



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 members.



Financials

Summary P&L - Sample

(in millions)	<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>	<u>YEAR 4</u>	<u>YEAR 5</u>
REVENUE	0.49	3.05	9.31	22.59	45.10
Annual growth %		526%	205%	143%	100%
GROSS MARGIN	0.34	2.13	6.52	15.81	31.57
% of revenue	70.0%	70.0%	70.0%	70.0%	70.0%
EXPENSES	0.81	3.28	6.55	12.03	12.39
EBITDA	(0.47)	(1.15)	(0.04)	3.78	19.18
% of revenue	-96.8%	-37.7%	-0.4%	16.7%	42.5%
(in actual)					
# of Customers	4,950	16,710	35,062	84,119	167,421



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.”