



# PITCHDECK TEMPLATES



# Y Combinator

## PITCHDECK TEMPLATE

Title  
Company name, logo,  
and one liner outlining  
what you do

Problem  
What's wrong with how  
the world currently  
works?

Solution  
How do you solve the  
problem you just  
outlined?

Traction  
Do you have PMF as  
demonstrated by your  
numbers (healthy unit  
economics)

Market  
Is there a large TAM  
today or in the future?

Competition  
Who are your  
competitors and why  
are you 10x better than  
them?

Vision  
How do you become a  
gigantic company?

Team  
Why are you the right  
people to do this?

Use of funds  
What will the business  
look like and how much  
money will it need

The logo consists of the number '500' in a bold, black, serif font, centered within a light beige square.

**500**

# 500 Startups

## PITCHDECK TEMPLATE

Your logo & elevator pitch  
No expert jargon, no buzzwords.  
Explain it like you would to a 5 year old.

The Problem  
Talk about the problem you're solving. Explain it from the point of view of your customer, rather than the global problem

Your Solution  
It's important to introduce your product at this point, or you risk losing your audience's attention. Tell us about your product's key features and list the top benefits to your customer

How it works  
Here you can go into more of the nitty gritty about the user experience and how the tech works.

Traction  
The best way to get our attention is to show us user or revenue growth, so if you have it, put it right after your product explanation

Business Model  
How are you making money? And if you aren't making money yet, how do you plan to in the future?

Competition  
You can't avoid competition, whether direct or indirect, but you can show us how you're different from them

The market opportunity  
We're looking for markets that are BIG, so there should be either a market size of >\$1bn or an expansion plan that will get there

Progress to date  
Showing major milestones in your business tells us how much progress you've made so far, and where you are in the business

The team  
Here's your chance to highlight your team's unfair advantage



# Sequoia

## PITCHDECK TEMPLATE

#### Company purpose

Define your company in a single declarative sentence. This is harder than it looks. It's easy to get caught up listing features instead of communicating your mission.

#### Problem

Describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions

#### Solution

Explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?

#### Why now?

The best companies almost always have a clear why now? Nature hates a vacuum—so why hasn't your solution been built before now?

#### Market potential

Identify your customer and your market. Some of the best companies invent their own markets

#### Competition / Alternatives

Who are your direct and indirect competitors? Show that you have a plan to win

#### Business model

How do you intend to thrive?

#### Team

Tell the story of your founders and key team members

#### Financials

If you have any, include and put in your 3 year financial forecasts

#### Vision

If all goes well, what will you have built in five years?



The logo consists of the text "Guy Kawasaki" centered within a light gray square. The word "Guy" is in a bold, red, sans-serif font, while "Kawasaki" is in a bold, black, sans-serif font.

**Guy** Kawasaki

# Guy Kawasaki

## PITCHDECK TEMPLATE



#### Title

Company name, your name and title, address, email and cell phone number

#### Problem / Opportunity

Describe the pain that you're alleviating or the pleasure you're providing

#### Value Proposition

Explain the value of the pain you alleviate or the value of the pleasure you provide

#### Product

The underlying magic. Describe the product, secret sauce or magic behind your product. The less text and the more diagrams, schematics and flowcharts, the better

#### Business Model

Who has your money temporarily in his pocket and how you're going to get it into yours

#### Go To Market Plan

How you are going to reach your customer without breaking the bank

#### Competitive Analysis

Provide a complete overview of the competitive landscape. Too much is better than too little

#### Management Team

The key players of your management team, board of directors, and advisors, as well as your major investors

#### Financial Projections

A three year forecast containing not only dollars but also key metrics, such as customers and conversion rate

#### Use of Funds

Explain the current status of your product, what the near future looks like, and how you'll use the money you're trying to raise



# Founders Institute

## PITCHDECK TEMPLATE

Cover  
Announce your big idea.  
The one thing you do better  
than anyone else

Summary  
Summarize the highlights of  
your business and  
investment opportunity

Problem  
The problem you solve, who  
you solve it for, and the  
reasons why your target  
customer / users are  
frustrated with current  
solutions

Solution  
How you solve the problem  
and the benefits of your  
solution

Product  
Your product and how it  
works. In three simple steps

Business Model  
How you make money

Market Opportunity  
How much money you  
could make if you  
dominate your target  
market

Competition  
Your competitors and  
why your product is  
better than theirs

Growth  
How will you acquire and  
retain customers, profitably,  
at scale and keep your  
product competitive

Traction  
Tangible proof that your  
customers love your  
product and are happy  
to pay for it

Financials  
Your current best guess  
of how much money  
you will make in the  
next 3 - 5 years

Team  
The team that has the  
experience and the  
expertise to transform your  
opportunity into a large,  
profitable business

Funding  
How much money you  
need and what you will  
do with it

Summary  
Summarize the highlights of  
your business and  
investment opportunity as a  
closer