

Company overview

The opening slide should prominently display the company's name along with a compelling, action-oriented tagline that encapsulates its core value proposition. This tagline should emphasize the transformative impact of the product or service, using powerful verbs and concise language. Following this, craft a brief yet impactful one or two-sentence description that elaborates on the company's primary function and its key differentiator in the market. This description should highlight the innovative aspects of the solution and the specific problem it addresses in its industry, setting the stage for the rest of the presentation.

Problem statement

The problem slide should articulate the key issues that the company is addressing, typically presenting three to four distinct problems. Each problem should be clearly stated and, where possible, supported by relevant statistics or data points to underscore its significance in the market. Frame these problems from the perspective of the primary stakeholders, such as artists, fans, or venues, highlighting the inefficiencies, pain points, or unmet needs in the current market. This slide sets the foundation for the company's solution by creating a compelling narrative around the necessity for innovation in the industry.

Solution

The solution slide should directly address the problems outlined in the previous slide, presenting the company's product or service as the definitive answer to these challenges. Begin with a brief explanation of how the founder's background or experience led to the development of this solution, establishing credibility and personal connection. Then, outline the key features or components of the solution, ensuring each point clearly demonstrates how it solves a specific problem or adds significant value. The description should emphasize the innovative aspects of the solution and how it differs from existing alternatives. Use action-oriented language to convey the dynamic nature of the solution and its potential impact on the industry.

Market potential

This slide should present a clear and comprehensive breakdown of the Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM). Each market size should be quantified in terms of both potential users and monetary value, providing a holistic view of the market opportunity. The TAM should represent the broadest possible market for the product or service, while the SAM should narrow this down to a more realistic target market, often focusing on specific geographic regions or customer segments. The SOM should represent the company's projected market share within a specific timeframe, such as by Year 3 of operations. Include relevant data on the target customer base, such as demographic information or spending habits, to provide context and depth to the market analysis. This slide should effectively convey the significant growth potential of the business and its ability to capture a meaningful share of the market. </market_potential>

business model

The business model slide should clearly outline how the company plans to generate revenue and achieve profitability. Present the primary revenue streams, such as subscription models, transaction fees, or product sales, providing details on pricing structures and projected income. If using a tiered pricing model, outline the different tiers and their respective price points, explaining the value proposition for each level. Include any secondary revenue sources, such as partnerships or data monetization, and explain how they contribute to the overall financial strategy. If relevant, mention the percentage of earnings expected from various sources to demonstrate a diversified revenue approach. The goal is to demonstrate a clear path to profitability and scalability, instilling confidence in potential investors. Consider including projections for user growth and revenue over time to illustrate the potential for long-term financial success and market dominance.

Go to market strategy

This slide should outline the company's comprehensive plan for entering and capturing its target market. Begin by identifying the initial target market, often a specific geographic region or customer segment that offers the best opportunity for early adoption and rapid growth. Explain in detail why this market is ideal for launching the product or service, citing relevant market characteristics, cultural factors, or existing pain points that align with your solution. Outline the key steps in the go-to-market strategy, such as partnering with local businesses, targeting specific types of customers, or leveraging existing networks to gain traction. Include any plans for expansion beyond the initial market, demonstrating a clear vision for scaling the business. The strategy should showcase a deep understanding of the target market and present a realistic, step-by-step approach to gaining market share and establishing the company as a leader in its field.

Competitive landscape

The competitive analysis slide should position the company within its market, highlighting its unique value proposition and competitive advantages. Identify key competitors and provide a brief yet insightful description of their offerings, demonstrating a thorough understanding of the market. Then, explain in detail how your solution differs from or improves upon existing options, using a mix of direct comparisons and more nuanced differentiators to show why your product stands out. Acknowledge the strengths of competitors while emphasizing your company's unique advantages and innovative approach. If relevant, mention any barriers to entry or proprietary technology that gives your company a significant edge in the market. The goal is to demonstrate a clear and comprehensive understanding of the competitive landscape and provide compelling reasons why your solution is not only viable but poised for success in a crowded marketplace.

Team

The team slide should introduce key members of the founding team and any significant advisors or board members who bring valuable expertise to the company. For each team member, provide their name, role, and a concise yet impactful summary of their relevant experience or qualifications. Focus on experiences that directly relate to the company's mission or demonstrate the team's ability to execute the business plan effectively. Highlight any previous successes, notable achievements, or exits that showcase the team's track record of innovation and business acumen. The overall message of this slide should convey that this is the ideal team to bring this product to market, scale the business, and drive it to success. Consider including a brief statement about the team's collective vision or commitment to the company's mission, emphasizing the passion and dedication behind the venture.

Traction and milestones

This slide should outline the company's achievements to date and future goals, creating a narrative of progress and potential. Start with key milestones that have already been reached, such as product development stages, user acquisition numbers, or significant partnership agreements. Present these achievements in a way that demonstrates momentum and validates the company's approach. Then, present a clear and ambitious timeline of future goals, typically covering the next 12-24 months. These goals should be specific, measurable, and tied to key aspects of the business plan, such as user growth targets, revenue milestones, or product development objectives. Each goal should be contextualized to show how it contributes to the company's overall strategy and growth trajectory. The purpose of this slide is to demonstrate not only past success but also a clear and achievable plan for future growth, instilling confidence in potential investors and partners.

Investment ask

The investment ask slide should clearly and confidently state the amount of funding being sought and provide a detailed breakdown of how it will be used to drive the company's growth. Specify the type of funding (e.g., SAFE agreements, equity) and any relevant terms that make the investment opportunity attractive. Outline the primary use of funds, typically including areas like product development, marketing initiatives, and operational costs, showing a strategic allocation of resources. If applicable, mention any plans for future funding rounds to give investors a sense of the long-term financial strategy. Describe the ideal investor profile, focusing not just on capital but on what they can bring in terms of industry expertise, strategic partnerships, or valuable networks. Include a compelling statement about the company's vision and the potential return on investment to create excitement and urgency. The goal is to present a clear, compelling case for why investing in your company is not just a sound financial decision but a unique opportunity to be part of a transformative venture in the industry.

Closing Statement

The final slide should leave a lasting, powerful impression, encapsulating the core value proposition and immense potential of the company. Craft a bold, forward-looking statement that captures the transformative nature of your product or service and its potential impact on the industry and beyond. This could be a stirring call to action for investors, a vivid vision of the future your company is creating, or a powerful statement about the magnitude of the problem you're solving and how your solution is uniquely positioned to address it. The language should be emotive and inspiring, designed to leave the audience not just informed but excited and energized about the potential of your company. Consider including your company logo or a striking visual element that reinforces brand recognition and leaves a memorable visual impact. This closing statement should serve as a final, resonant note that lingers in the minds of potential investors and partners, compelling them to want to be a part of your company's journey.