



How To Create A Great Investc

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Posted on August 29, 2020 / 📄 0 / 📧 official@reocapitalllc

Raising capital from investors is difficult and time consuming. Therefore, it's crucial that a V articulates a compelling and interesting story! VC or PE Startups frequently prepare a "pitch venture capital investors. The pitch deck typically consists of 20-25 slides in a PowerPoint pr products, technology, and team to the investors.

In this article, I provide important advice for creating a strong, thorough, and engaging inve Private Equity and venture capital investors.

Important Do's and Don'ts for Investor Pitch Decks

Too many startups make a number of avoidable mistakes when creating their investor pitch in mind:

Pitch Deck Do's

- Do include this wording at the bottom left of the pitch deck cover page: "Confidential and P Reserved."
- Do convince the viewer of why the market opportunity is large.
- Do include visually interesting graphics and images.
- Do send the pitch deck in a PDF format to prospective investors in advance of a meeting. D just putting up a barrier to the investor.
- Do tell a compelling, memorable, and interesting story that shows your passion for the bus
- Do show that you have more than just an idea, and that you have gotten early traction on partners.
- Do have a soundbite for investors to remember you by.
- Do use a consistent font size, color, and header title style throughout the slides.

Pitch Deck Don'ts

- Don't make the pitch deck more than 20-25 slides long (investors have limited attention span so put it as an appendix.
- Don't have too many wordy slides.
- Don't provide excessive financial details, as that can be provided in a follow-up.
- Don't try to cover everything in the pitch deck. Your in-person presentation will give you an opportunity to elaborate.
- Don't use a lot of jargon or acronyms that the investor may not immediately understand.
- Don't underestimate or belittle the competition.
- Don't have your pitch deck look out of date.
- Don't have a poor layout, bad graphics, or a low-quality "look and feel." Think about hiring a professional to give it a professional look.

Make Sure to Review Other Pitch Deck Examples

In creating your pitch deck for investors, it's extremely helpful to view other sample pitch decks including:

- Google's Template Pitch Deck for Startups
- LinkedIn's Pitch Deck for Its Series B Round
- Facebook's Original Pitch Deck from Spring 2004
- Airbnb's Pitch Deck for Its Angel Round
- Mint.com Pre-Launch Investor Pitch Deck

What Are the Key Slides You Want In Your Investor Pitch Deck?

You want your investor pitch deck to cover the following topics, roughly in the order set forth below:

Company Overview

Mission/Vision of the Company

The Team

The Problem

The Solution

The Market Opportunity

The Product

The Customers

The Technology

The Competition

The Track Record

The Terms

The Marketing Plan

The Contact Us page

1. The "Company Overview" Slide of the Pitch Deck

I'm a big believer that the page after the cover page should be a "Company Overview" where you describe the problem it solves, where you are located, the experience of the management team, and any other relevant information.

For example, here is what your "Company Overview" page could say: Your company overview
<https://www.reocapitalllc.com/how-to-create-a-great-investor-pitch-deck/>

For example, here is what your "Company Overview" page could say: Your company overview your company has the opportunity to grow big.

2. The "Mission/Vision" Slide of the Pitch Deck

In this slide, you want a crisp summary of the mission/vision of the company. Some examples:

"Our mission is to be the enterprise solution for cybersecurity holes in a company's data store."

"We are the mobile solution for millennials wanting to invest in the stock market."

"We are the Uber-like on demand solution for house cleaners."

The "vision" can be the goal you think you could become, such as "Our vision is to become the leading company in recovering from injuries."

Think of this slide as your 15-second compelling elevator pitch.

3. "The Team" Slide of the Pitch Deck

Many investors believe that a company's team is the most important determinant of whether they will invest in your company.

Pictures of the key team members

Titles of the team members

Short summary of prior employment of the team showing experience and relevant expertise

Advisors, consultants, and Board members (sometimes included in this slide to bolster credibility)

4. "The Problem" Slide in the Pitch Deck

You need to define the problem or need your startup is solving, including:

How big is the problem?

Why is it important?

Who are you solving the problem for?

5. "The Solution" Slide in the Pitch Deck

Since the prior slide articulated the problem, "The Solution" section of your investor pitch deck should clearly articulate why your solution is better than other solutions in the market. This deck should be carefully coordinated with the "Market Opportunity" slide to avoid overlap.

6. The "Product" Slide of the Pitch Deck

You must clearly articulate what your company's product or service consists of and why it is unique. The answer:

-What are the key features of the product?

-Why do users care about the product?

-What are the major product milestones?

-What are the key differentiated features of the product?

-What additional product features are planned?

-Images, visuals, and videos can play an important role here—don't just have lengthy written descriptions.

7. The "Market Opportunity" Slide of the Pitch Deck

Investors want to invest in big opportunities with large addressable markets. On your "Market Opportunity" slide, you want to define the market you are in.

Define the market you are in.

Define the market you are in.

Set forth the dollar market size.

Include graphs showing that your company will be addressing a large part of the addressabl

8. The "Customers" Slide of the Pitch Deck

If the company has early customers, a "Customers" slide can be powerful and add credibility included in this slide page. Here is an example of this page, which highlights both customers

9. "The Technology" Slide of the Pitch Deck

Investors will be particularly interested in your underlying technology (both existing and tha address:

The basic technology backbone

Key intellectual property rights the company has (patents, patents pending, copyrights, trac

Why the technology is or will be superior

Why it will be difficult for a competitor to replicate the technology.

10. The "Competition" Slide of the Pitch Deck

The company's competitors will always be an issue to investors. Your "Competition" slide sh

Who are the company's competitors?

What gives your company a competitive advantage?

What are the key differentiating features from your competitors?

You really have to show an understanding of the competitive landscape and be prepared to understand your competitors, then the investor may conclude that you really don't understa

11. The "Traction" Slide of the Pitch Deck

A company that has obtained early traction in some way will be viewed positively. A "Tractic deck (sometimes the company's progress/traction is just sprinkled through other slides). Th

What early traction has the company gotten (sales, traffic to the company's website, app do

What strategic partnerships have been consummated?

How can the early traction be accelerated?

Press and accolades

Testimonials

12. "The Business Model" Slide of the Pitch Deck

The investors will want to understand your business model. So this slide can address key iss

How do you make money?

What is the pricing model?

What is the long-term value of a customer?

What are the customer acquisition channels and costs?

13. The "Marketing Plan" Slide of the Pitch Deck

No matter how good your product is, you will need to have a good marketing plan to get cus deck can cover:

What key marketing channels will you use (paid search, social media, TV, radio, email mark
 What early successes have you had and what channels have worked?
 What are your preliminary customer acquisition costs per customer (and, correspondingly, v
 What PR will you be employing?
 What early press or buzz have you gotten?

14. The “Financials” Slide of the Pitch Deck

Investors will want to understand the company’s current financial situation and proposed fut
 company is developing and marketing its product).

The “Financials” slide sometimes includes the following:

Three- to five-year financial projections

Unit economics

Burn rate

Key metrics that are important to the business (such as annual recurring revenue)

Total revenue and expenses

EBITDA

Key assumptions

Make sure your projections are not unrealistic; you don’t want prospective investors to imm
 believable. Avoid the trap of saying you will grow revenues by 10x in one year but only incre

15. “The Terms” Slide of the Pitch Deck

Near the end, you should have a slide entitled “The Ask.” On this slide you should address:

- How much money you are you seeking (a range is fine, such as “we are seeking \$2-\$3 mill
- How long you think the financing will last (15-18 months)
- What major milestones you think you will be able to reach with the financing
- What your key use of proceeds from the investment will be (e.g., technology and product d
- Who your existing investors are (highlighting any well-known investors)

[How To Make A Great Pitch Deck](#) see Article on REO Capital Blog.



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