Sequoia Pitch Deck Checklist

Company purpose: Define the company in a single declarative sentence.

Problem: Pain of customer, how the customer addresses the problem today.

Solution: Company’s value proposition (how you make life better for customer), where product physically sits, provide use cases.

Why Now: What has led breakthrough, historical evolution, recent trends.

Market Size: Identify profile customer, calculate TAM (top-down), SAM (bottoms up), and SOM.

Competition: List competitors, list competitive advantages.

Product: Functionality, features, architecture, intellectual property, development roadmap.

Business Model: Revenue model, pricing, average account size/lifetime value, sales and distribution models, customer pipeline.

Team: Founders and management, board of directors, board of advisors.

Financials: P&L, Balance Sheet, Cash Flow, Cap Table, The Deal.