

PITCHDECK FORMAT

The sequence of the slides needs to tell a story:

We have a mission and a team that is taking us there. Why? We discovered this large problem and solved it with a product that has this amazing technology inside. We're going to market and sell it to these customers, with these advantages over our competitors. In particular, we're working towards these milestones over the next few quarters. In conclusion, this financing is a great investment opportunity.

Cover > Summary > Team > Problem > Solution > Technology > Marketing > Business model > Competition > Milestones > Financing > Conclusion

1. Cover. Include your logo, tagline, and complete contact information.
2. Summary. Get your mission across. Summarize the key, compelling facts of the company. Make sure you cover all the topics that are in your elevator pitch.
3. Team. Highlight the past accomplishments of the team. If your team has been successful before, investors may believe it can be successful again. Include directors or advisors who bring something special to the company. Don't include positions you intend to fill. Save that for the milestones slide.
4. Problem. Describe the customer, market and problem you address, without getting into your product. Emphasize the pain level and the inability of competitors to satisfy the need.
5. Solution. Introduce your product and its benefits and describe how it addresses the problem you just described. Include a demo such as a screencast, a link to working software, or pictures. God help you if you have nothing to show.
6. Technology. Describe the technology behind your solution. Focus on how the technology enables the different aspects of your solution.
7. Marketing. Who are the customers? How big is the market? You summarised this in your Problem slide and this is your opportunity to elaborate. How are you going to acquire customers? What customers have you already acquired?

8. Sales. What's your business model? If you have sales, discuss the sales you've made and your pipeline. What are the economics that turn your business into a \$X million revenue company? Emphasise the microeconomics (each user is worth \$1/year because...) instead of the macroeconomics (if we can get 1% of a \$10B market...).
9. Competition. Describe why customers use your product instead of the competition's. Describe any competitive advantages that remain after the competition decides to copy you exactly. Never deny that you have competitors. It's okay to compete. No competitors usually means no market.
10. Milestones. Describe your current status and prospective milestones for the next 12 months for your product, team, marketing and sales. What hypotheses did you test in the last round of financing and what were the results? What hypotheses will you test with this round?
11. Conclusion. This slide can be inspirational, a larger vision of what the company could accomplish if these current plans are realised.
12. Financing. Dates, amounts, and sources of money raised. How much money are you raising in this round? Restate the hypotheses that you will test in this round.