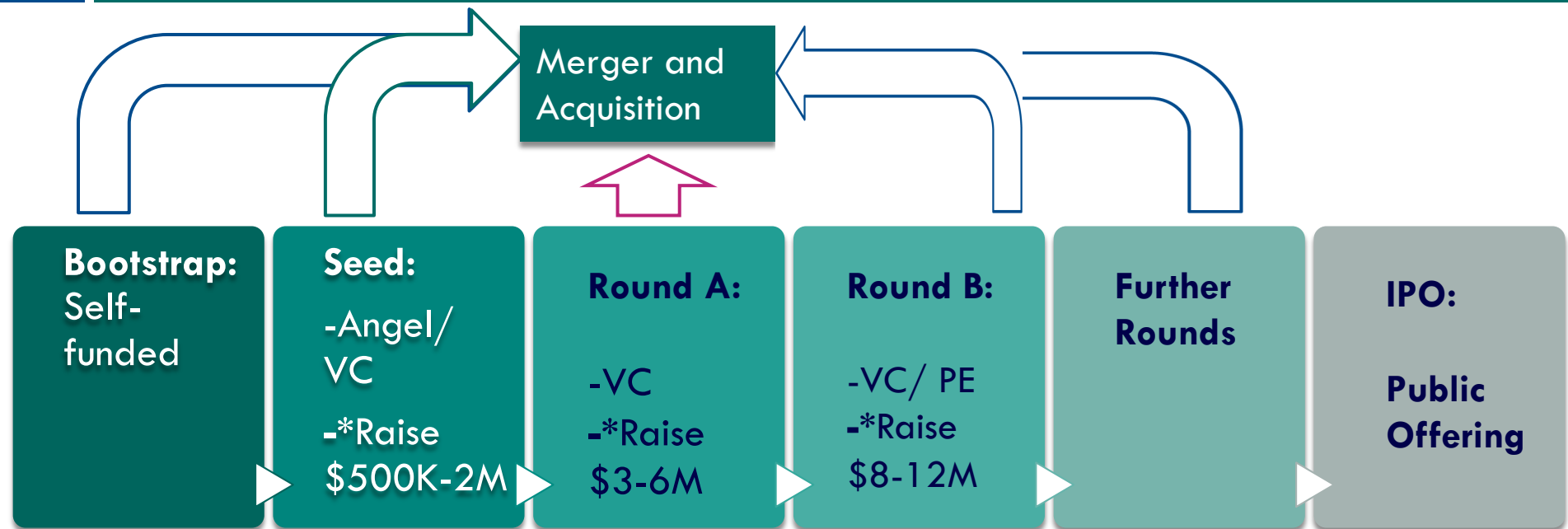


ENTREPRENEUR PITCH DECK TEMPLATE

Fundraising dynamics



- Values refer to Silicon Valley market and vary according to country and industry.
- Source of values: [Mastering the VC Game](#) (Jeffrey Bussgang, General Partner at Flybridge Capital Partners)

Typical Ownership:
Venture Capital: 20 – 30%
(Angel: 1 – 10%)

What you should prepare:

1) To get a meeting

One-pager

- The objective is to pique enough interest to land a meeting. This should not require voice-over

One-liner pitch

- (See: [Give Us Your Best One-Sentence Pitch](#))
- ~30 Seconds

One Paragraph Pitch

- (See: [How To Perfect Your Pitch](#))
- ~2 minutes

2) To use in a meeting

Pitch Deck
(Presentation
10-15 Slides)

3) To send as a follow up after the meeting

Leave Behind Deck:
Slightly customized
presentation deck
based on feedback
from your first meeting

Example Pitch Decks: [Airbnb](#);
[Best Pitch Deck Examples on SlideShare](#);
[Mint.com Pre-Launch Pitch Deck](#)

One Pager Should Have



The company in a nutshell: 1-2 sentences.

- You immediately set stage for what it is you do

Why is this team a good team to do this?

- Talk about your technical and biz expertise

Traction: # customers and revenue

Product: screen shots, quick demo,

- remember wifi may not always be working well, you don't want to drag on

Marketing and distribution: here's how we plan to acquire customers.

- We hire salespeople from __ (university, company)

Unit economics

- Avg customer will pay \$__

Market Opportunity – size of industry, how much of it you can capture. Who are key players?

Pitch Deck Template – a few tips

This template includes the main points to be covered in a pitch.

- Create your own deck and **TELL YOUR STORY** through the suggested topics.
- This is a **checklist**, define the appropriate amount of information to present for each situation and adapt it to assure your success!
- Design matters! Your deck should be branded.
- The title of each slide should summarize that slide. If you can't summarize a slide in a title you are trying to say too much
- Practice the pitch in front of a live audience, multiple times
- The pitch deck should complement the verbal presentation with graphs, images, videos, demos, etc. It shouldn't just be the same text you are speaking.
- Investors don't invest in presentations but rather in the companies & people. The presentation's main objective should be to get investors excited and interested

Pitch Deck: PROBLEM/OPPORTUNITY

What are the current market needs?

- This is the beginning of your story. Clearly identify the problem (current or emerging) that you are going to solve or the opportunity you are going to pursue.
- Give context to your product (why was it created?). The investor should understand the need for your product/service.

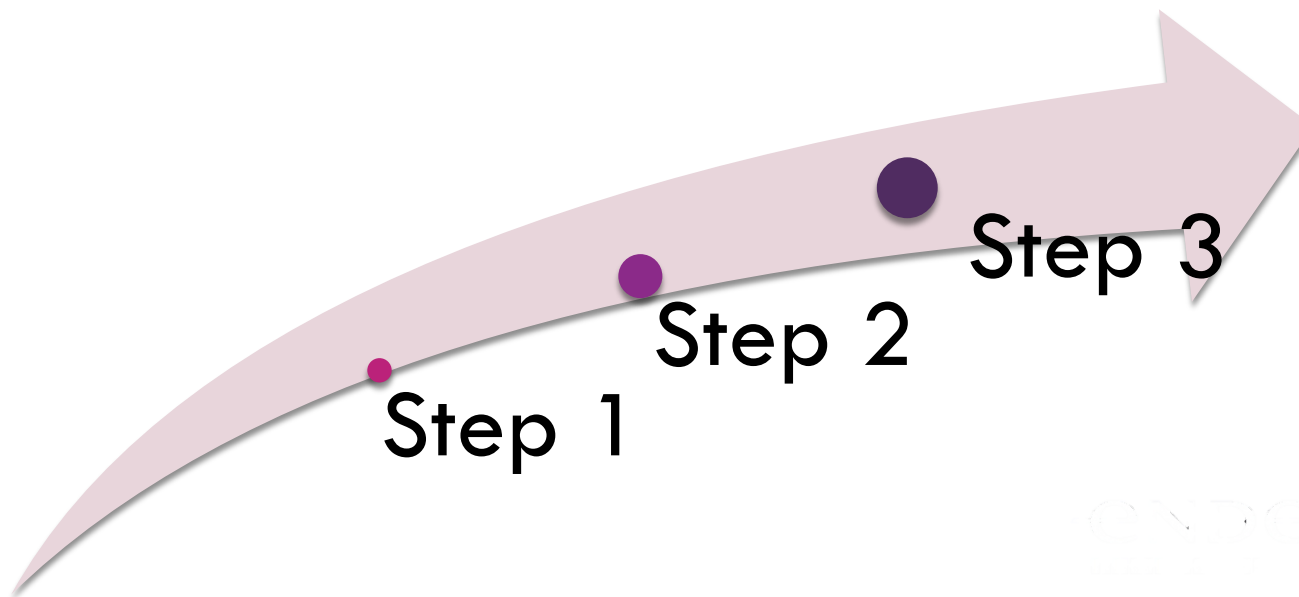


Pitch Deck: SOLUTION

What is the product/service and how is it going to address the problem?

Be brief and objective:

- If the audience does not understand what you do they will not follow the rest of the pitch
- The investor should be able to quickly and easily repeat this information to his or her partners
- Too much time on this you will give the impression that you don't dominate the content
- Reserve detailed materials and links to any relevant demos for the appendix, in case the investor wants to know more.



Pitch Deck: TEAM

Prove with your team's track record that you are the best equipped to create this product or service.

- VC's give as much importance to the team as to the technology!
- Mention 3 or 4 key players in company and their relevant accomplishments
- Acknowledge any gaps in the team and planned future hires

Key
Players



Secondary
Team



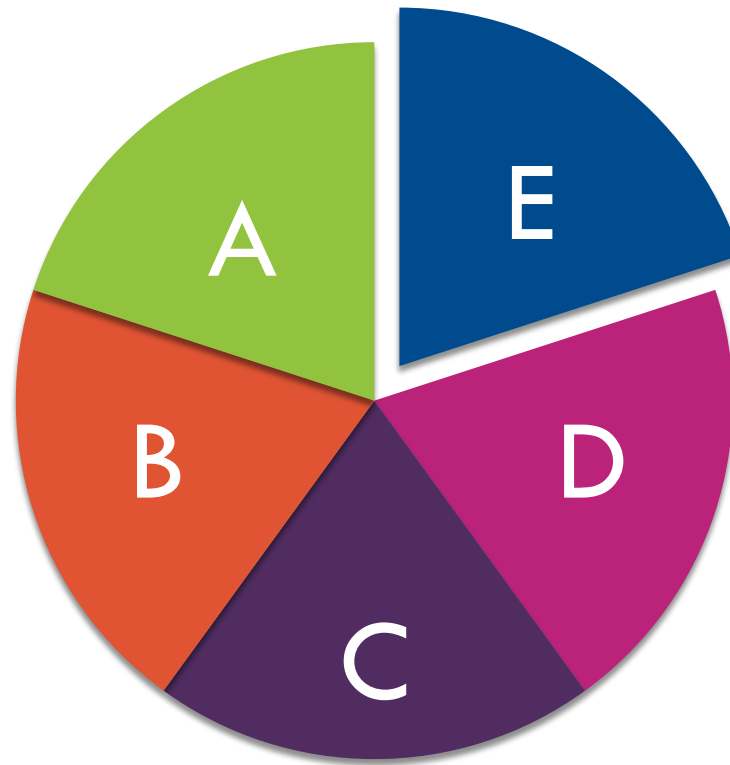
Assist
Team



Pitch Deck: MARKET

Who/ where are your clients? How big is your market?

- SIZE matters!
- Define how much of the addressable market you currently have and how much you plan to acquire.
- Why do you believe customers will adopt your product or service? Validation is particularly important for new products or companies going into new markets.
- Show numbers and explain your assumptions
- Provide macroeconomic context when appropriate



Pitch Deck: BUSINESS MODEL

How do you acquire customers? How do you monetize?

- What is your revenue stream? What is your operating model?
- Explain through case study or examples how the company meets its value proposition.
- Include relevant KPIs.
- Clarify distinct business lines.

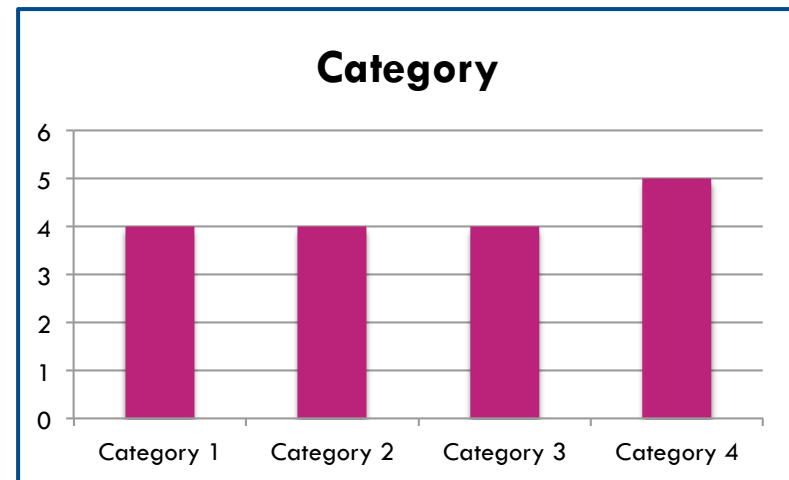
Step 1

Step 2

Step 3

Pitch Deck: FINANCIALS

Stats	Category 1	Category 2	Category 3	Category 4
Category 1	2	3	4	5
Category 2	3	3	4	5
Category 3	4	4	4	5
Category 4	5	5	5	5



What have you accomplished so far?


VCs want to see the evolution of a company, not a snapshot. According to your company's profile and strengths, consider including:

- Projected Financials for 3-5 years
- Revenue breakdown/ Revenue CAGR (Highlight growth drivers)
- EBITDA / EBITDA % (These percentage ratios show an investor how your financial performance is improving over time)
- Burn rate / costs/ costs breakdown
- Cash flow
- Remember: Financial projections (as opposed to financial results) should be pretty high level.

Pitch Deck: COMPETITORS

Who are they and why are you better?

- Focus on your competitive advantages
- Show your differentiation within the competitive landscape
- If possible, add customer testimonials
- Competitors can signal market validation; remember that execution is most important

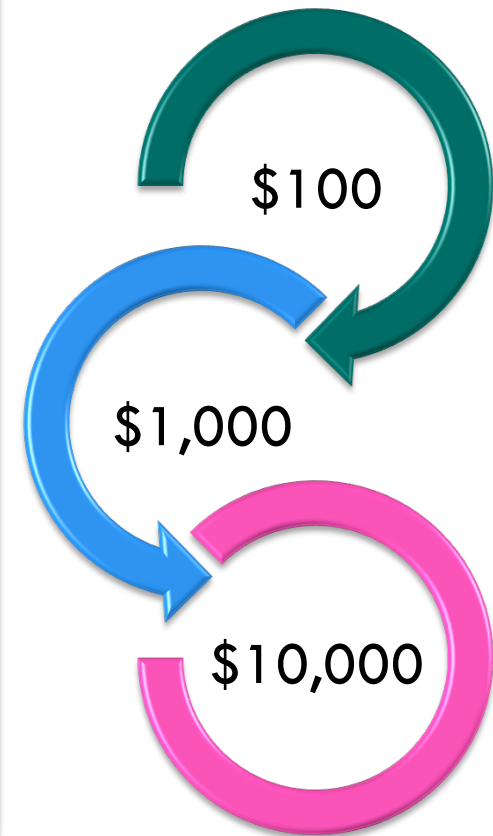


You (Put Logo Here)	<ul style="list-style-type: none">• Online Access• Over 100 Locations
Competitor A	<ul style="list-style-type: none">• 5 Locations• 50% slower service
Competitor B	<ul style="list-style-type: none">• No Locations• 100% slower service
Competitor C	<ul style="list-style-type: none">• No Locations• 100% slower service
Competitor D	<ul style="list-style-type: none">• No Locations• 100% slower service

Pitch Deck: INVESTMENT

How much investment do you need and what will the proceeds be used for?

- Why do you need money? Why now? How are you going to make use of these proceeds?
- Demonstrate that you are asking for the right amount of money to get the company to a meaningful milestone
- The focus should not be about your exit strategy. Your pitch should be about building a successful company, not just something someone else might want to buy.
- The investor should feel a sense of urgency to invest now; ideally this urgency should be customer-driven as opposed to company-driven.
- Remember: Investors can offer more than money.



Pitch Deck: APPENDIX

Slides that provide more detail to the existing deck, should investors have specific questions.

- Examples: case studies, important industry KPIs, more detailed product or financial information.

Links to recommended resources

About Fundraising	Link	About Pitching	Link
<u>Mastering the VC Game</u> – Jeffrey Bussgang	http://www.slideshare.net/bussgang/	<u>How To Perfect Your Pitch;</u> - fox business	http://video.foxbusiness.com/7761734/?category_id=1292d14d0e3afdcf0b31500afeb92724c08f046
<u>Raising Venture Capital</u> – Both Sides of The Table	http://www.bothsidesofthetable.com/pitching-a-vc/	<u>Startups: Give Us Your Best One-Sentence Pitch</u> – techcrunch	http://techcrunch.com/2011/12/30/startups-give-us-your-best-one-sentence-pitch/
<u>Understanding Venture Capital (DFJ)</u> - Simonolson	http://www.slideshare.net/simonolson/understanding-venture-capital	<u>How to tell your story in 2-4 minutes and win</u> - venturebeat	http://venturebeat.com/2012/01/05/how-to-tell-your-story-in-2-4-minutes-and-win/
<u>Venture Capital Fundraising Methodology</u> - lhmedved	http://www.slideshare.net/jhmedved/venture-capital-101	<div> Example Pitch Decks: <u>Airbnb;</u> <u>Best Pitch Deck Examples on SlideShare;</u> <u>Mint.com Pre-Launch Pitch Deck;</u> <u>Roamler;</u> <u>Zooppa;</u> </div>	