

Pitch Deck

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What is a Pitch Deck

- **Pitching** is an opportunity to introduce your **business idea** in a limited amount time. The main goal of a pitch is to **gain new customers, investors or stakeholders to support your business.**
- **Pitch deck** is typically a **slide presentation** that is used while pitching a business idea. It is beneficial since it helps the audience to get a better sense of your business idea and it also gives the pitcher a broader opportunity to present its idea. In addition, the pitcher can rely on the pitch deck in case the pressure causes her/him to lose the train of thought or simply forget what to tell next.
- **Pitch deck's** purpose is to aid in telling a **compelling story** which helps to convince the investor that your idea is worth investing in or for the very least spark investor's interest in the idea so she/he wishes to learn more.
- You should have **two pitch decks** ready:
 - A detailed version that can be shared with investors via email (more like a reading material)
 - A simplified version that can be elaborated upon in person (used during pitching)

Pitching: telling the story

Fundraising is about storytelling.

The story you are telling during the pitch should run something like this:

1

The market has a problem.

2

We have the solution.

3

There is a large market for this solution.

4

and we can build a profitable business with the right model

5

There are competitors, but we are better and stand out.

6

We are contending with a great team that

7

has achieved so much already

8

We want more and that is why we are looking for investors

Common components of the pitch deck (1/2)

Here are some **common topics** that are included in a pitch deck. However, every company/business idea can be different and thus there is no one-size-fits-all solution – you should create a pitch deck which works the best for you. The exact order of the slides is up to you.



Company overview – key facts about your business: what it solves, experience of the team, any traction established, location



Vision/mission – vision is the why, where you want to go; mission is the how - how you are going to get there, what is your purpose



Team – who is in your team, why is your team great, prior experience, motivation



Problem – how big is the problem, why it is important, who are you solving the problem for



Solution – proposed solution to the problem and why it is better than other solutions in the market



Product – the solution in more detail, what are the key features, why is your product unique



Market opportunity – what market are you in, how big is the market and what is direct addressable market

Common components of the pitch deck (1/2)



Customers – show any early customers or partnerships, it boosts credibility



Technology – why the technology is or will be superior, why it is difficult to replicate this technology, key IP rights



Competition – who are the competitors, competitive advantage, differentiating features from your competitors



Traction – what traction does the company have (sales, traffic to the company's website, growth metrics,...)



Business model – how do you make money, pricing model, long-term value of a customer, customer acquisition channels and costs



Marketing plan – marketing channels and strategy



Financials – current financial situation, 3-5 year financial projections, burn rate, other key metrics



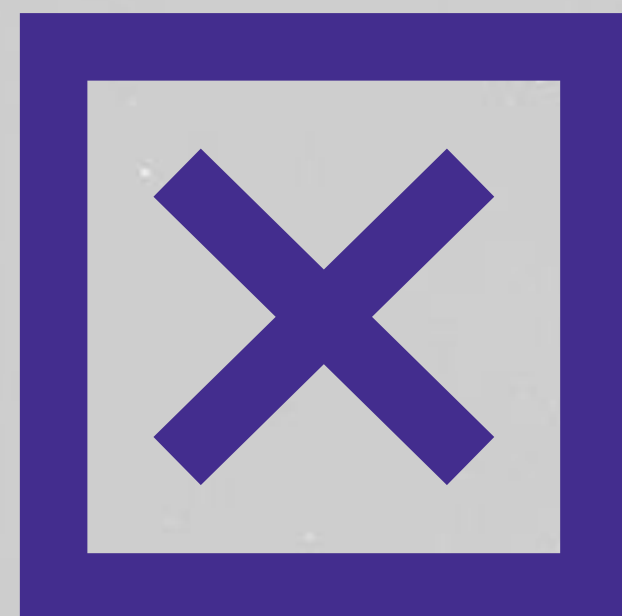
Ask – how much money are you seeking, major milestones you will reach with the financing

What to keep in mind during a pitch



- Your pitch should be clear, compelling, informative and memorable
- Remember your audience – who you are presenting to
- Be excited – correct intonation, cadence and projecting help a lot
- Be specific and concise
- A slide should have one main point
- Use large fonts that are easy to read
- Include easy to understand charts, statistics and graphs
- Practice your pitch beforehand

What to avoid during a pitch



- Using unnecessarily complex phrasing or descriptions
- Inflating your capabilities and exaggerating the truth
- Making the pitch deck too long
- Going into too much detail
- Excessive text and using too many bullet points on slides – keep your slides simple
- Completing your pitch without leaving investors with a clear idea as to why they should care and/or with a clear ask.

Keep in mind: During the process of asking for investment, you should be ready that many investors may give you „no“ as an answer or simply not respond. You should not be discouraged by this.

Pitch Deck templates

Templates

- [Ycombinator](#) – seed pitch deck
- [Google](#) – pitch deck
- [Alejandro Cremades](#) – pitch deck
- [FounderInstitute](#) – different pitch decks

Learn more

- [Alexander Jarvis](#) – large pitch deck collection (many prominent companies' pitch decks + comments)
- [Piktochart](#) – successful companies' pitch decks (i.e. LinkedIn, Airbnb)
- [Sifted](#) – Investors share the do's and don'ts of pitching

Sources

- [FIBAN](#)
- [Startplatz](#)
- [Forbes](#)
- [FounderInstitute](#)
- [Sifted](#)
- [Matternow](#)
- [EBAN](#)
- [Ycombinator I](#)
- [Ycombinator II](#)
- [Alejandro Cremades](#)