



PITCH DECK TEMPLATE

As you build your overarching strategy and financials you will need to decide whether or not outside capital is needed. This can come in a number of different forms, including Pitch Contests, Angel Investors, Venture Capital or Strategic Partners. For any of these entities, a pitch deck is a critical asset that will help you share your big picture opportunity with others.

While there is no one size fits all strategy for pitch decks, there is a good rule of thumb as to key facets that should be included in your narrative. Whether these are covered in discreet slides or combined to create a tighter story, investors will expect to see a handful of key information points to understand your vision and opportunity. Dependent on the time available to you (often communicated before you pitch) and expectation of the group, your deck will adjust to meet those requirements. Our recommendation is to establish a baseline set of slides that you can customize, as needed, to meet the specific needs.

A few important overarching thoughts; a great deck is a narrative background to support the story you tell. That means less words, more images. If you do need to include text, make sure the font is large (recommendation is 30-point font or larger), with less than 10 words per bullet. Consider this the wallpaper, or backdrop, to the story you tell, and not a book that you lean your head over to read from.

PITCH STRUCTURE

1. Problem Statement

- Frames up the issue or opportunity you are addressing, including why it needs to be tackled.

2. Market Sizing

- How large of an opportunity does the problem represent in discreet entities (people or organizations) and revenue potential.
- Additionally, bottoms up sizing, illustrating Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM).

3. Solution

- Explains the solution you are creating that addresses the problem or opportunity identified, including Value Proposition that outlines how value will be delivered.
- Ideal place to use market validation captured during the Ideation Stage to reinforce value of solution.

4. Business Model

- Describes how your company will create value by detailing sales model, pricing strategy, and any related revenue generating efforts.

5. Go-To-Market Strategy

- Summary detail of who your prospective buyers are and how you intend to reach them.

6. Competition

- Describes the total landscape of companies who are pursuing a similar space. Should include those doing the same thing, as well as those who are providing different solutions to address the same problem or opportunity.
- Goal is to establish why those companies are bad or worse than your solution.

7. Traction

- Quantitative metrics that illustrate interest, adoption, sales, etc.
- Goal is to show that your target market has articulated interest, actively engaged with your product and validated via usage that your product meets their goals.

8. Financials

- A summary view, often three years, that illustrates profit and loss, cash flow and future projections.
- Used to illustrate growth and related capital needs.

9. Team

- Brief summary of core team or key advisors, including relevant credentials and experience.

10. Ask

- Simple summary of what is needed, such as capital or resources.