others, and some are more critical than others (i.e., if they prove false, you would fail completely).

List your assumptions and then prioritize them in terms of how critical and how uncertain they are now.

Identify the major uncertainties you would tackle in the next stage of developing this venture.

This is a private slide, not for presenting, but you should keep it in the slide deck and record every time you recognize a looming uncertainty.

# Milestones

Your milestones represent the most important activities to accomplish during the next phase that will reduce the uncertainties surrounding your business.

Note that, to accomplish each milestone, you'll need the right capabilities and sufficient investment. Thus the milestones should be reflected in the Team and Summary slides.

Typical milestones might be:

- Completing a technical prototype
- Interviewing 20 customers to create an MRD
- Getting a first customer commitment
- Shipping your first product (or getting your first 10,000 users)

Don't list every activity, but rather group them into a set of milestones that you will accomplish in this round.

# The Team

Picture	Name (or TBD)	Relevant skills and experiences
	<p>Describe your current and planned management team. NOTE: Don't put someone on your team just to fill a spot. List only the people who are moving forward with your venture. Otherwise list TBD and be prepared to explain what kind of person you need.</p>	<p>For each of the founders and advisors, describe the skills and experiences that are meaningful to the venture</p>

# The Advisory Board

Picture	Name (or TBD)	Relevant skills & experiences
	<p>Describe your current advisors. Don't list advisors you have not gotten permission to list. Instead, if you're missing key advisors, list the backgrounds and experiences you think will be valuable.</p>	<p>For each of the founders and advisors, describe the skills and experiences that are meaningful to the venture</p>

# Summary and Next Steps

On this slide, summarize your venture as you currently envision it as well as its current status:

- Be clear in what you are planning to do in the long run
- Be equally clear in what you are planning to do in the short run.
- Be clear in what you are asking for from this audience. If you are pitching internal executives (or outside investors), tell them what funding you need and what you will do with it. If you are pitching to potential advisors or employees – be clear about what you're asking of them.

# (Optional) Appendix Slides

To develop your concept further, you may choose to include the accompanying slides in an appendix:

1. Describe the 4 Ps: product, price, promotion, and place of your marketing plan.
2. Describe the current and emerging competition, use the accompanying *Competitive Landscape Matrix* to define the critical features that your customers care about, and the differences (based on these features) between your offering and the competition's.
3. You may also want to add a User Scenario(s) slide to describe the typical customer, their preferences, and how they would use this product.

The slides are optional and should only be included if they will help you develop your concept.

# (Optional) Product, Price, Promotion, Place

“P”	Description
Product	What is the product (tangible) or service (intangible) or combination that you are offering. If there is a product mix, describe the differences among the mix.
Price	What is the price the customer will pay for the product/service? What is the perceived value proposition that justifies that price?
Promotion	What is the promotion plan? What are the methods of communicating the relevant information about the product to each of many different parties (including customer, distributors, etc.): advertising, direct mail, word-of-mouth, public relations, coupons?
Place	What is your place? Place describes your distribution strategy: where will customers get access to your products/services? How will you distribute your products to these locations?

# (Optional) Competitive Landscape

	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Feature N
Your Company / Project	✓	✓	✓	✓	✓	✓
Competitor 1	✓		✓		✓	
Competitor 2		✓				✓
Competitor 3	✓	✓	✓		✓	
Competitor 4	✓			✓		✓
Competitor N	✓				✓	✓

- List any direct competitors as well as competing alternatives (including the status quo). Do your research here. Who are they? List them. What makes you different? Describe it! What gives the company an advantage? Describe it too!
- Depending on the product and competitors it is sometimes easier to depict the competitive landscape in terms of specific features that add substantial value compared to your competitors. This can be shown easily by careful consideration to the row and column headings in the illustrated table.

# (Optional) User Scenario(s)

A User Scenario describes a typical customer (or 2 or 3), their demographics, and what they are looking to do with your solution (i.e., what is their problem and how your solution will solve it?)

These descriptions are narratives, not bullets, and demonstrate that you understand the typical customer and their needs (better than anyone else does).