SAMPLE PITCH DECK

Disclaimer

• The following information and presentation template is only to be used as a guide.
• Use at your own risk 😊
Pointers

• Each slide should contain a Logo...not too bold.
• Page numbers on each slide.
• Use of pictures and embedded short videos is encouraged...just make sure the videos work.
• Don’t assume the reader has access to WiFi while viewing the deck. A video should not be used in place of the presentation material but instead to enhance your point.
• Not all the questions in this template have to be addressed on the slides but be prepared to answer them.
• The more you pitch the more you will learn and perfect your pitch.
• There will be questions you have not anticipated.
• Be confident but not cocky.
• If you don’t know the answer have one of your team members answer or admit and tell them you’ll get back to them. Great reason to follow-up.
• Lastly, you are the CEO and your team are the experts!
Cover Page

• Your business name and logo
• Brief Description of your startup, market size, state the market problem, and your solution.
• All in 4 bullets each with 6 words or less
Disclaimer

- Indicates the confidential nature of your Presentation
- State the intended use of the Presentation
- Disclaimer regarding the accuracy and completeness of the Presentation
- Indicate the limited distribution if any
- Your attorney may have a boiler plate disclaimer.
Company Purpose

• Your elevator pitch – what you do, for whom, and what makes it unique
Problem

• Describe the customer pain and how you are solving the problem today
Solution

• Tell us how you are solving the customer’s problem
• What is your value proposition?
Market Opportunity

- Who is your ideal customer?
- How big is the market? Show the realistic Total Addressable Market (TAM)
- What market trends make this an attractive opportunity?
Competition

- Identify your competitors
- Competitive analysis / matrix
- What are your competitive advantage?
Product / Technology

• Tell us about your product, features, functionality
• What stage are you at with the product today?
• Do you have any IP or patents?
Business Model

• How will you make money?
• Who is your paying customer and who is your user?
• What value do you provide to them?
Sales / Marketing

• How do you (or will you) reach your target customers?
• Do you have a sales team or distribution channel to help sell your products?
Customers / Pipeline

- Who are your customers?
- Who is in your pipeline?
- How many customers today?
- How many are paying customers?
- Average account size?
Timeline

• Include product status, sales, major milestones
• Product development road map
Management Team

• Identify your leadership/team.
• How long have you known each other?
• Have you worked together in the past?
• How is the team qualified to build and grow your business?
• List the Board of Directors and Advisors.
• Include pictures of each team member.
# Financials

## Summary P&L - Sample

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
<th>YEAR 4</th>
<th>YEAR 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td>0.49</td>
<td>3.05</td>
<td>9.31</td>
<td>22.59</td>
<td>45.10</td>
</tr>
<tr>
<td>Annual growth %</td>
<td>526%</td>
<td>205%</td>
<td>143%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>GROSS MARGIN</strong></td>
<td>0.34</td>
<td>2.13</td>
<td>6.52</td>
<td>15.81</td>
<td>31.57</td>
</tr>
<tr>
<td>% of revenue</td>
<td>70.0%</td>
<td>70.0%</td>
<td>70.0%</td>
<td>70.0%</td>
<td>70.0%</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td>0.81</td>
<td>3.28</td>
<td>6.55</td>
<td>12.03</td>
<td>12.39</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>(0.47)</td>
<td>(1.15)</td>
<td>(0.04)</td>
<td>3.78</td>
<td>19.18</td>
</tr>
<tr>
<td>% of revenue</td>
<td>-96.8%</td>
<td>-37.7%</td>
<td>-0.4%</td>
<td>16.7%</td>
<td>42.5%</td>
</tr>
</tbody>
</table>

| (in actual) | # of Customers | 4,950 | 16,710 | 35,062 | 84,119 | 167,421 |

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Exit Strategy

• What is your Exit Strategy that will lead to significant financial returns for your investors and shareholders?
• Use “comparable” or known examples to enhance your strategy.
Funding aka The Ask

- How much funding are you seeking?
- How much funding have you already raised and how much has your team invested?
- Use of funds – breakdown by category (e.g. R&D, Sales & Marketing, G&A)
- How long will this round of funding last?
- How much funding till breakeven?
- Be prepared to address the dreaded “valuation” question.
Contact Information

• Where can we find you?
• Add your picture.
• Add a “parting shot.”