

The Pitch Deck

The slides that tell a whole story

Remember that a slide deck is the middle part of the journey between initially meeting the investor and the company being funded.

Each company has a different story to tell, and is at different stages of its development. The founders role is to tell the most compelling, and truthful version of their story.

This template will give you most of the slides that you need. If you only have five minutes or less, you will need to decide which slides to drop, rather than being too superficial across the deck. Never forget the importance of questions and I normally prefer to keep around 25-30% of the time allocated for questions. Questions are the sign that it has moved from one way presentation into conversation and engagement with the project.



1 Title Slide: This can be thought of as a free slide,this slide will be read while you are waiting for the room to settle

Elevator Pitch: Grab attention from the room. Give them clear direction on what you are about to tell them.



3 Your Product: What you do – The service or Widget. How your product solves customer problems.

Business & Revenue Model: How do you make money from your customer base. How you make (or plan to make) money now or in the near future ? Are there other potential revenue sources ? If you are pre-revenue - how have you arrived at this model and/or price point?



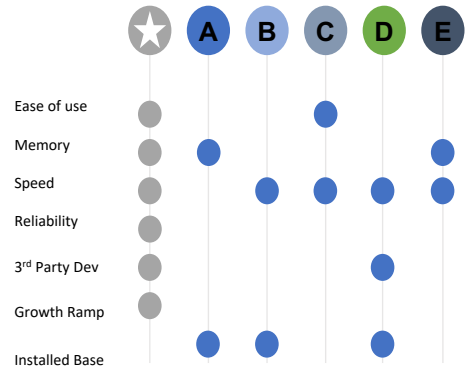
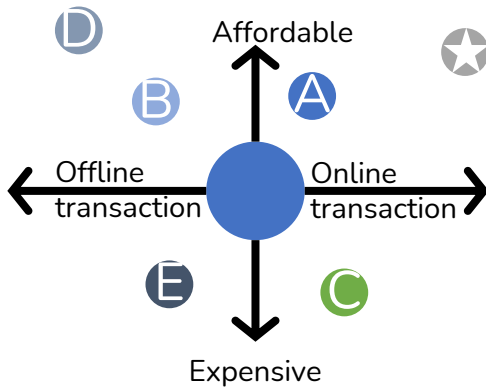
5 Traction & Validation: Investors want to know customers are buying your product. These needs to be appropriate for the stage of the business and investment being sought. Who have you already approached or got on board? Are there any barriers to entry? Have you made any sales, done a trial or carried out market analysis?

The Market: Your specific and addressable market. How you will reach your customer? What is the size of the market you are targeting? Is that market growing – by how much? (quote credible sources when citing trends). What percentage share of that market could you realistically capture, how and over what timescale? Never say you will capture 1% of some huge – instead get into the details of what parts of the industry you will target, why and how.





7 Competition: Competition is expected as it proves the market exists. Saying you have no competition raises a warning flag to potential investors.



The Team: Early-stage investors back teams more than products. Make sure they know why you as people are uniquely suited to take this business forward, and why they should consider working with you. What is it about you as a team that means they should entrust their money to you to generate big returns, and not another team?



9 Finances: These are the summary P & L as a minimum of three to five years, so Revenue, COG's, Gross Margin, Expenses, Net Profit or Loss. (all columns must add up, check and check again!), appropriate rounding of numbers

The Ask: How much money are you asking for, to achieve what in what time frame.



11 The Exit: This is a key slide, it explains how the investors make money from this opportunity. Often via a trade sale, so explain who would want to buy you and why.

Final slide: This often sits on the screen while taking questions, at the very least contact details, www and social media – but consider what is the power phrase they want to connect with this opportunity.



How many slide do you use ? If you have 7 mins or more – then you should use all of them. If less time then focus on your best ones, The slides expected in every deck are the heavy hitting slides: People, traction, finances, exit.