



Pitch Deck Toolkit

THE GOAL IS TO COMMUNICATE YOUR STORY IN 15 MINUTES OR LESS



Every pitch deck is unique and will have its own flow:

- Communicate your story as clearly as possible
- Create excitement around the company to attract further resources
- Gain enough interest to get a second meeting



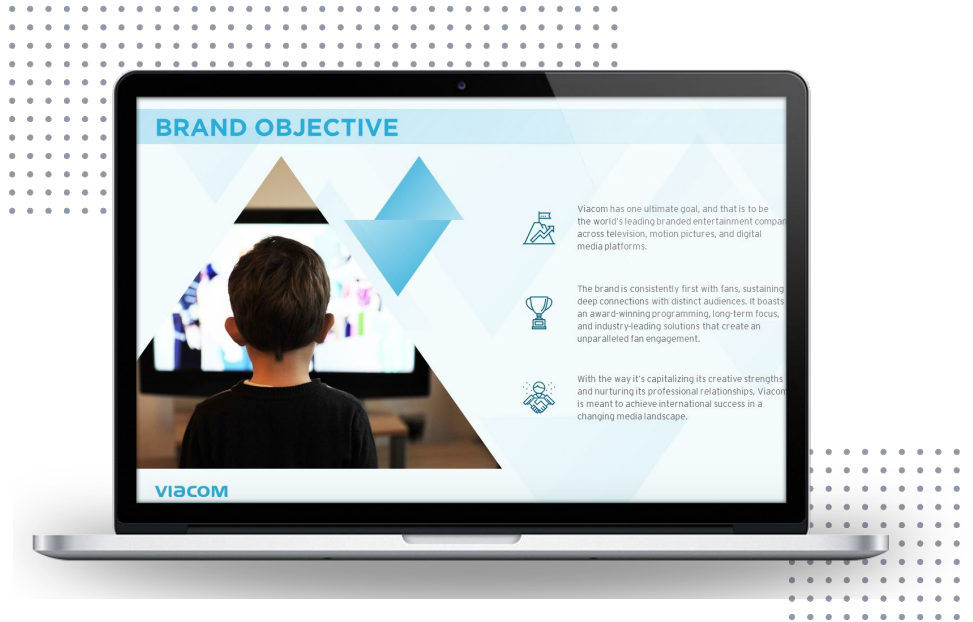
Practicing out loud will help you improve and refine your pitch

Pitch Deck Presentation Recommendations

Present 12 to 15 core slides (excluding the title & closing) that each have one main point or "takeaway"

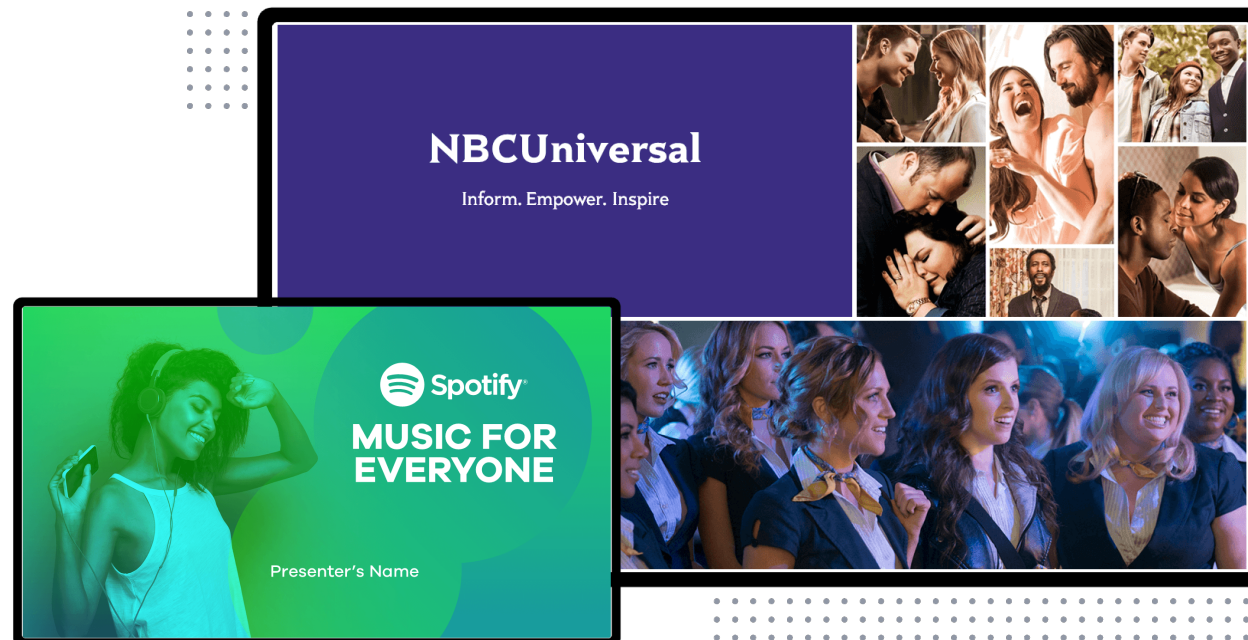
Less is more:

- Minimize text - typically 5 or fewer bullet points
- Keep it within 10-15 minutes
- Use simple, quality graphics or images
- Organize your ideas with a storyboard
- Save detailed, technical slides for later as backups if questions arise



84% of learning occurs visually

Slide 1: Title Slide



Company Name and Logo
Presenter name and Job Title

30-SECOND ELEVATOR PITCH

Slide 2: The Mission



Provide a high-level
overview of your business
and its industry vertical



Outline significant
company milestones



State strong
and definite goal

Slide 3: The Market Problem of Opportunity

What is the problem or opportunity?

- How big is it?
- Who is affected?
 - How much is it costing your customers and the marketplace?
 - Quantify the problem with metrics and/or dollar amounts

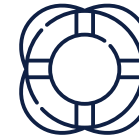
The pain needs to be significant.
Ask yourself, “**Is my solution a...**”



Vitamin
(nice-to-have)



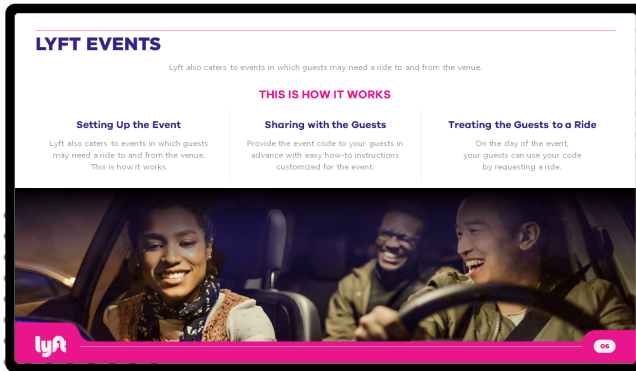
Pain Killer
(solution)



Life-saver
(game-changer)



If you think you have a life-saver, be prepared to back it up in the following slides within your pitch deck



Slide 4: The Solution

Present key points that address issues identified in the “Problem” slide

Keep it simple. This is not the place to explain your product in detail

- What is the ideal solution? Stick to broad terms & avoid specific details
- What would happen if it is implemented?
 - How much would it save?
 - What will it allow your customer to do that couldn't be done before?

Indicate why the solution is worth paying for:



Cost of savings



Increased
market share



Elimination
of a bottleneck

“BUILD ON THE SOLUTION” AND HOW YOUR PRODUCT OR SERVICE CAN DELIVER IT



Slide 5: The Product



Utilize high-level
graphics, illustrations,
or diagrams

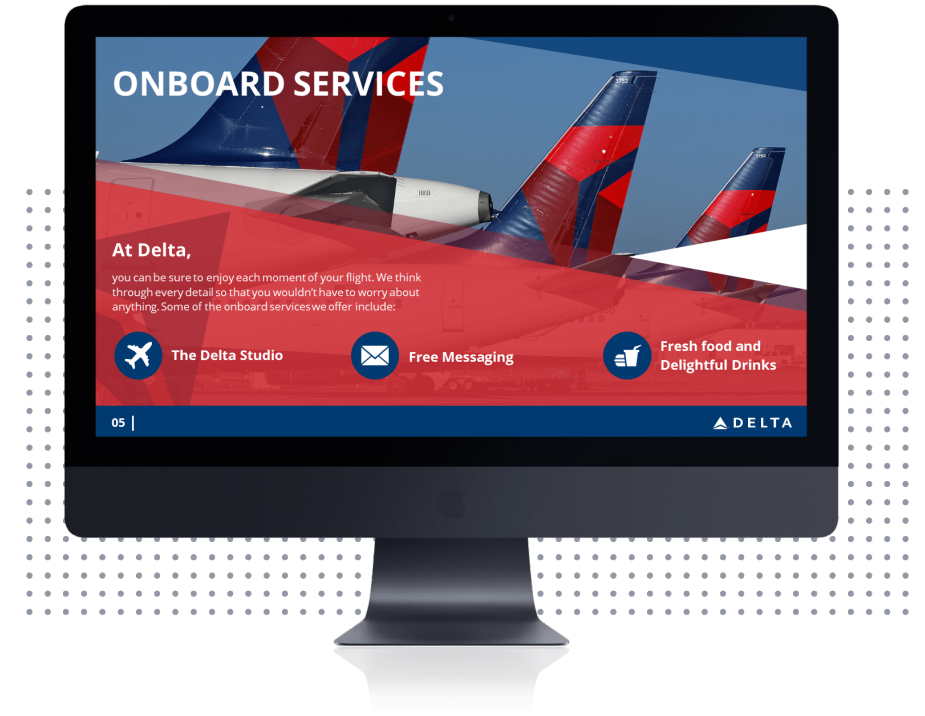


This is the place to explain
your product in detail

Slide 6: The Results

Provide real world client or pilot examples:

- How many customers have you signed?
- How much money are your customers making and/or saving using your solution?
- What is the rate of growth of your client or user base?
- Demonstrate credibility with customer logos



Be specific. Use metrics.

PROVIDE A HIGH-LEVEL OVERVIEW OF YOUR BUSINESS



Slide 7: Business Model



Customer
purchase process



Distribution
overview



Overview
of revenue sources



Product options/tiers
and details

Slide 8: Revenue

Detailed look at your revenue streams:



Revenue
breakdown



Product margins
and pricing model



Recurring vs.
one-time payments



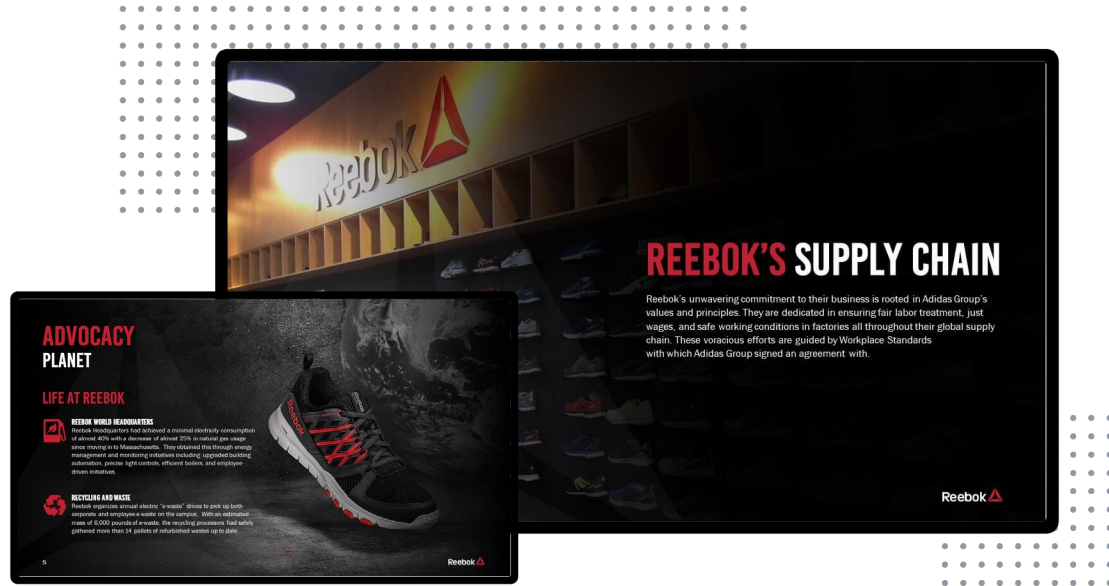
Customer
lifetime value



Secondary
products/markets



Build credibility with calculations that show profit potential



Slide 9: Market Strategy

How are you going to get your product to your customers?

- Distribution channels
- Marketing channels:
 - PR
 - Media
 - SEO
 - Advertisements
 - Etc.
- Customer acquisition strategies and incentives



Feature logos of your key strategic partners

Slide 10: Market Research

Present data that shows significant market opportunity:

- Illustrate size, growth, and maturity through charts
- Show how your solution is positioned within the market
- Identify your unique market segment
- Focus on the smallest segment for credible penetration
- Address market risk



Calculate your Served
Available Market (SAM)

Example:

if you are selling lead generation software management to the automotive industry, the segmentation order should be:

\$999,999

Automotive Industry Total
Available Market (TAM)

\$8,888

Car dealers that buy leads

\$777

Franchise dealers that fit
your target model (SAM)

Slide 11: Competition

Describe the competitive landscape.
A detailed competitive analysis increases
your credibility

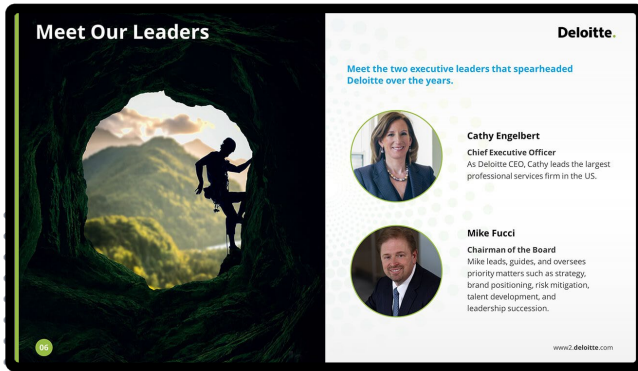
List direct and indirect competition:

- Large and small companies
- Compare features, focus, and customer decision-making criteria
- Use a table or feature matrix



Differentiate yourself and state why you are going to succeed

Slide 12: Company Traction, Milestones and/or Team



Introduce your executive team (this could be your greatest strength):

- Use headshots of key members with notable accomplishments
- Consider including advisory board (potentially a liability if you come off too top-heavy)

Identify barriers to entry

Mention any intellectual property you own and/or your IP strategy (address technology risk)



List important milestones achieved so far

PRESENT REALISTIC 5-YEAR PROJECTIONS

Slide 13: Financials Financial Plan Pro-Forma



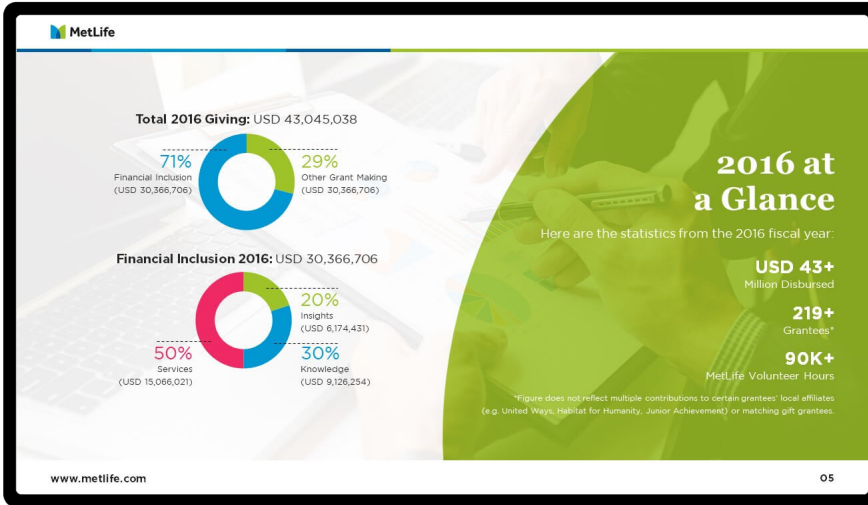
Illustrate trends
with a graph



Point out critical
assumptions, milestones,
or potential roadblocks



Stick to a high-level overview,
but prepare to discuss details
and present extra slides outside
the main pitch deck



Slide 14: Funding & Use of Funds

How much money are you seeking?

Illustrate the allocation breakdown.

Use a pie chart to illustrate allocations by department:

- Research & Development
- Marketing
- Sales
- G&A
- Etc.

Provide a timeline for funds received:

- How long will the money last?
- Will milestones funding be put forward?



REITERATE THE STRENGTHS AND ADVANTAGES UNIQUE TO YOUR COMPANY

Slide 15: Summary



Differentiation
from competition



Market potential



Mission goal
(refer to slide 2)



State the 3-5 points you want your audience
to remember when they leave

REPEAT THE TITLE SLIDE WITH A “THANK YOU” AND YOUR CONTACT INFORMATION

Slide 16: Thank you





SLIDEGENIUS

