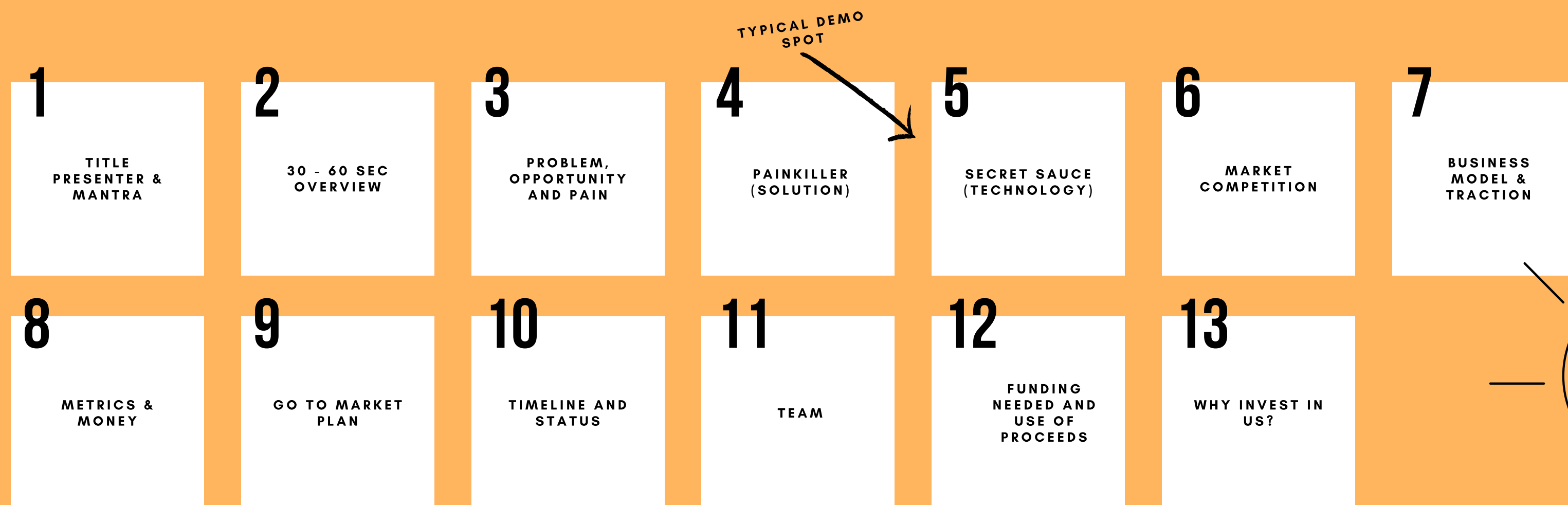


# PITCH DECK GUIDE



# PITCH TEMPLATE SLIDES ORDER



This is just a starting point: You may have unique alternations

There are "topics" (units of information)

Some topics may require multiple slides - but, for the initial meeting, no more than 14-16 slides - and/or demo

Use realistic slide titles

Without discussion, this presentation should take less than 1/3 of the meeting time

Don't like the order? Change it!

# PITCH TEMPLATE SLIDE ZOOM



The common language of most Angel/VC pitches is the pitch deck.

Here is what you should be sure to address in yours.

Remember that the pitch deck is a companion piece to a presentation, so resist the urge to pack each slide with data and detail.

This is a vehicle for you to talk about the company in a way that makes your presentation more powerful and more memorable.

# PITCH TEMPLATE SLIDE ZOOM

1.

## **Title, Presenter & Mantra**

This is the title page. It has the name of your company, who is presenting and a one line description of what you do.

2.

## **30-60 Second Overview**

Give a brief description of startup and highlight the key points your are planning to present.

3.

## **Problem & Pain**

This is where you clearly state the problem. Particulars of how this problem impacts real world people/businesses are valuable. Why is this important now?

4.

## **Solution**

This is the solution. You want to explain what you do very clearly, in as few words as possible. Describe the concrete benefits you provide.

5.

## **Secret sauce (technology)**

Tell what makes you so special, what makes this work and what your (secret) insights are.

6.

## **Market & Competition**

Most show a large and growing market. Preferably with third party validation of size and growth. Competition is good, it validates the market. Show how you differentiate from your competition.

7.

## **Business Model & Traction**

Show how you make money and show off your traction. Make the numbers clear and meaningful. Add some context next to the chart if you've got some great stats you want to add.

8.

## **Metrics & Money**

What are the key metrics that drive your business? (can be combined with traction slides). What are expectations for the future (include assumption)?

9.

## **Go to market plan**

Direct, channel, OEM, viral? Customer adoption is often the hardest part of growing a company. What method for what market at what stage?

10.

## **Time-line & status**

What key milestones have you completed so far and what the current status of i.e. product development and sales?

11.

## **Team**

Most important slide at early stage! Talk about what makes your team particularly well suited to the problem. This should only be about founders (or key people).

12.

## **Funding needed & Use of Proceeds**

Tell how much money you need, what you are going to use it for and milestone you will reach with the investment. Remember also to include pre-money valuation.

13.

## **Why invest in us?**

Sum up key points of the presentation you will like the investor to remember.

# ADDITIONAL RESOURCES AND INSPIRATION

[How to Design a Better Pitch Deck](#)

[The key 16 pitch deck rules you need to know when pitching investors](#)

[Lessons From A Study of Perfect Pitch Decks](#)

[Investor pitch deck to raise money for startups](#)

THAT'S IT!

If you need more inspiration for your pitch deck please go to these links

