

# Dave McClure

## HOW TO PITCH A VC

by Slides That Rock

REDESIGNED

# Dave McClure

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We are big fans of Dave McClure and his “10 Slides to an Awesome Pitch”. We use this structure with our clients. It Rocks!



We also believe Dave's slide design can be improved.

We have told Dave but he doesn't give a sh\*t!  
(That's just Dave).

## How to Pitch a VC (or Angel Investor)

Dave McClure  
Founding Partner & Sith Lord, 500 Startups  
Columbus Startup Weekend, June 2012  
@DaveMcClure

### 10 Slides to an Awesome Pitch

1. Elevator Pitch
2. The Problem
3. Your Solution
4. Market Size
5. Business Model (\$)
6. Proprietary Tech
7. Competition
8. Marketing Plan
9. Team / Hires
10. Money / Milestones

### Pitch **MY PROBLEM** (not **YOUR SOLUTION**)

YOUR SOLUTION      MY PROBLEM

Post: "Your Solution is Not"

We decided to design  
a new version of  
**“10 Slides to an  
Awesome Pitch”**



# REDESIGNED

**10 SLIDES TO AN  
AWESOME PITCH!**

# 10 SLIDES TO AN AWESOME PITCH!

**1** Elevator Pitch

**2** The PROBLEM

**3** The Solution

**4** Market Size

**5** Business Model

**6** Proprietary Tech

**7** Competition

**8** Marketing Plan

**9** Team

**10** Money

# 10 SLIDES TO AN AWESOME PITCH!

1 **Elevator Pitch**

2 **The PROBLEM**

3 **The Solution**

4 **Market Size**

5 **Business Model**

Teaser slide  
goes here

6 **Proprietary Tech**

7 **Competition**

8 **Marketing Plan**

9 **Team**

10 **Money**

DEMO  
goes here

# TEASER SLIDE

**Make the TEASER SLIDE  
MEMORABLE!**



SORIES



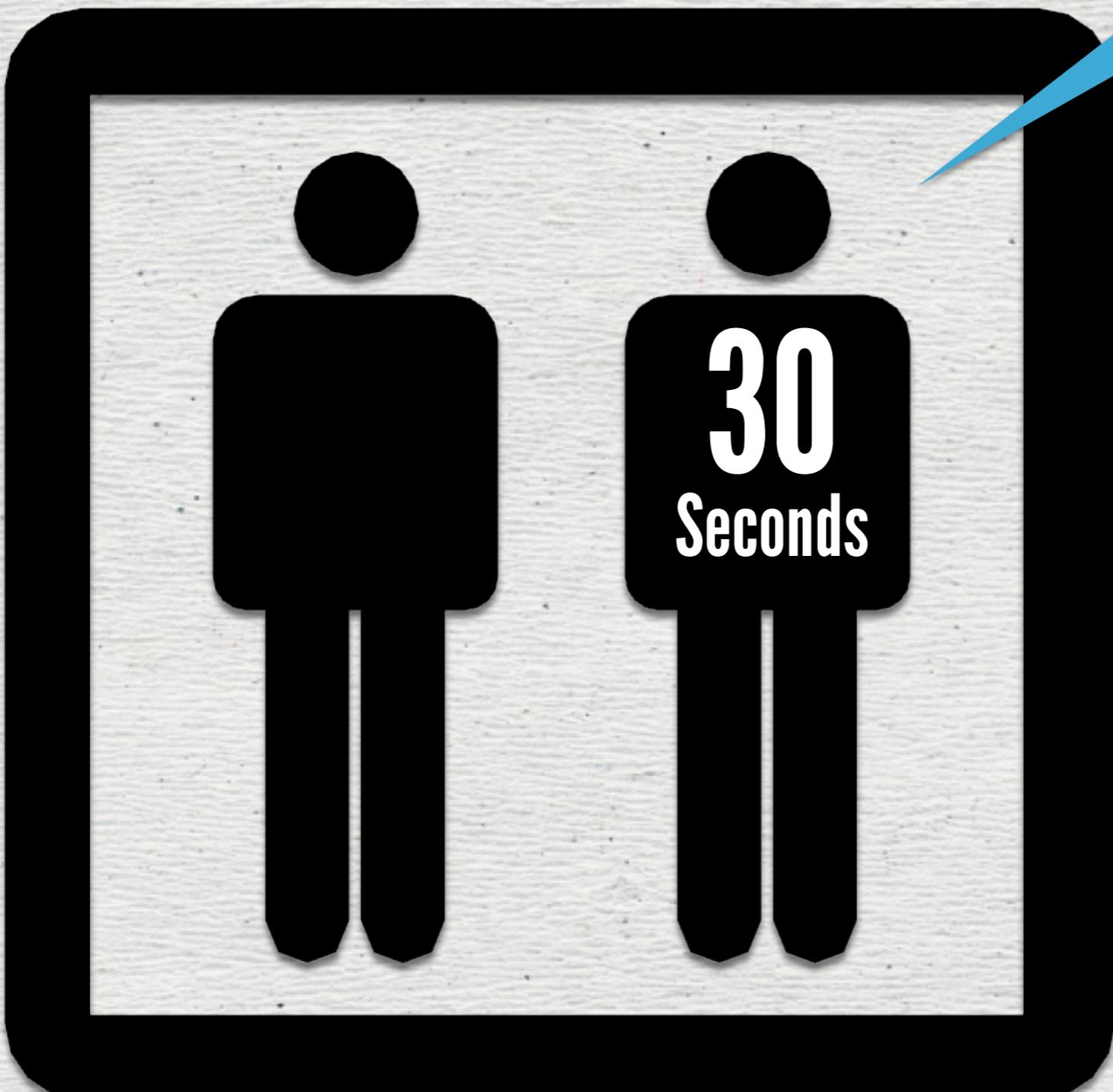
1

## ELEVATOR PITCH



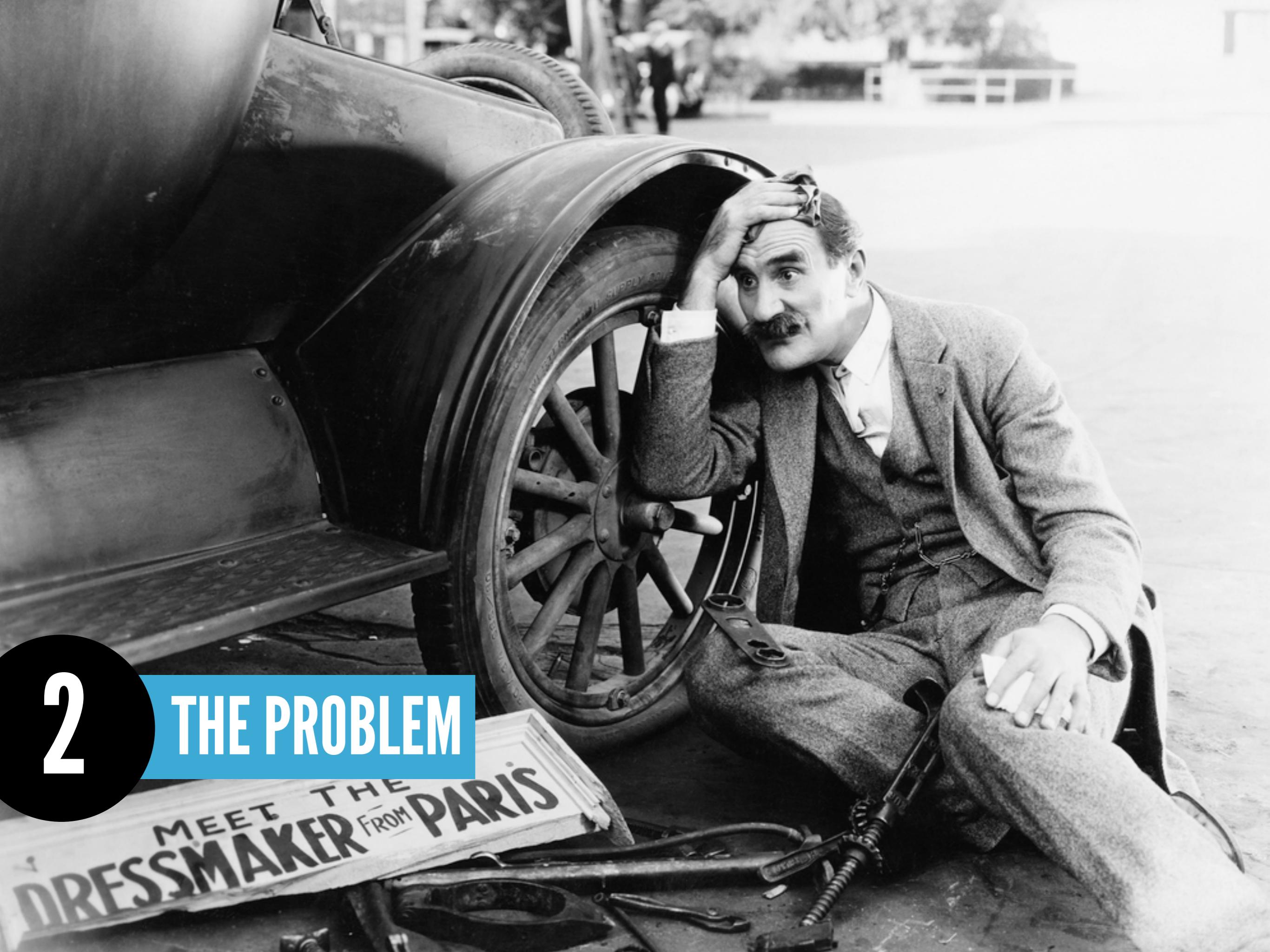


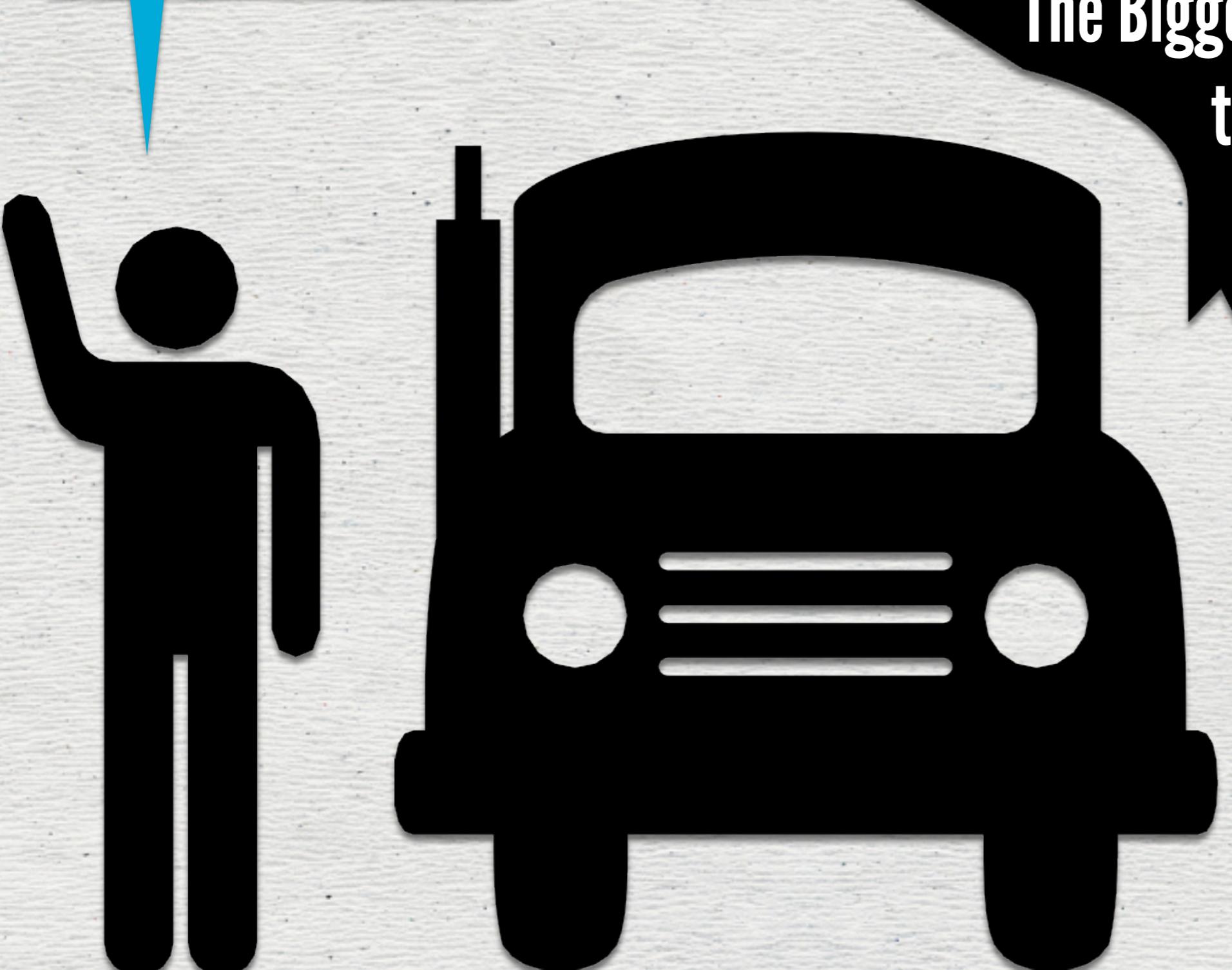
Hey, I am Bob from CAR.com,  
the place where we do...  
If you have this problem...  
This is how we solve that problem...



2

## THE PROBLEM



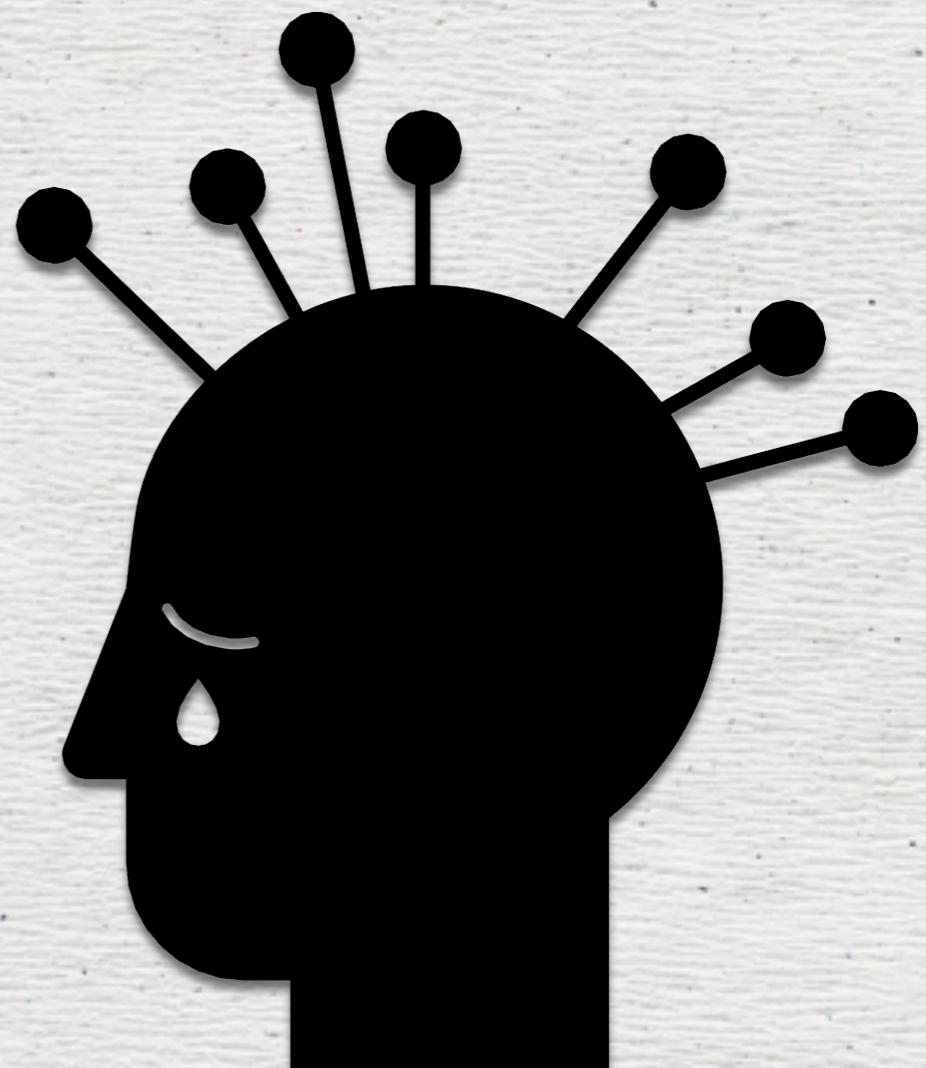


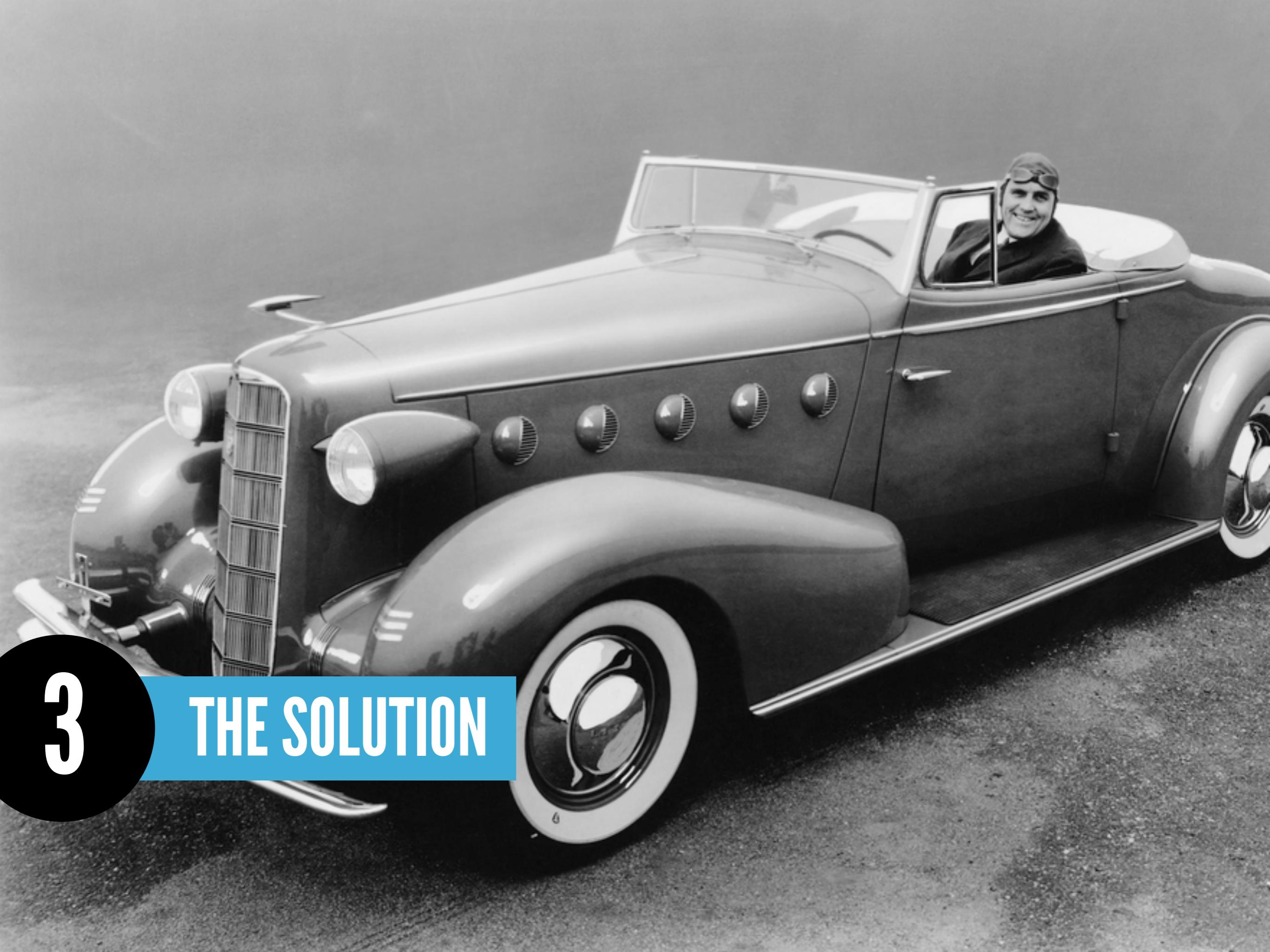
My car broke down...  
AGAIN! &%\*@#!

The Bigger the Pain,  
the Better...

# **REMEMBER!**

The problem **ALWAYS** comes  
**BEFORE** the solution!





3

THE SOLUTION

# How do you solve the problem?



Describe how your solution makes your customers  
**happy** and does it **better or different** than anyone else!

# DEMO

# Demo Your Product



A black and white photograph of two men in suits examining a large map of the United States spread out on a table. They are pointing at specific locations on the map with their fingers. In the background, there is a wall with large, stylized numbers and letters, possibly '3 2 1' and 'utin'.

4

## MARKET SIZE



**Bigger is Better!**

# 5

## BUSINESS MODEL



# How will you make money?



**DEALERS**



**ONLINE**



**AFFILIATES**

**Describe 1-3 Revenue Sources!**

6

## PROPRIETARY TECH



# What advantages do you have?



PATENTS



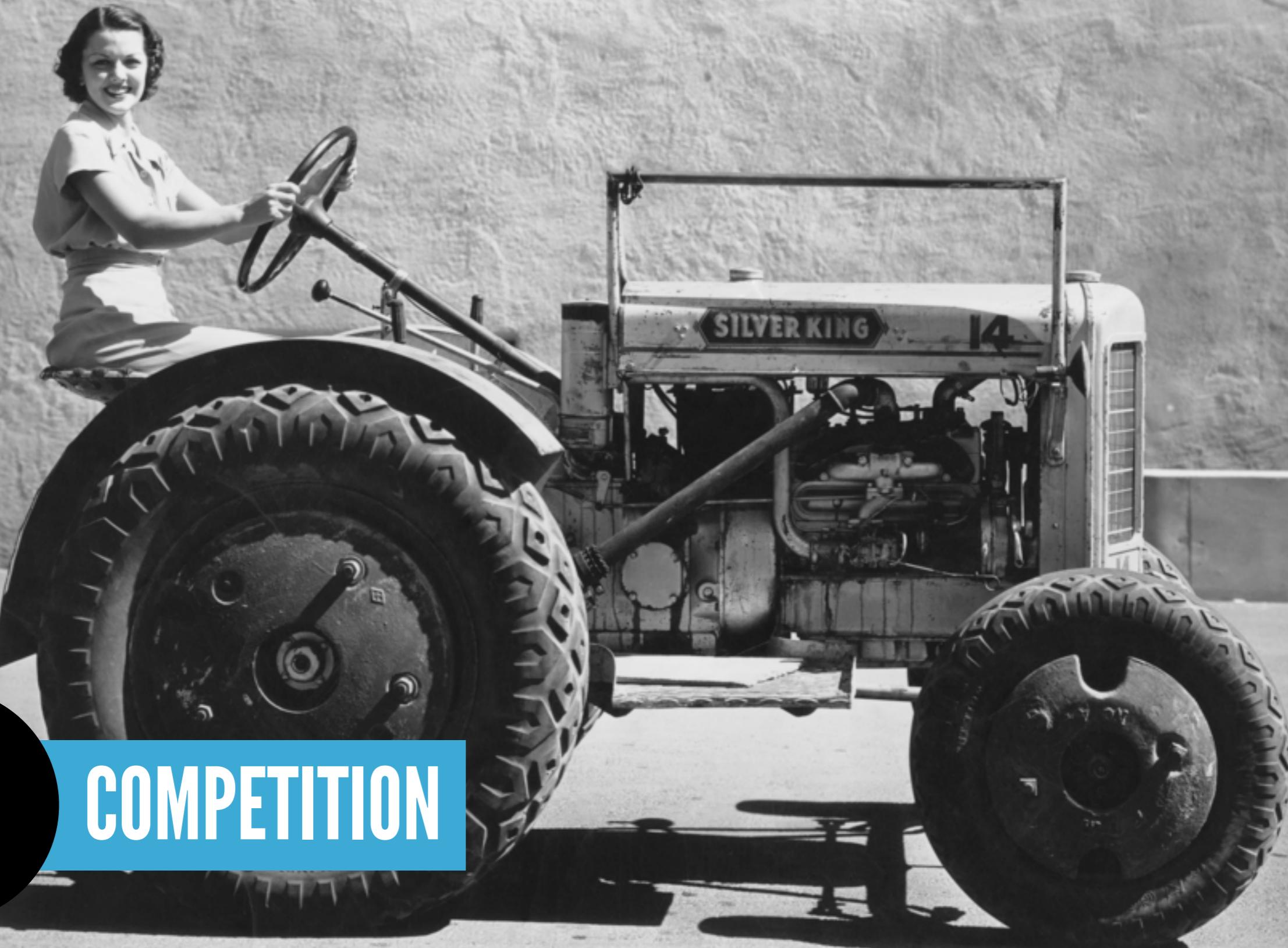
EXPERIENCE



MARKET LEAD

7

## COMPETITION



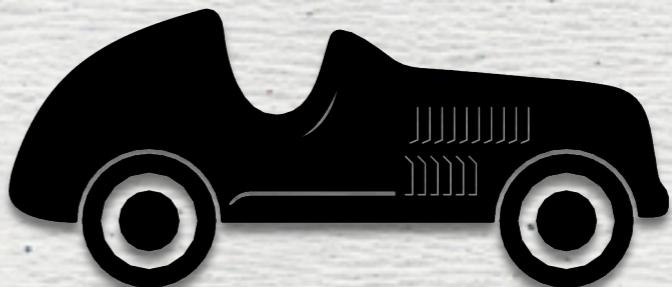
RELIABLE



SLOW

2 x 2 Matrix

FAST



UNRELIABLE

Show you are  
**BETTER**



Show you are  
**BETTER**  
or at least  
**DIFFERENT!**



# 8

# MARKETING PLAN



# How do you get customers?



EMAIL



TV



SOCIAL MEDIA

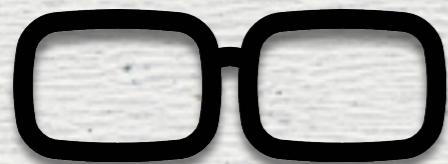
What's your channels? Focus on volume, cost and conversion!

9

TEAM



# Who is on your team?



**GEEKS**  
with deep tech  
experience



**ENTREPRENEURS**  
who have sold  
companies



**SALES**  
who bring in  
customer \$\$\$

# 10 MONEY



# What have you achieved so far?



REVENUE &  
PROFITS?



CUSTOMERS

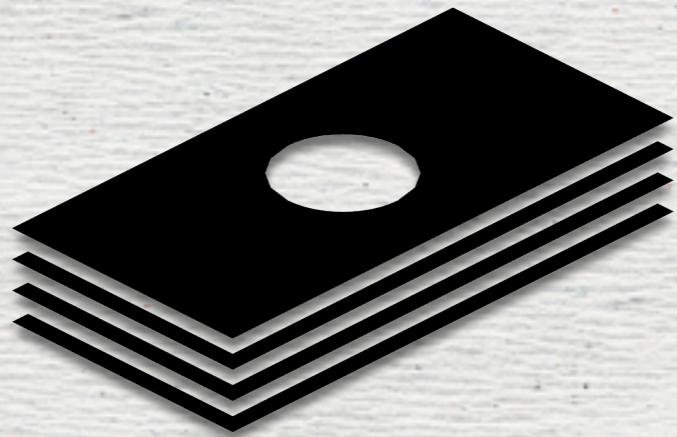


TESTIMONIALS  
ROCK!

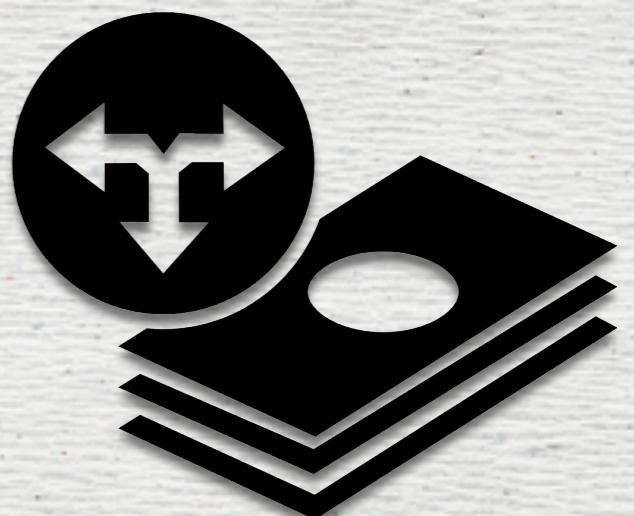
# What do you need?



How much are  
you raising?



How much have  
you raised?



How will you spend  
the money?

# LET'S SUMMARIZE

**10 SLIDES TO AN  
AWESOME PITCH!**

# 10 SLIDES TO AN AWESOME PITCH!

1

Elevator Pitch

2

The PROBLEM

3

The Solution

4

Market Size

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Business Model

Teaser slide  
goes here

6

Proprietary Tech

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Marketing Plan

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Team

10

Money

DEMO  
goes here

A black and white close-up portrait of a man with dark hair and a beard, wearing glasses and a light-colored suit jacket. He is smiling broadly, showing his teeth. The background is blurred.

**THANK YOU DAVE!**



**Dave McClure**

**@davemcclure**

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**Slides That Rock**

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**slidesthatrock.com**

# DON'T SUCK!

HOW TO MAKE PRESENTATIONS ROCK



BY SLIDES THAT ROCK



Available on the  
**App Store**

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