

HOW TO MAKE A PITCH DECK

A pitch deck is a visual presentation about your business.

Do not add too much text to each slide. It should be easy to read from the back of a room.

Depending on whether you are presenting a Startup or an Idea, your deck should include All or Most of the following:

1) Your Company Information

This should include your logo and startup name, as well as your contact info so investors can follow up and set a meeting to write you a check. Don't hide this information. Your phone (ideally your cell number) and email should be big and easy to find.

2) The Concept

What is this? Show viewers what it is all about upfront so they know it is something they are interested in. Typically this could be included in the cover slide with a nice high resolution photo and a powerful tag line.

3) The Problem

What is the problem that your startup or service is solving? During the deck you need to bring together the what, why, why now (urgency) and why you have the team to accomplish it.

4) The Solution

How is your startup solving this problem? How is your company a part of the solution?

5) Market Size

Every single pitch deck should incorporate the size of the market and potential size of the opportunity. These are must have metrics. Always add credible sources.

6) The Competition

Every business has competition. If you don't know who they are, there is a good chance you haven't done adequate research. Pause everything and find out.

7) Competitive Advantages

What are your startup's competitive advantages in the marketplace and over your competition? What's unique? What can you do better that really matters to consumers or profitability?

8) The Product

What are the features and benefits? This is a great place to use images to show your product or service in action. Screenshots are smart if you have an online product or app.

9) Traction

You don't have to be profitable or even have many paying customers to raise capital. Yet, the one thing every potential investor is going to want to know is what traction you have so far. What testing have you done? What is the feedback from user engagement? What is the trajectory of your growth?

10) Business Model

What is the basic business model for acquiring customers and generating revenues? Don't get too bogged down here as strategies and tactics will change. Judges and investors want to see that you've really thought this through and have something that makes sense.

11) Basic Financial Forecast

The financials slide is one that judges and potential investors will spend the most time on. It's one of the three most important slides in your pitch deck. Key points include your break-even point and how many users you need to make a profit.

12) Other Investors

Who are your other current and previous investors?

13) Use of Funds

What are you going to do with the money?

14) Your Team

Remember that investors are really investing in you, not the business or idea. What makes you the entrepreneur or founding team to bet on driving a home run with this valuable solution? What is your industry and business experience? If you are weak in this area, include one or two key staff members who really round out and strengthen the team.

15) Thank You

This slide includes your contact information and perhaps some quotes from the press or other influencers where they say good things about your company.

Adapted from: Alejandro Cremades on Forbes.com

Designing Your Deck

Use Microsoft Powerpoint or canva.com