

GENERAL PITCH DECK
GUIDELINES

HELPFUL PRESENTATION TIPS

SUGGESTED SLIDES

CONTACT US



The Perfect Pitch


**GUIDELINES FOR MAKING THAT SUCCESSFUL
PITCH TO POTENTIAL INVESTORS**






General Pitch Deck Guidelines

We have seen hundreds of “decks” and heard as many “pitches” and have studied others’ guidelines on how to do them. We have unashamedly borrowed from others and added our own thoughts based on our experience to make this “secret sauce” recipe for success.




KEEP THE GOAL IN MIND

Present a succinct overview of the problem, the opportunity and your solution. The goal is to get the next meeting; not to close on funding.



AVOID ACRONYMS


Everyone is not as knowledgeable about your marketing and product as you are.



CLEAR
TRUMPS
CUTE

WATCH YOUR COLORS

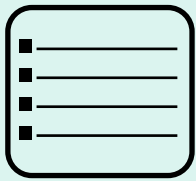
Light blue text on dark blue background is hard to read; clear trumps cute.



BOLD +
CLEAR


BOLD AND CLEAR

Slides should be bold and clear and work in a larger room.



LESS IS MORE

Use bullet points and concise ideas (not sentences) and limit to 5 to 6 per page.



SOURCED CONTENT

Any factual content (particularly market size statistics) should be sourced.

Helpful Presentation Tips



Limit To One Presenter.

Person who is best understood.

Maintain Good Energy And Passion.

Avoid coming across as “being on something.”

Relax.

You probably know more about your product and market than your audience.

Stay On Point.

You want them to see the whole “show.”

Avoid Grandiose Statements.

Be careful about stating that you will knock off the market leader in your space.

Keep It Simple.

Try your pitch on friends and advisors first. Do they get it?

Practice. Practice. Practice.

They do not expect a Broadway show but will kill a dress rehearsal.

Spend Time Explaining.

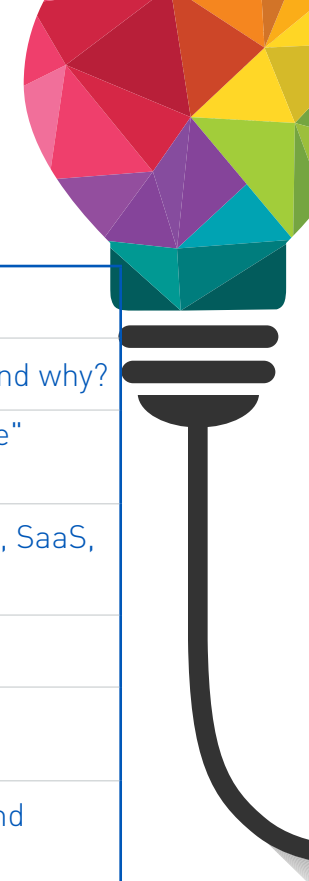
Address potential roadblocks. Tell how you will overcome the toughest challenges.

Avoid Exit Strategy Discussions.

Smart investors can draw their own conclusions.

Suggested Slides

1	■ <u>COMPANY NAME</u> Name, Location, Logo and Website.
2	■ <u>PROBLEM AND OPPORTUNITY</u> What is the pain in the market; what product or service needs to be improved and why?
3	■ <u>VALUE PROPOSITION</u> How will you address the pain or capitalize on the opportunity? What is your "secret sauce" without the recipe? Is it an aspirin (need to have) or a vitamin (nice to have)?
4	■ <u>THE BUSINESS MODEL AND YOUR SUMMARIZED PROJECTED FINANCIAL RESULTS</u> Freemium, subscription, SaaS, licensing, advertising. — be realistic as to eventual number of users and price per use. Show target KPIs.
5	■ <u>MARKET</u> Realistic assessment of the size of both the total and addressable markets.
6	■ <u>CUSTOMERS</u> - Who are they and how will you "go to market? Make sure it ties into slide 4; address one shot or stickiness. Client success stories help, if available.
7	■ <u>COMPETITIVE ADVANTAGE</u> What differentiates you? Have a comparative grid showing key product attributes and competitors — this is a make or break slide.
8	■ <u>BARRIERS TO ENTRY</u> - IP, processes, unique factors, etc.
9	■ <u>CURRENT STATE</u> - Product (beta?), people (current management, employees, advisors), funding (friends, family and angels), revenue/customers traction, retention (even if free or beta test), an embedded video helps.
10	■ <u>GOALS</u> - Near-term (KPI metrics, build team, develop mobile app, test market) and longer term milestones (number of users, other key points to measure success).
11	■ <u>CURRENT AND PROPOSED MANAGEMENT AND KEY ADVISORS</u> including relevant past experience.
12	■ <u>FINANCIAL OVERVIEW</u> - The next five years with some key assumptions — be prepared to defend them.
13	■ <u>INVESTMENT</u> What are you looking for in terms of investment and how will you use the money?
14	■ <u>SUMMARY</u>
15	■ <u>NEXT STEPS</u> Include full contact information for one or two key management members.



ROCK YOUR NEXT PITCH MEETING. PLEASE CONTACT US.



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