

# Creating a Compelling Pitch Deck



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# Creating a Compelling Pitch Deck

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Thanks to OTBC and VertueLab  
for sharing content

# Purpose of a Pitch Deck

- ❑ Represent your business idea to an external audience
  - ❑ Customers
  - ❑ Partners
  - ❑ Investors

# Purpose of a Pitch Deck

When you initially talk to investors.....  
The Pitch Deck helps you explain an  
investment opportunity.....

So you can get the next meeting!



# Investors

Don't assume they:

- ❑ Know you or your business
- ❑ Know your technology
- ❑ Know your market
- ❑ Understand your jargon or acronyms

They typically are NOT the user of your product

- ❑ Do your due diligence on the investor!
  - Learn about their investment thesis, career, network



In addition to selling your idea...

You are selling **YOU!**

- ❑ With limited data, early-stage startups are very risky.
- ❑ Early-stage investments are bets placed on founders.
- ❑ Critical to build **trust** and **confidence** to de-risk your startup.

Be transparent. Be honest. Be authentic.

# Presentation Suggestions

- ❑ Keep your slides simple
- ❑ Very few words
- ❑ Pictures are good
- ❑ Simple graphics are good

Visually appealing, well designed pitch decks are memorable!



# The Microsoft "Live" Platform





The world's thinnest notebook.



# What Investors Need to Understand

- ❑ Problem being solving
- ❑ Opportunity size
- ❑ Solution
- ❑ Go-to-market plan
- ❑ Financial Forecast
- ❑ Team
- ❑ Accomplishments
- ❑ Exit strategy



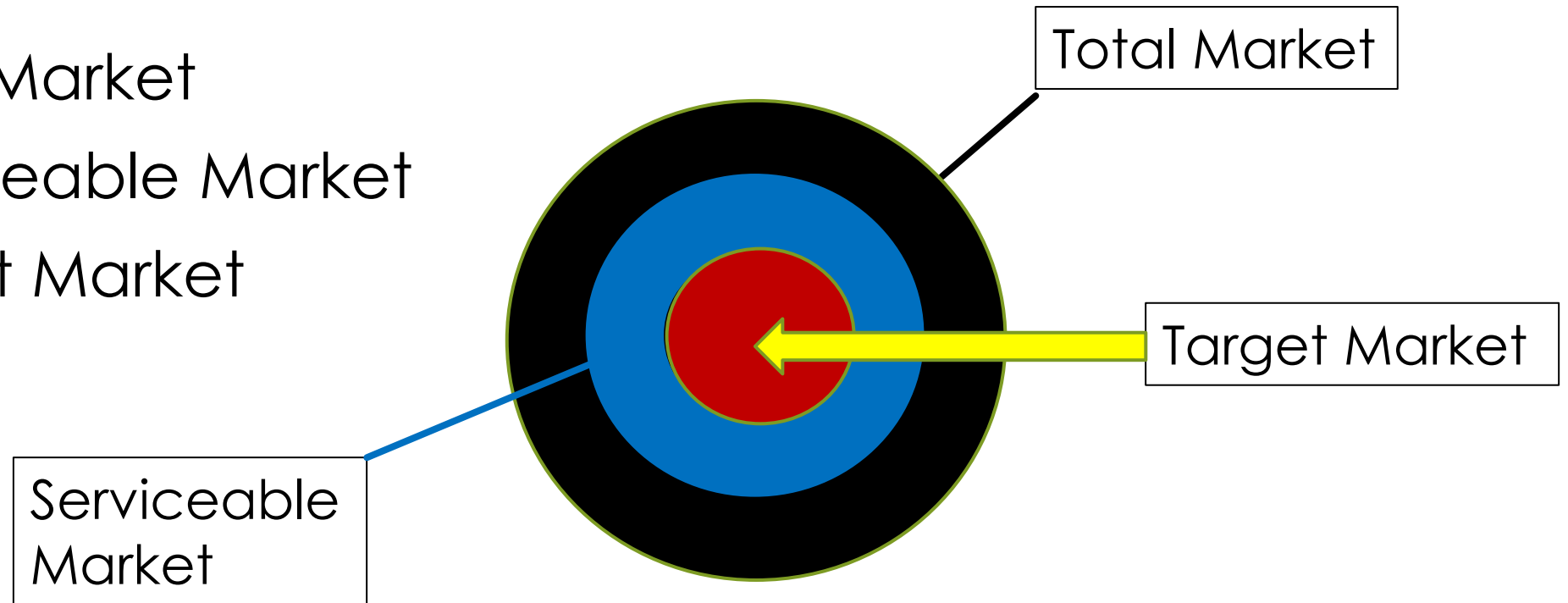
# Problem You are Trying to Solve

- ❑ Problem? Make a bold statement! Tell a story!
- ❑ Customer?
- ❑ User/Influencer?
- ❑ Pain point?
- ❑ Size of Problem?



# Size of Market

- ❑ Total Market
- ❑ Serviceable Market
- ❑ Target Market



Focus, Focus, Focus!

# What is Your Solution?

- ❑ Clear description
- ❑ No acronyms
- ❑ No tech terms

But know your audience!



# Your Differentiation

- ❑ Patents
- ❑ Trade Secrets
- ❑ Customer Relationships
- ❑ Technical Partnerships
- ❑ Distribution Partnerships
- ❑ First Mover Status
- ❑ Team Strengths





# Competition

	Your Product	Competitor 1	Competitor 2	Competitor 3
Benefit 1	✓		✓	✓
Benefit 2	✓			✓
Benefit 3	✓	✓		

# Go-to-Market Strategy

## □ Marketing

- Build awareness?
- Generate leads?
- Customer Acquisition Cost?

## □ Sales

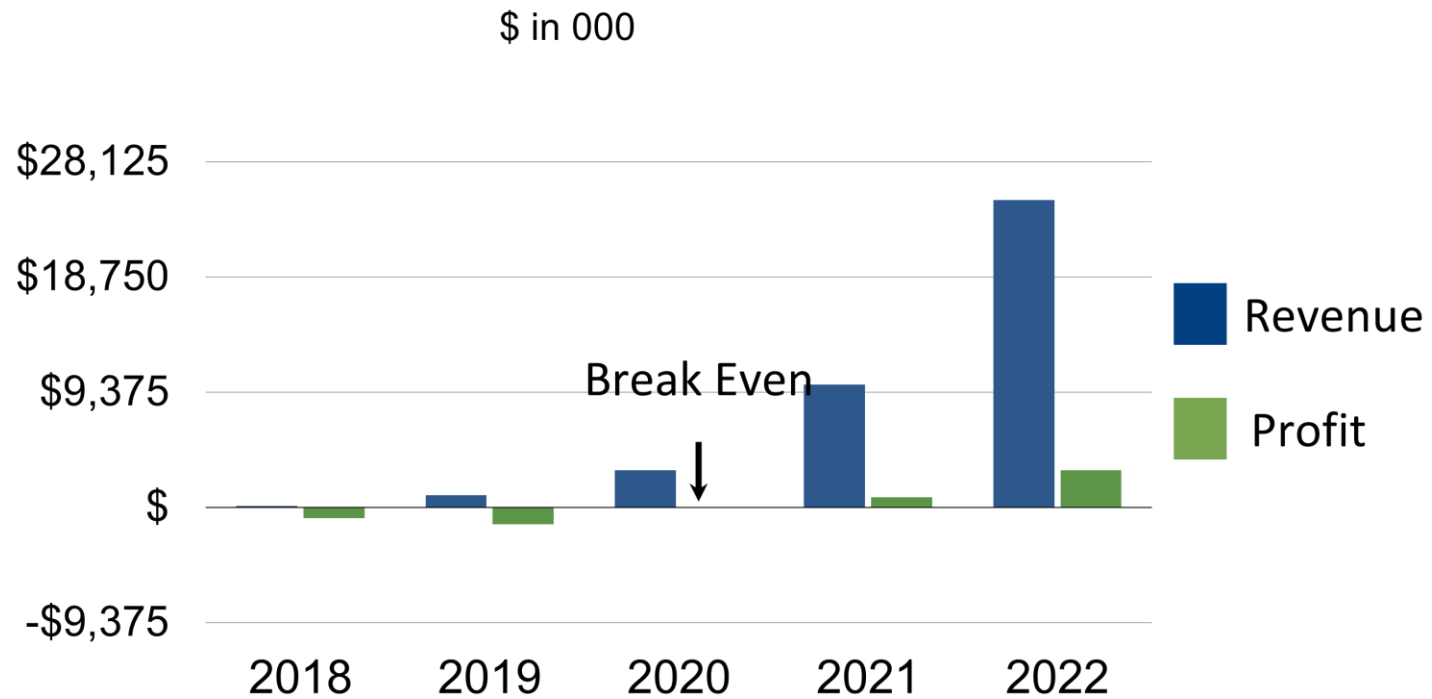
- Direct versus Indirect? Channel Partners?
- Length of Sales Cycle
- Initial territory focus? Expansion plan?

# Revenue Model

- ❑ How do you generate revenue?
  - ❑ Product Sales
  - ❑ Subscriptions
  - ❑ Service
- ❑ What are your margins?



# Financial Forecast

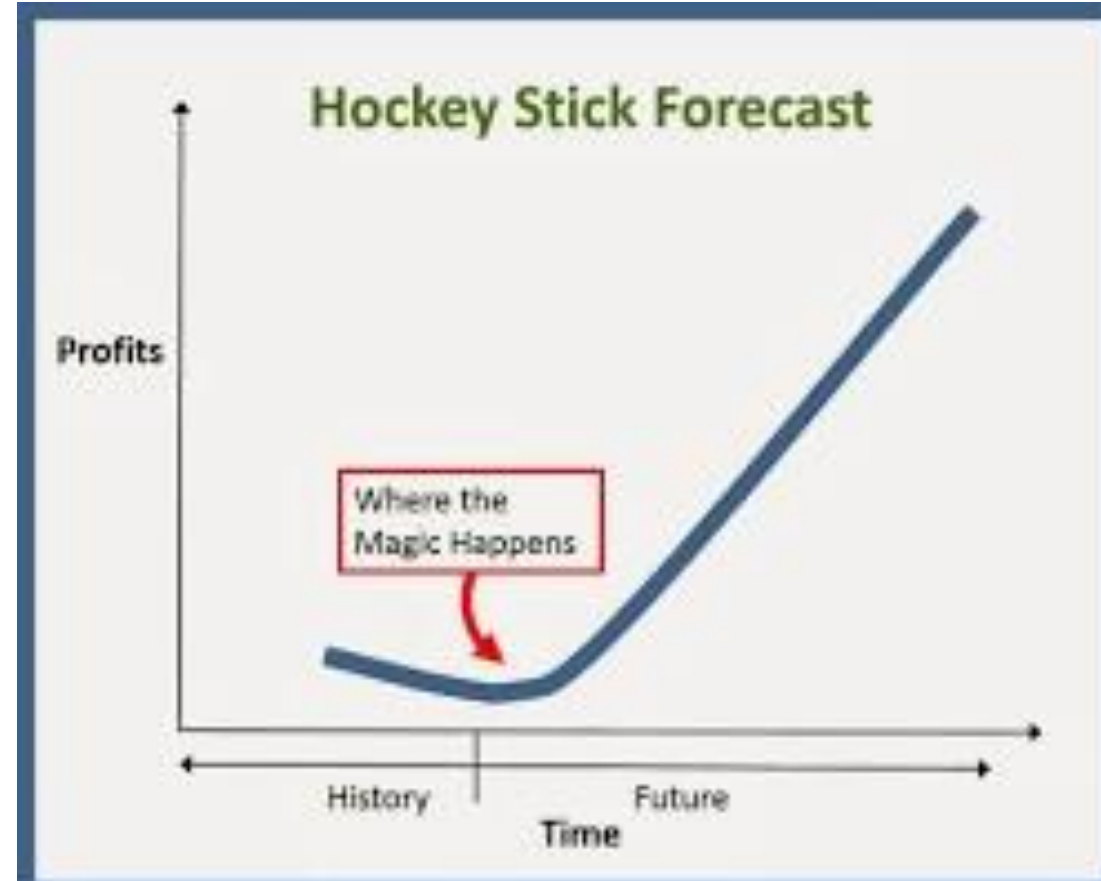


Project  
realistic  
but bold  
outcomes.

Units	10	100	300	1000	2500
Head Count	10	15	25	30	80

# Financial Forecast

- ❑ Don't do a hockey stick just because...
- ❑ Don't present a hockey stick without assumptions
- ❑ Make sure you can explain your assumptions



# Team

- ❑ Background of Major Team Members
  - ❑ Expertise in domain
  - ❑ Chemistry working together
  - ❑ Adaptable/Flexible
- ❑ Don't forget Advisors!





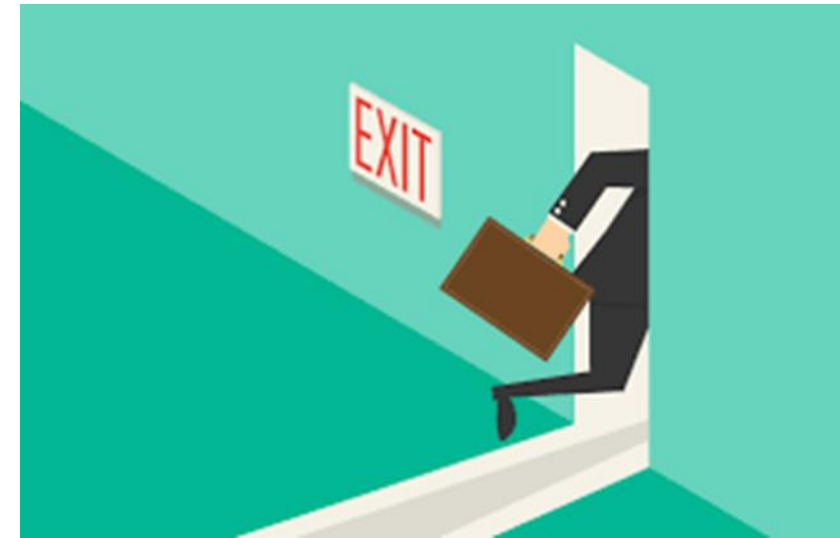
# Accomplishments/Milestones

- ❑ Product Development
- ❑ Partnerships Developed
- ❑ Customer Feedback
- ❑ Letters of Intent/Orders
- ❑ Revenue



# Exit Strategy

- ❑ Acquisition (most common)
  - ❑ Who are target acquirers?
  - ❑ Why would they acquire? When?
  - ❑ Typical valuations in your market?
- ❑ Initial Public Offering (less likely)
- ~~❑ Pay investors back with interest~~
  - ❑ Not what they are looking for!



# Funding Ask

- ❑ What is the amount of funds you are seeking?
- ❑ What specifically will you do with those funds?
  - ❑ Product Development
  - ❑ Manufacturing/Operations
  - ❑ Marketing
  - ❑ Sales
- ❑ What will you **accomplish** with these funds?



# Additional Resources

- Guy Kawasaki – 10 slides for Pitch Deck
  - <https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>
- Rick Turoczy – General Manager/Founder, PIE
  - <https://siliconflorist.com/2022/01/14/getting-on-stage-to-pitch-your-startup-soon-heres-how-to-structure-it/>



Questions?