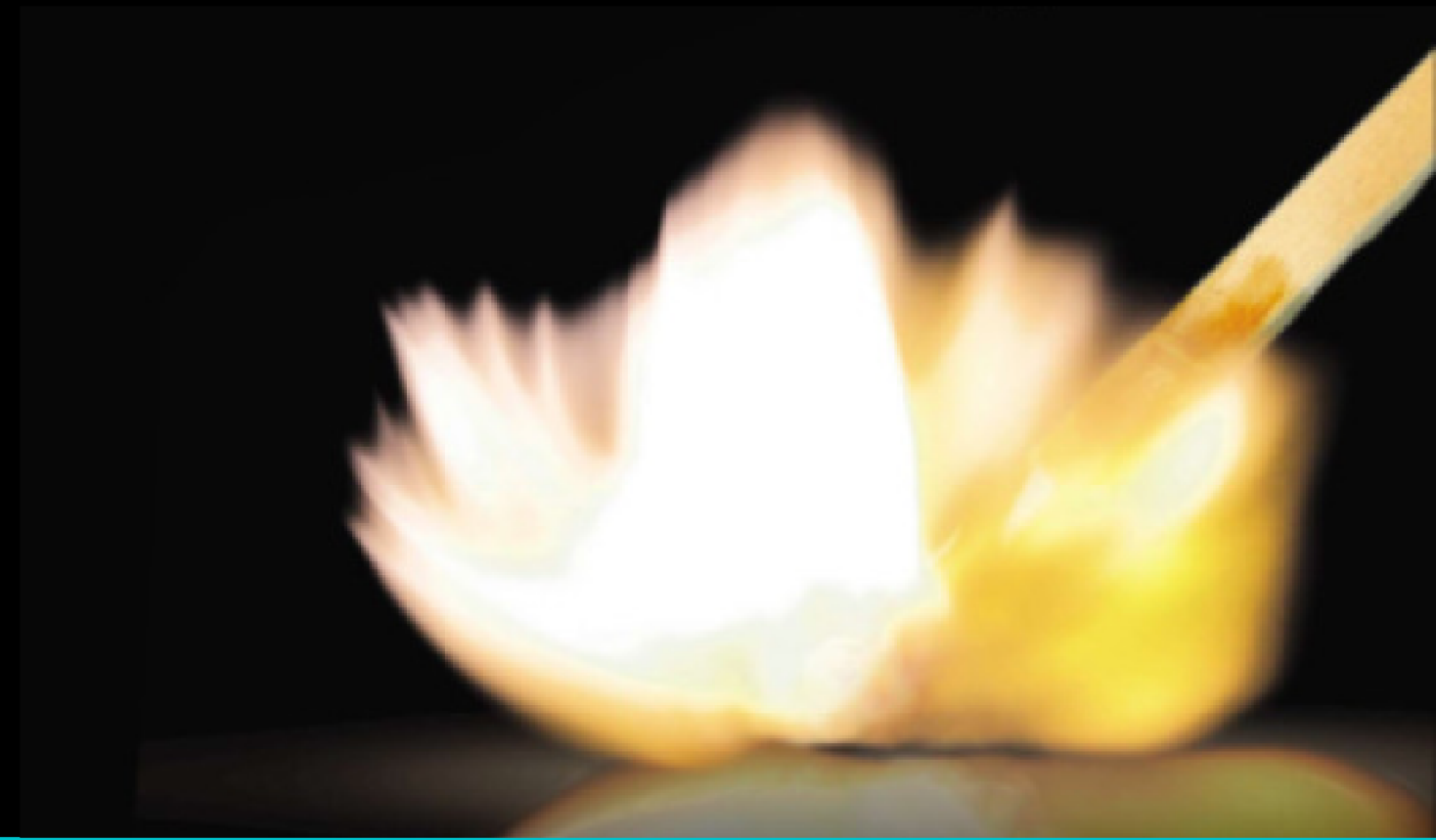


THE ONLY 10 SLIDES

YOU NEED IN A

PITCH



The purpose of a pitch is to stimulate interest, not to cover every aspect of your startup and bludgeon your audience into submission. *your objective is to generate enough interest to get a second meeting.*

Thus, the recommended number of slides for a pitch is ten. This impossibly low number forces you to concentrate on the absolute essentials. You can add a few more, but you should never exceed fifteen slides -- *the more slides you need, the less compelling your idea.*

TITLE

Provide company name plus your name and title,
address, email, and cell number.

PROBLEM/OPPORTUNITY

Describe the pain that you're alleviating or the pleasure you're providing.
The goal is to change the pulse rate of the investors.

VALUE PROPOSITION

Explain the value of the pain you alleviate or the value of the pleasure you provide.

UNDERLYING MAGIC

Describe the technology, secret sauce, or magic behind your product. The less text and the more diagrams, schematics, and flowcharts the better. If you have a prototype or demo, this is the time to transition to it. "If a picture is worth 1000 words, a prototype is worth 1,000 pictures."

BUSINESS MODEL

Explain who has your money temporarily in their pockets and how you're going to get it into yours.

GO-TO-MARKET PLAN

Explain how you are going to reach your customer without breaking the bank. "Go viral," btw, is total bullshit.

COMPETITIVE ANALYSIS

Provide a complete view of the competitive landscape. And saying that you're "more passionate" is utterly meaningless.

MANAGEMENT TEAM

Describe the key members of your management team, board of directors, and board of advisors as well as your major investors. It's okay if you have less than a perfect team. If your team was perfect, you wouldn't be pitching.

FINANCIAL PROJECTIONS AND KEY METRICS

Provide a three-year forecast containing not only dollars but key metrics such as the number of customers and conversion rate. Do a bottom-up, not top-down, analysis. You are not going to get 1 percent of the people in China...

CURRENT STATUS, ACCOMPLISHMENTS TO DATE TIMELINE, AND USE OF FUNDS.

Explain the current status of your product, what the next version looks like, and how you'll use the money you're trying to raise.

A word about liquidity: no entrepreneur knows when, how, or if she will achieve liquidity, and yet many include a slide that says, "There are two liquidity options: an IPO or an acquisition." Duh. If investors ask about your exit strategy, it means they are clueless. if you answer with these two options, you have a lot in common.