



## 21 Slide Pitch Deck Template

Quickly and efficiently showcase your business  
to investors

# Purpose of Your Pitch Deck

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This is the document you send an investor when you first want to make contact like an email introduction, or when you are speaking with them and they say “can you send me some more information on your business/offer?”.

The intent of the Pitch Deck is to:

- Cover every important aspect of your business (not just your product/service) in a succinct way so that an investor can review you in less than 5 minutes
- It is important to leave an investor wanting more

The Pitch Deck is not designed to close an investor but to get them excited and move you to the next stage which is often a meeting (or second one) or begin due diligence.

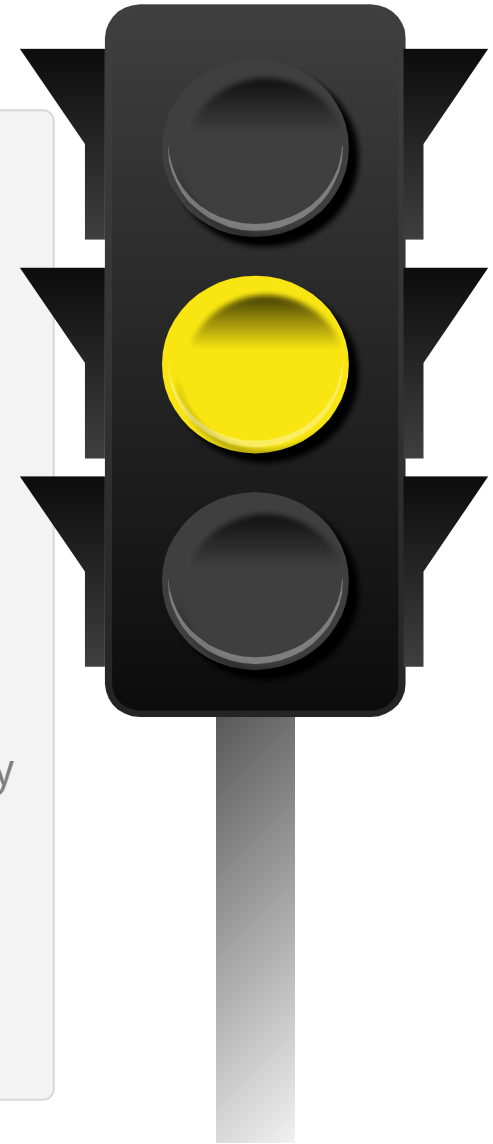
# Pitch Deck vs. Investor Presentation

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Your 21 slide Pitch Deck is not the same as your 11 slide Investor Presentation (also commonly referred to as a Pitch Presentation and unhelpfully as a Pitch Deck).

Your Pitch Deck is a stand alone document that investors can read without you, while your Investor Presentation is a summary that needs your dialogue to bring to life.

When you present to an investor you use your Investor Presentation, but when you give him materials you leave your Pitch Deck, because your Investor Presentation is difficult to convey without you explaining it.



# How to use this Investor Deck Template

## PLEASE DO

- ✓ DO edit the text, fonts, layouts etc to your hearts content  
Check out the platform content including videos for more guidance
- ✓ Try and keep each slide to less than 40 words
- ✓ Add imagery that tells the story to appropriate slides
- ✓ Create a narrative. Each slide is in a specific order because the information should continue the story from the previous slides
- ✓ Give give enough information to grab investor attention, but not answer all their questions or overwhelm them

## PLEASE DO NOT

- ✗ Do not change the order of the slides
- ✗ Delete any slides including the contents areas  
even if your business is currently weak in an area, Investors will ask and if information is missing it looks evasive
- ✗ Add in extra slides  
Instead put any additional slides in an annex or save them for your Due Diligence data room
- ✗ Add too much content
- ✗ Deprecate your competitors
- ✗ Be cocky or arrogant
- ✗ Lie!



# About CapitalPitch

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- We are a capital raising accelerator
- We connect the very best high growth businesses with sophisticated investors
- We foster and filter businesses via our [6 step accelerator process](#) to make them investor-ready and showcase only the most attractive pitches
- Businesses create and showcase their pitches on our [equity funding platform](#) to attract lead investors and follow-on investors
- We have Sophisticated Investors ranging from individual angels through to VCs and corporate VCs on our platform
- We provide tools for investors to quickly find businesses that meet their investment criteria and present the pitches in a way that enables quick and easy analysis



# 21 Slide Pitch Deck Outline

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1. Cover Page
2. Disclaimer
3. Why
4. Target Market
5. Problem
6. Solution
7. Market Analysis & Opportunity
8. Unique Selling Proposition
9. Sales & Marketing Plan
10. Business Model
11. Traction: Customers, Partners & Media
12. Competitor Analysis
13. Intellectual Property
14. Funding & Timeline
15. Team: Founders & Executives
16. Team: Advisors & Investors
17. Financials: Historic & Projections
18. Key Risks & Mitigation Strategies
19. Ask, Offer, Use of Funds & Exit Strategy
20. References
21. Contact Information



# Cover Page – Slide 1

You have only a few seconds to get an investor's attention so your Cover Page has to hit a home run.

## Your business name/logo

[Your business name] is a <describe your startup in <10 words>

that enable(s) <define your target market in <6 words>

to solve <outline the target market's problem in <6 words>

by <describe how you solve the problem in <6 words>

## Pitch Deck



# BUSINESS PITCH DECK

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✉ [email@yoursite.com](mailto:email@yoursite.com)





# Disclaimer – Slide 2

In your Pitch Deck there is crucial information that you are giving your potential investors, which you should want to keep confidential.

Your Disclaimer sets out your intention that the information in the Pitch Deck remains confidential between you and the investor, and should only be used in the consideration of investment in your business.

Your Disclaimer should cover the following four key areas:

- Limiting the use of information
- Prohibition of duplicating the Deck
- Disclaimer for accuracy and completeness of the Pitch Deck
- Limitation of liability

*(Unfortunately we cannot provide you with an example as we are not lawyers)*

# Disclaimer

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# Why – Slide 3

Why Heading - Explain your authentic connection to the problem in less than 10 words

Explain your personal authentic connection to the problem in one sentence of less than 15 words.

Add more concise content as needed.

This is where you get the opportunity to connect to the reader on values and emotions.

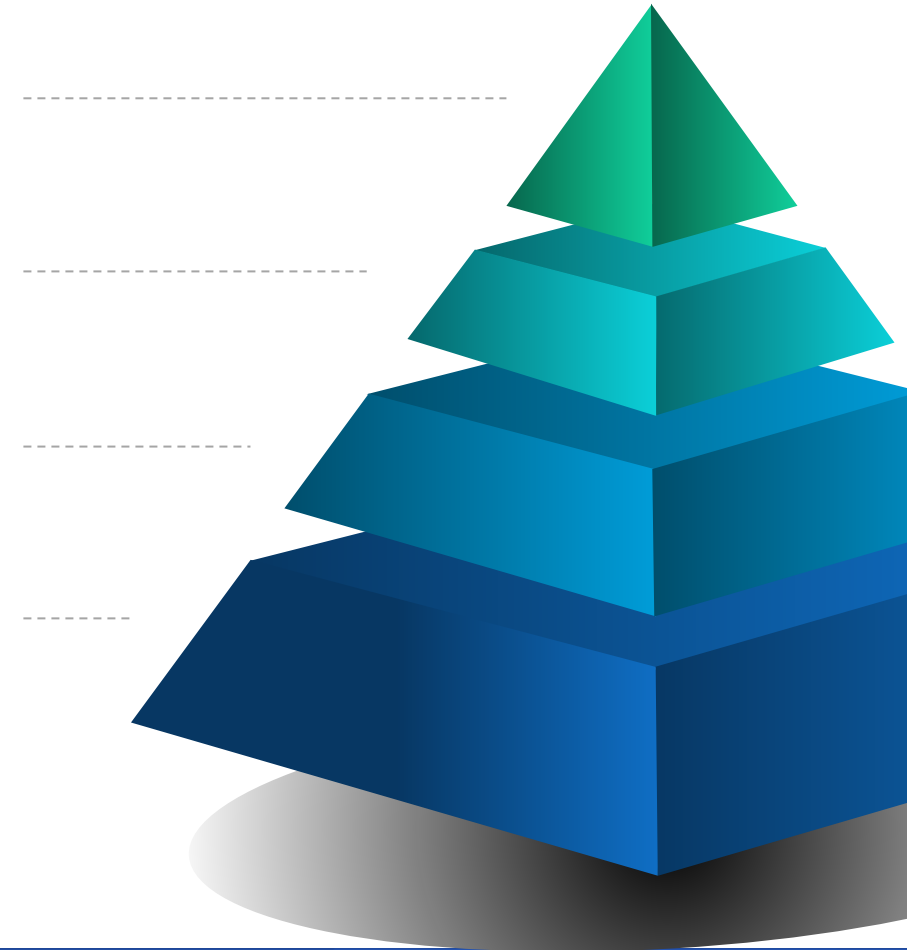
Pictures are great story tellers here.



# Why Us?

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# Target Market– Slide 4

Target Market Heading - Explain your target market in less than 10 words

Describe your 1st (and 2<sup>nd</sup>) Early Adopter Target Market in less than 6 words

Complete up to 4 bullet points, all in less than 10 words each, that go into more detail about your early adopter target market.

Show you're focused and know your target market intimately

For instance their age, location, size of business, position in business or revenue. Include anything that makes it fast and easy for the reader to identify a specific individual or business.

Provide an image or two wherever possible

# Target Market

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## FIRST TARGET

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## SECOND TARGET

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# Problem – Slide 5

Problem Heading - Explain your target market's problem in less than 10 words

Don't build a solution in search of a problem. Clearly identify a real and huge problem as investors want to see you addressing a real and current need.

Complete up to 4 bullet points, all in less than 10 words each, that go into more detail about your early adopter target market's problem.

Don't talk about broad industry problems. Think about what keeps the individuals awake at night such that they will want to spend money on your solution.

Quantify the problem in dollars and time (wasted or saved) by target market

Provide an image or two wherever possible

# Problem in Target Market

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## FIRST TARGET/PROBLEM

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## SECOND TARGET/PROBLEM

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# Solution – Slide 6

Solution Heading - Explain your solution to your target market(s) in less than 10 words

Simply and concisely explain what your solution is to the problem you've described. Quantify the solution benefits if you can.

Be focused. Don't go into USP (Slide 8) or IP (Slide 13) here.

Complete up to 4 bullet points, all in less than 10 words each, that go into more detail about how your product/service solves your early adopter target market's problem.

Provide an image or two wherever possible

# Solution for Problems

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## FIRST SOLUTION

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## SECOND SOLUTION

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# Market Analysis & Opportunity– Slide 7

How big is your target market. Obviously investors want a huge potential target market .

Size of your:

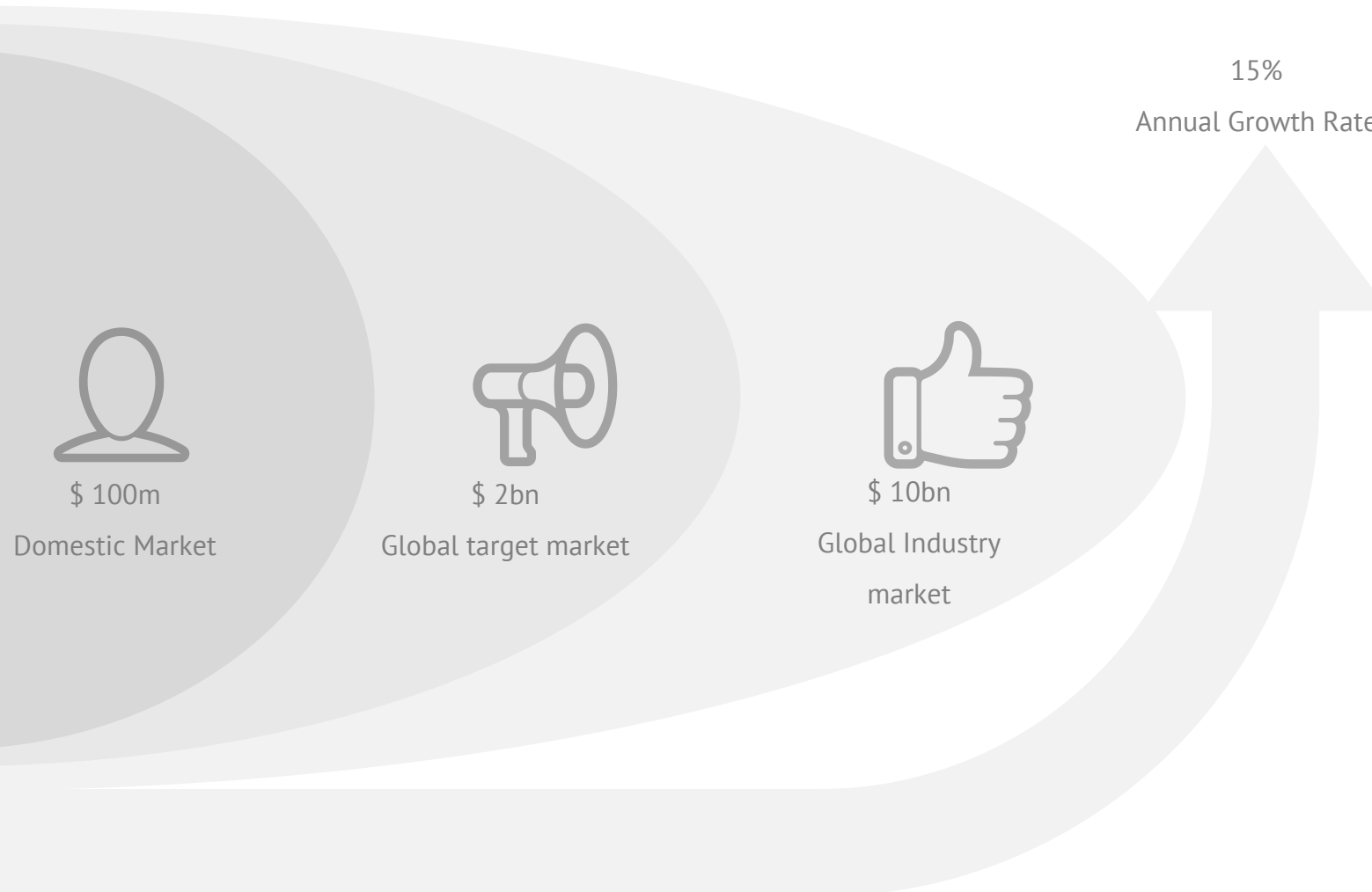
- . Domestic target market
- . Global target market
- . Global industry market

How fast is it growing? % per year

Insert 2 or 3 competitor proof points that validate companies in international markets completing large capital raisings at high valuations or other relevant data.

Provide clear data, concisely.

# Market Analysis & Opportunity



## COMPETITOR PROOFS

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# USP – Slide 8

What is your secret sauce (your Unique Selling Proposition) in less than 6 words?

This may be your product features, cost, simplicity or it could be your business model, unique connections, industry experience or some other secret sauce that no-one else has.

Complete up to 4 bullet points, all in less than 10 words each. Detail how they relate to each heading and how you and your product/service are significantly different to everything currently on the market that is in any way similar.

*This slide is a precursor to your Intellectual property slide coming later, but don't go into patents etc here.*

Provide an image or two wherever possible

# USP of Our Startup



## FIRST SECRET SAUCE

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## SECOND SECRET SAUCE

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# Sales & Marketing Plan– Slide 9

How will your target market find out about your product/service? What is your way of identifying, communicating and selling to your target market?

What does your marketing and sales funnel look like?

What are your metrics? Conversion rates? Target rates?

Which marketing methods are you applying?

Why have you chosen these methods?

# Sales & Marketing Plan



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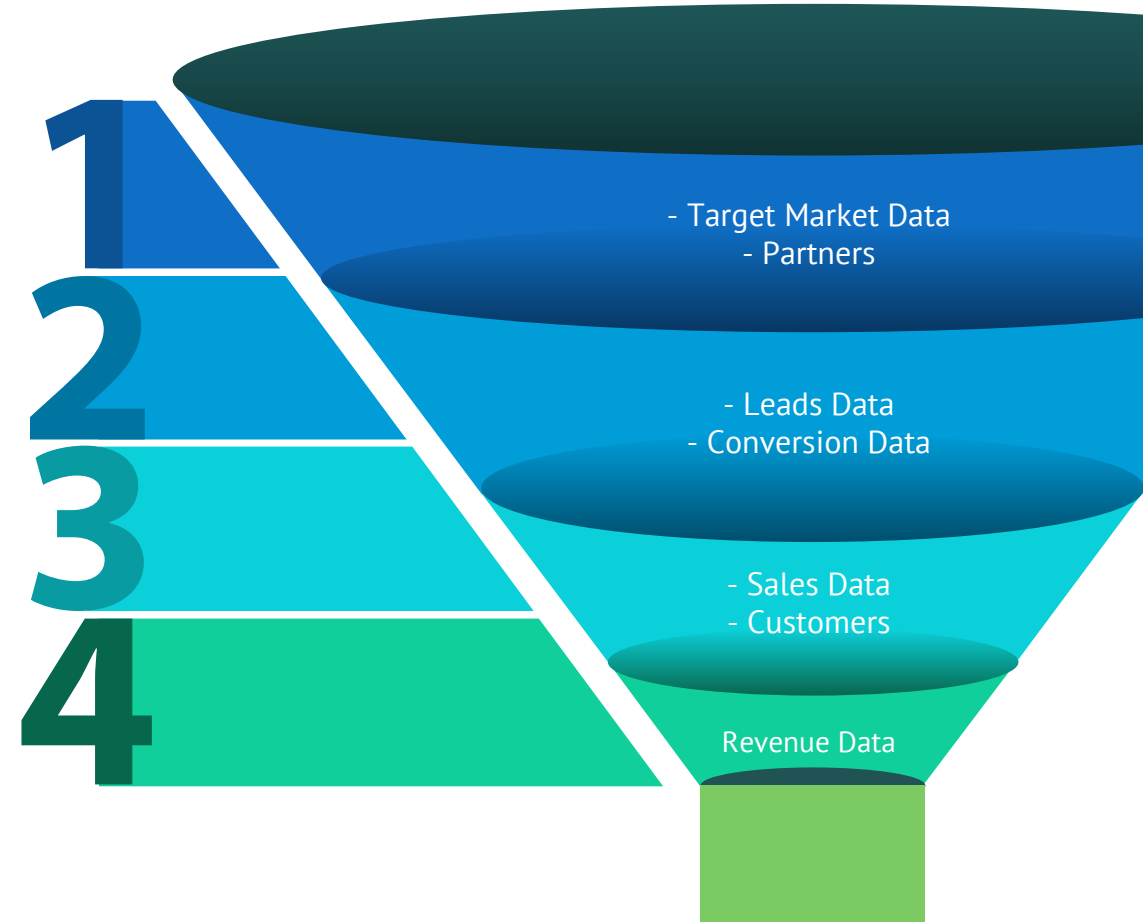
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# Business Model– Slide 10

What does a graphical representation of your customer journey look like? Show how scalable your model is.

How does your service make money? Show key data

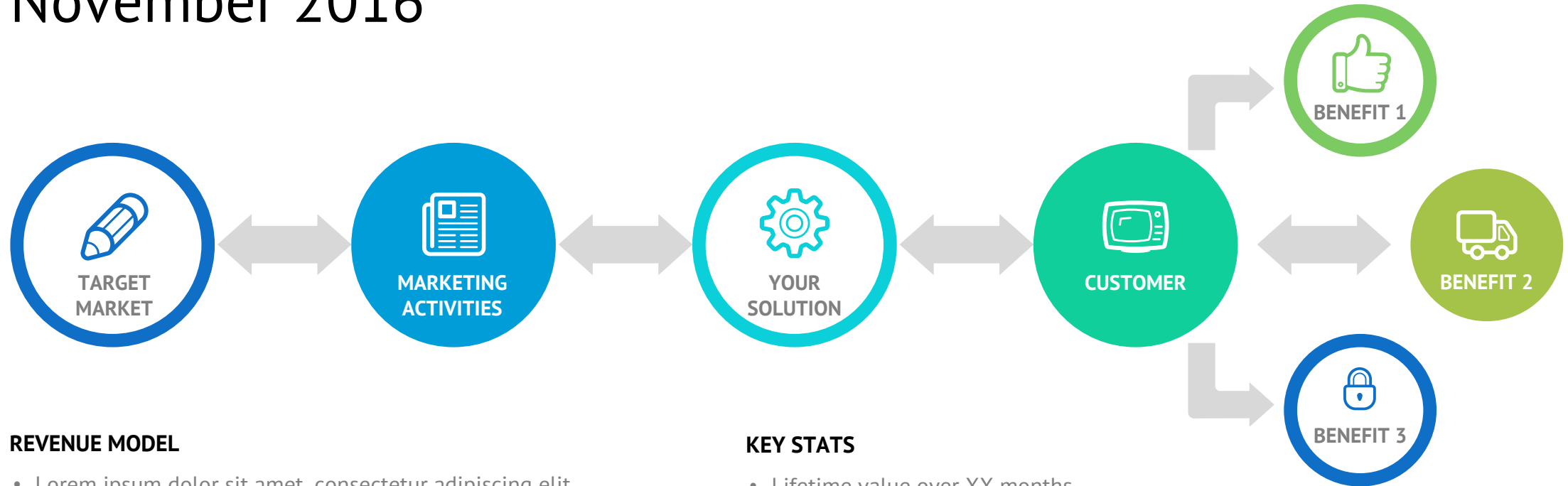
What is the lifetime value & cost of acquiring a customer? – Revenue generated & cost per customer over what period of time?

Key items that should be in every business model slide:

- Target market
- Marketing activities
- Distribution channels and/or partners (existing &/or future)
- Core business activities
- Revenue model
- Customer “success” – what does the end look like?

# Business Model

November 2016



## REVENUE MODEL

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## KEY STATS

- Lifetime value over XX months
- Cost of acquisition

# Traction – Slide 11

One of your most important slides. Traction via revenue & profits are validation of your entire business

*Investors will always feel more comfortable investing with a company that is live and gaining rapid traction*

Show data and dates

Create a story over time

Examples of key traction (logos are great):

- **Customers** - \$ monthly rev, growth rates & total customers
- **Partners** – Number of partners, leads generated, potential rev, other metrics
- **Media** - Example links, leads generated, potential revenue

# Traction: Customers, Partners & Media

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## CUSTOMERS

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**\$50,000+**

Per month – Feb

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## PARTNERS

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**\$23,000+**

Per month – Feb

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## MEDIA

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**\$16,000+**

Per month – Feb

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# Competitor Analysis– Slide 12

Every business has competitors. Who are yours? Now and likely in the future?

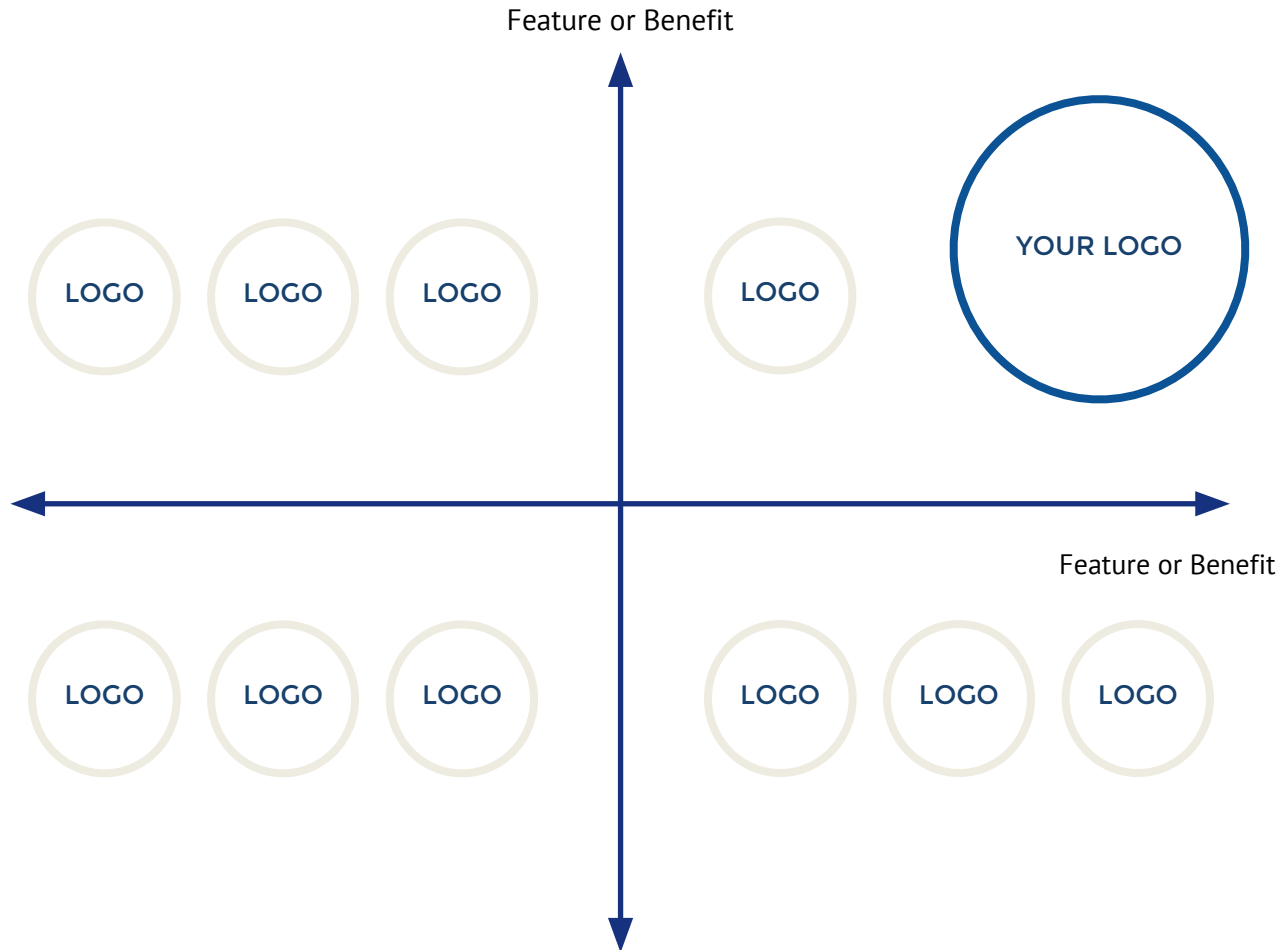
How does your product/service compare? What are your advantages? How are you different?

Produce a list, table or XY chart

AND list elements of your strategy, in bullet points each <10 words, that prove to investors that you are innovating in front of your competitors and/or have a secret strategy that will allow you to be more nimble and out manoeuvre your competitors.

This is not the same as USP. Think about strategies and tactics you know that no-one else does. How does your offering standout and win over the competition?

# Competitor Analysis – XY Axis (option 1)



## UNIQUE STRATEGIES

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# Competitor Analysis – Table (Option 2)

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Feature 3	✓	✓	✗	✗
Feature 4	✓	✗	✓	✗
Feature 5	✓	✗	✗	✓

## UNIQUE STRATEGIES

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# Intellectual Property– Slide 13

How can you protect your product/service and its USP?

What intellectual property do you own? What is its status? Locations?

Such as:

- . Patents
- . Trademarks
- . Copyrights
- . Domains
- . Trade secrets
- . Software

Do you have any future IP plans?



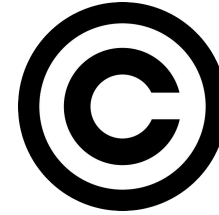
# Intellectual Property



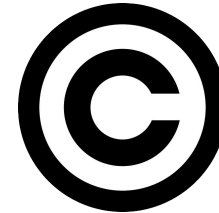
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## FUTURE IP PLANS

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# Team: Founders & Executives – Slide 14

*Investors invest in businesses not just products/services*

Who are your founders and key executives? What are their roles?

What is their (relevant) experience? Track record?

Keep it simple and short. Save the details for your data room.

Is your team well balanced? Are there any skill gaps?

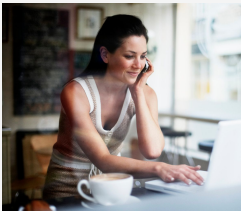
# Team: Founders & Executives



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Your Title

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**Jane Doe**

Your Title

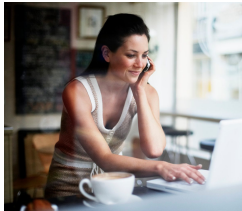
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**Jane Doe**

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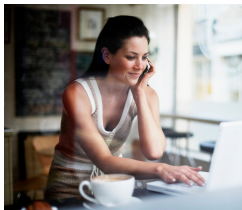
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# Team: Advisors & Investors – Slide 15

Who are the respected people backing your business with time and/or money?

What are their roles?

What is their (relevant) experience? Track record?

Keep it simple and short. Details will be in your data room.

Is your team well balanced? Are there any skill gaps?

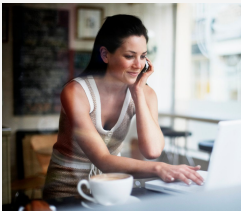
# Team: Advisors & Investors



**John Doe**

Investor 1

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**Jane Doe**

Investor 2

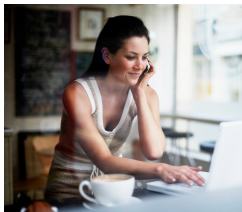
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**John Doe**

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**Jane Doe**

Advisor 2

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**John Doe**

Your Title

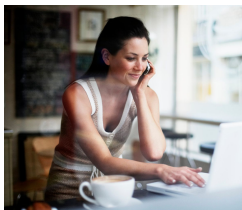
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**John Doe**

Your Title

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**Jane Doe**

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**John Doe**

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# Funding and Timeline– Slide 16

What milestones have you met, over what period?

How much has this journey cost?

What major milestones are you targeting?

Keep it to concise bullet points and clear data

# Funding & Timeline



1<sup>st</sup> Cap Raise Amount  
- Bootstrapped

2014

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



2<sup>nd</sup> Cap Raise Amount  
-FFF

2015

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



3<sup>rd</sup> Cap Raise Amount  
- Seed / Angels

2016

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



4<sup>th</sup> Cap Raise Amount  
- Series A

2017

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



5<sup>th</sup> Cap Raise Amount  
- Series B

2018

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4

# Financials– Slide 17

Produce a chart with income, expenses and net income for past, and at least 3 years of projections

What is your annual run rate? Annualised rev when you multiple your previous month rev by 12

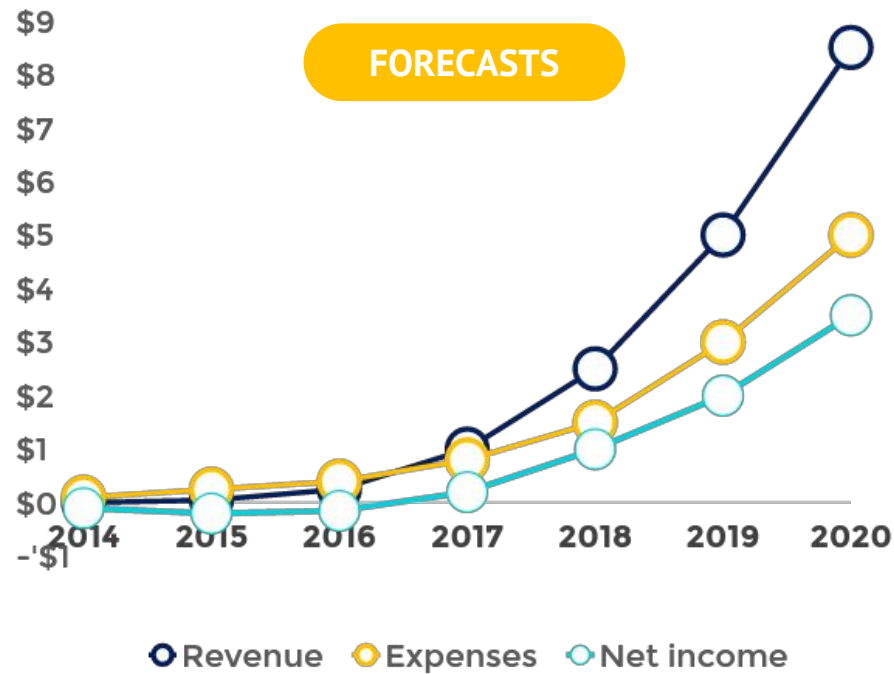
What is your monthly burn rate? Amount of cash you make or lose per month

Key data that is relevant – revenue, expenses, net income, other key data

Any relevant key assumptions



# Financials: Historic & Projections



KEY ASSUMPTIONS

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- do eiusmod tempor incididunt
- do eiusmod tempor incididunt

ANNUAL RUN RATE: \$

MONTHLY BURN RATE: \$

	2015	2016	2017	2018	2019
Customers	500,000	500,000	500,000	500,000	500,000
Capital Raised \$	500,000	500,000	500,000	500,000	500,000
Revenue \$	500,000	500,000	500,000	500,000	500,000
Expenses \$	500,000	500,000	500,000	500,000	500,000
Profit (Loss) \$	500,000	500,000	500,000	500,000	500,000

# Key Risks– Slide 18

*Startup investing is risky. Be upfront and open and honest with investors.*

Identify your key risks and then be on top of them by identifying:

- . Likelihood
- . Impact
- . Mitigation strategy
- . Responsibility

# Key Risks & Mitigation Strategies

Risk	Likelihood	Impact	Mitigation Strategy	Responsible
#1. Risk	Low	Low	Risk Mitigation	Peter Jones
#2.	Med	Med		
#3.	High	High		
#4.				
#5.				
#6.				
#7.				
#8.				

# Ask, Offer, Use of Funds, Exit Strategy– Slide 19

Investor make money on exits not investments

What are you valuing your business at?

Ask - How much are you raising? Is it realistic? A range is OK

Offer - What are the general terms? Con note, equity, etc.

Use - What will you use the funds be used for?

Exit - What is your exit strategy? Don't be vague here. That shows lack of thought and planning. What examples of other similar exits can you quote?

Be clear, be concise

# The Ask, Offer, Use of Funds & Exit Strategy

Ask & Offer	Total raising	AUD \$1,000,000	Exit Strategy
	Pre-money valuation	AUD \$4,000,000	
	Ordinary shares	4,000 shares @ \$25	
	Equity offered	20%	
Use of Funds	#1	40%	Exit Examples
	#2	30%	
	#3	30%	

# References– Slide 20

What statistics and conclusions have you referenced?

What research have you conducted?

What further reading areas you suggest investors go to?

Methodical record keeping reflects strong governance

# References

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1. Reference 1
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
- 3.
- 4.
- 5.
- 6
- 7.



REFERENCES

# Contact Info– Slide 21

The objective of your Pitch Deck is to progress the relationship between the business and the investor, so of course you need to make it as easy as possible for an investor to contact you in whatever format they prefer.



## Contact Info

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[capitalpitch.com/p/companyname](https://capitalpitch.com/p/companyname)



[twitter.com/companyprofile](https://twitter.com/companyprofile)



[facebook.com/companypage](https://facebook.com/companypage)



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(61) 0432 227 5555

CONTACT US

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# Thank You