

The Startup Pitch

A compelling & fundable story

What's your
company's story?



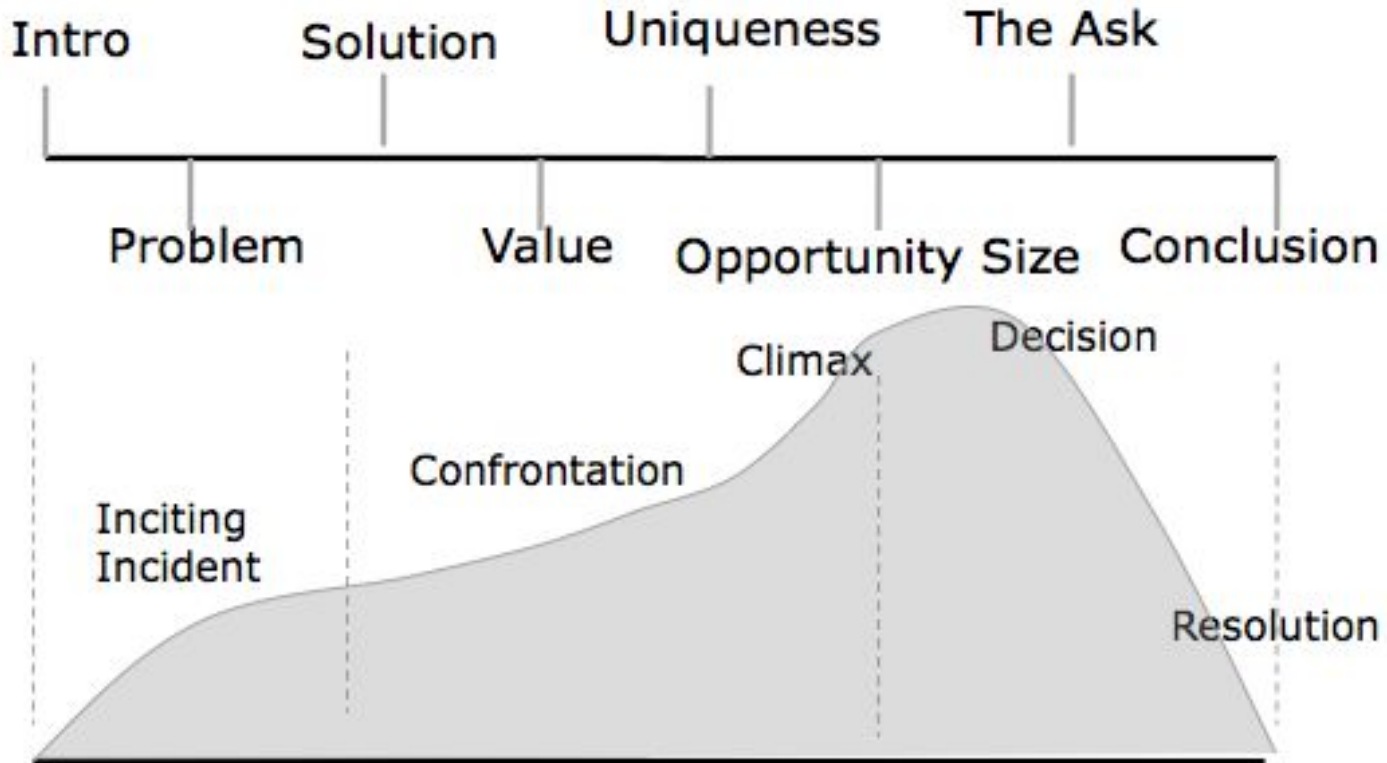
What it is....





And, What it is NOT....

What Hollywood can teach Entrepreneurs



Emotional Pitch

Main Character: Your ideal customer

Why now?: Why is the main character compelled to act?

Promised land: What will it look like for your customer if he/she buys what you are selling?

Obstacles & gifts: What obstacles will your main character have to overcome and how does your product/service help?

Evidence: What evidence can you offer that you'll make the story come true?

Emotional Pitch

For [MAIN CHARACTER], [PROBLEM - WHY NOW]. So we thought, what if we could [HELP THEM REACH THE PROMISED LAND].

For travelers, it's really hard to feel connected to the places they visit. So we thought, what if it we made it easy to find locals willing to host them?

Questions you need to answer

Why should your audience care?

Compelling problem / opportunity

Why Now?

Why should your audience believe?

Building a credible, defensible & fundable case

Why your team?

Common Pitch Deck Components

What's the problem?

INFORMATION

How big is the problem?

How do you know this is a problem?

Who is it a problem for?

Why do we care?

Need to solve or nice to solve?

CONSIDER...

Inciting incident - what happened to cause you to identify this problem / opportunity?

What does the world look like now -- without your solution?

What's your solution?

INFORMATION

How will you solve the problem?

CONSIDER...

Think about the “what if” questions you asked as you designed your solution -- and how that led you to what you are presenting today...

How has answering those questions resulted in a solution that will address your customer's pain?

What will the world look like after your solution?

What's your product?

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INFORMATION

What is your product / service?

What does it do?

How does it work?

Have you tested it? How do you know
it works?

Secret Sauce

INFORMATION

What makes you different?

Why is this better than other solutions?

Why are you the best team to solve this problem?

CONSIDER...

Demonstrating a strong understanding of how you are truly different is important to establishing both your value and your credibility.

Take the time to understand the market and existing solutions well so that you can effectively position your solution.

Market Size

INFORMATION

Who are your customers?

How many are there? TAM / SAM / SOM

CONSIDER...

Again, research is critical. Demonstrating an understanding of who your customers are and what they are willing to pay for.

Is this a big or small market? This slide makes the case that your venture isn't just a personal passion but a significant market opportunity.

Business Model

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INFORMATION

How do they spend their \$ with you?

CONSIDER...

Great idea...can you execute and make money? Without this piece - not much else matters.

Go-to-Market

INFORMATION

How do you reach your customers?

How do you build relationships
your customers?

What channels?

What partners?

CONSIDER...

Sales is hard AND it's essential!

Demonstrating you have a plan for
reaching the target market is
important.

If you don't have a team member
with a strong sales / marketing
background consider showing how you
are going to partner / hire to
support these efforts.

Competitive Analysis | Why are you better?

INFORMATION

What alternatives are there?

Why are you better?

How will you win?

CONSIDER...

This slide says -- I understand the market and our position & value in it.

“NO ONE else is doing this” is very rarely a true statement. Be careful using absolutes.

This slide can also be used to validate that there is a market (other companies that have received funding, had exits, etc..)

Team | Why you?

INFORMATION

Who's on your team?

What makes you the best people to lead this effort?

What areas of expertise does your team have?

How long have you worked together?

Can include: Management, advisors, investors, board...

CONSIDER...

Especially in very early stages of a company - there is very little data to evaluate (ie: sales, revenue, etc..) and so much of the diligence is focused on the founding team.

This is your opportunity to share your passion, commitment, chemistry, coachability, expertise & experience. WHY YOU? Make the case.

Financial Projections & Key Metrics

INFORMATION

Look ahead 3 years and show:

How your revenue will grow

When you will reach profitability

Customers: acquisition, retention,
lifetime value

Growth of team

CONSIDER

Up & to the right :) - The traditional “J” curve is somewhat expected. This is about the opportunity that lies ahead and your ability to capture it. While EVERYONE expects these projections to change -- make sure you have an understanding of the assumptions that went into building this slide and be ready to communicate them.

Milestones

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INFORMATION

How far you've come.

Where are you at?

Where are you going?

CONSIDER...

Momentum. Drive. Vision. We have,
we are, we will. Join us...

Investment

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INFORMATION

How much have you raised?

How much are you raising?

Any exit strategy or ideas?

Partners, M&A targets?

Wrap up

INFORMATION

Restate your mission -- what you are solving for.

Thanks, ask, and how to reach you.

CONSIDER...

A lot of pitches start strong and fizzle. Think about how you can start AND end strong. If you are doing timed pitches then DO NOT run out of time. Do the work ahead of time to make sure your pacing is good and that you maximize the time allotted with the most important messages to share.

Keep in mind...

GUIDELINES

Tell a compelling & memorable story

Tone of voice, body language & eye contact matter

Keep presentation deck at about 10 slides max

Use clear, concise language without a lot of jargon

Limit details on slides but have leave behind deck ready

Spend time on visuals

Be mindful of attention span -- especially on Zoom

Favorite Resources

Duarte.com & see Nancy Duarte's TED talks

<https://medium.com/@raskin>

<https://www.marsdd.com/>

<https://pitchdeckexamples.com/>

THANK YOU!

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