



Investor Presentation Outline

1. **Title Page** – company name and logo with your name, email, and mobile number
2. **Company Purpose** – define the business in a single declarative sentence; what is the mission and vision of the company?
3. **Problem** – describe the customer’s pain, the solutions available today, and why they’re inadequate or don’t fulfill the customer’s needs
4. **Solution** – how do you make the customer’s life better with your product/solution?
5. **Why Now** – what recent trends make your product/solution possible today?
6. **Market Size** – profile the customer, potential market size, and realizable target market; also do a bottom-up analysis; what’s your go-to-market strategy?
7. **Product and Technology** – define the product features and your product development roadmap; what makes your technology unique and defensible?
8. **Business Model** – describe your pricing strategy, revenue model, margins, costs; how and where does the dollar move for one customer in one transaction? LTV?
9. **Sales and Marketing** – how do you plan to reach and signup your customers and partners? who are your key customers and channel partners? Customer acq. cost?
10. **Competition** – list your competitors and your key advantages over them; use a comparative features grid or a 4-quadrant graph
11. **Team** – list and describe your team members and key advisors along with their backgrounds and relevant experience, outline the team’s culture and values
12. **Financials** – develop a one-year monthly profit/loss statement with a 12-month budget; project 5 years with annual profit/loss statement; determine funding needs
13. **The Deal** – how much you’re raising, when, use of funds, captable, potential exits?



Financial Projections Summary

<u>Company</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>
Total Revenue					
Cost of Goods Sold					
Gross Profit (Rev-COGS)					
GP Margin (% GP/Rev)					
Operating Expenses:					
General and Administrative					
Sales and Marketing					
Product and Technology					
Total Operating Expenses					
EBITDA (GP-OPEX)					
EBITDA Margin (% EBITDA/Rev)					

What Your Pitch Deck is For

- The purpose of your Investor Deck is not to answer all possible questions, nor is it to close an immediate investment.
- It is to open investors minds to your vision and get them excited to know more. The story you craft in your Deck gets them engaged to start filling in the blanks themselves
- You want to give enough information to grab their interest, but not too much as to overwhelm them or have your story lose clarity and focus.
- Give them enough to get excited about, but leave them wanting more.
- Your Deck should be able to stand on its own, without your presentation.
- Compelling Decks are concise, tell a story, are visual, with 10-13 slides.

Common Pitch Deck Mistakes

- Too many slides/information/product details/financial details
- Avoid “wordy slides”: suggest 10 slides/20 minutes to present, with 30 point font
- Belittling or downplaying competitors
- Unrealistic assumptions you can’t back up or don’t have data on
- False confidence or arrogance
- Talking at your audience instead of engaging them