



Session 18: Pitch Deck

Alessandra Springmann
AITI Entrepreneurship Component

Today's agenda

- Warm up with Verbal Pitches
- Written Pitches (i.e., Pitch Decks)
- Pitch Deck Template

New Venture Pitch

From Pollenizer

Hi, I'm _____ from _____.

The problem we're solving is...

Our solution is...

This is a big opportunity because...

Our target customer is...

We will get customers by...

We make money by...

Our key competition is...

We're better because...

Our team is _____ and we will
succeed because _____.

What we'll do next is...

Currently, we are seeking...

To summarize...

Thanks!

Today's agenda

- Warm up with Verbal Pitches
- Written Pitches (i.e., Pitch Decks)
- Pitch Deck Template

Pitch Deck

- **What it is:**
 - A short (10 slide) presentation that prompts interest in your startup
 - Create many versions customized for some audience of partners (e.g., investors, customers, etc.)
- **Why it is useful:**
 - Think of it as a more detailed Elevator Pitch! Show data & rationale.
 - Often used in meetings to provide visual aids for talking points
- **Your assignment:**
 - Each team should create a polished pitch deck
 - Start by writing a one pager geared towards operators
 - Have each page written by the relevant VP
 - CEO should edit and refine the final document
 - Rough draft due tomorrow, 5 pm!

Presentation Tips

- **Concise persuasiveness** is key. All professional writing must be a brief recommendation of action with only the most pertinent assessment of facts to support.
- Make the **logical flow** of your presentation clear to your audience. Sentences must flow from one to the next. Paragraphs should have a singular idea and be brief.

More Presentation Tips

- **“Know where you are headed or any road will take you there,”** according to Prof. Chris Gale of UVA. Make sure that you have a goal in mind for your audience. All of your presentation should gear the audience up for what will come eventually. Stay in the driver’s seat and direct your audience through the entire presentation. You’ll know you are effective when the audience arrives at the same alternatives and conclusions.

Yet More Presentation Tips

- **Preparation and practice are key to successful presentations.** It's only your future, your idea, your business. You can never be too prepared!

Modified from the original courtesy of Professor Marco Protano, HULT International Business School

About the Template

- For entrepreneurs who are creating pitches for investors.
 - Combines content from three blogging venture capitalists
 - Suggests format for slides that can be used at meetings
- Powerpoint forces you to describe your business in few words.
- Compiled by Matt Cutler; Modified by Samidh Chakrabarti
 - Why? For kicks.
- ‘Minimalist’ design so you can make it your own.

Sources of Pitch Deck Advice

“Three guys with great content and a desire to share it with the world.”

- Brad Feld, Mobius Venture Capital
 - [The Torturous World of Powerpoint](#)
 - “The world would be a better place if all entrepreneurs could automagically incorporate this outline into their pitches - at least to me.”
- David Cowan, Bessemer Venture Partners
 - [How Not to Write a Business Plan](#)
 - “Your presentation should not exceed 10 slides. The appendix can include as many slides as you want.”
- Guy Kawasaki, Garage Technology Ventures
 - [The 10/20/30 Rule of Powerpoint](#)
 - “A PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.”
- Pollenizer Universal Startup Pitch Deck
 - <http://www.pollenizer.com/universal-startup-pitch-deck/>

Today's agenda

- Warm up with Verbal Pitches
- Written Pitches (i.e., Pitch Decks)
- Pitch Deck Template

About the Template

- For entrepreneurs who are creating pitches for investors.
 - Combines content from three blogging venture capitalists
 - Suggests format for slides that can be used at meetings
- Powerpoint forces you to describe your business in few words.
- Compiled by Matt Cutler; Modified by Samidh Chakrabarti
 - Why? For kicks.
- ‘Minimalist’ design so you can make it your own.

Sources of Pitch Deck Advice

“Three guys with great content and a desire to share it with the world.”

- Brad Feld, Mobius Venture Capital
 - [The Torturous World of Powerpoint](#)
 - “The world would be a better place if all entrepreneurs could automagically incorporate this outline into their pitches - at least to me.”
- David Cowan, Bessemer Venture Partners
 - [How Not to Write a Business Plan](#)
 - “Your presentation should not exceed 10 slides. The appendix can include as many slides as you want.”
- Guy Kawasaki, Garage Technology Ventures
 - [The 10/20/30 Rule of Powerpoint](#)
 - “A PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.”
- Pollenizer Universal Startup Pitch Deck
 - <http://www.pollenizer.com/universal-startup-pitch-deck/>

Template

Cover Slide

- The cover slide should offer complete contact info, and a tagline (or crisp mission statement) if you've got it. [Cowan 1]

The Problem

- Without yet getting into your product or service, describe the nature of the problem you address [Cowan 4]
- Emphasize pain level and inability of incumbents to satisfy the need

Product / Solution

- Describe your product/service [Feld 3]
 - What is your product/service?
 - How does it solve your customer's problem?
 - What is unique about your product/service?
- Introduce your product, and the benefits (which should obviously address the market problem you just described). [Cowan 5]
- Show screenshots/demo of your product!

Business Model

- What is your revenue model? [Feld 9]
 - How do you make money?
 - What is your revenue model?
 - What is required to become profitable?

Market Opportunity

- What is the market opportunity? Big? [Feld 2]
 - How big is the market opportunity you are pursuing and how fast is it growing?
 - How many people will find it useful? How much money is there in it?

Target Customer

- Who is your customer? [Feld 4]
 - Who are your existing customers, if any?
 - Who is your target customer?
 - Who actually writes you the check?
 - Use specific customer examples if possible.

Sales Strategy

- How do you acquire customers? [Feld 7]
 - What is your sales, marketing, and distribution strategy?
 - How will you reach the target customer?
 - What is your cost to acquire a customer?
 - Mention established partnerships, if any

Competitors

- Who is your competition? [Feld 12]
 - Who is your existing & likely competition?
 - What are their strengths/weaknesses?
 - Never deny that you have competitors, no matter how unique you think you are [Cowan 9]
- How are you different/better?

Team

- Introduce the team
 - Who is the management team & what is their experience? [Feld 8]
 - On one slide, highlight the backgrounds of the key members of the team, and any directors or advisors (not too many) who bring something special to the startup. [Cowan 3]

Financial Projections

- Earnings: Historical and Forecast [Cowan 10]
 - For each time period, show cash balance.
 - Show how you expect the company to perform top line and bottom line three years out.
 - Show how much capital will be required now and later.
 - Prepare lots of backup slides to illustrate the assumptions behind these financials.

The Ask

- How much money do you need to raise?
- How are you going to use that money?
- What milestones are you going to reach with that money?