

[SAMPLE PITCH DECK]

The

Cover Slide

Your pitch deck in 10 slides or less

The purpose of your pitch deck is to hook the investor and get them to want to know more. You want to give them just enough information to get excited but not too much so that they get overwhelmed.

Remember to be concise, simple and tell a story.

[ADD COMPANY NAME]

Add tag line or mission statement

Add contact info name, title, address, email and cell number

Add short executive summary of what you do, current status (early stage?) and traction

IDENTIFY THE PROBLEM

Identify the problem(s)

Show customer interviews & surveys with your target market

IDENTIFY THE SOLUTION

Add Product Name

We solved this problem with the following solution saving time, money and resources

Provide any evidence of validation

UNIQUE VALUE PROPOSITION

(Mission Statement)

Answer the following to show your vision/product and mission:

What Are you Offering (product/service)

The Value of Your Offering (need/problem)

Who Will Benefit from this Value? (target customer)

How is your product/service different and unique?

BUSINESS MODEL

A business model describes the value an organization provides with profitable key revenue streams

Is it subscription, commission, ads, revenue per transaction?

Identify customers, financials, marketing plan, cost structure and revenue stream

DISTRIBUTION CHANNELS

Identify your unfair distribution advantage, market size, partners, customers, channels etc.

What is the market size

COMPETITORS

Name all your competitors.

How does your company's products/services differential from others?

**Proprietary technology? Patents? Industrial Designs? Copyright?
Trademarks? Expertise?]**

Identify all challenges/risks

What advantages do you have over others?

THE TEAM & KEY STAKEHOLDERS

Provide your team's expertise, credentials and work and educational background

You may also want to identify key stakeholders, advisors and investors

Highlight the team's prior successes and relevant experience

KEY METRICS

What key metrics determine whether your business is succeeding?

How do you measure and evaluate your impact?

Show your growth and highlight press, partnerships and customer success stories

THE ASK

**Outline how much capital you are raising and the terms
(equity? debt? convertible note?)**

Identify any existing investors

**Set out how you will use the proceeds
(salaries, sales & marketing, new hires, product development,
equipment)**