What is a pitch deck?

• A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Google Slides, used to provide your audience with a quick overview of your business plan.

• You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.
Slides of a Pitch Deck

• Introduction
• Team
• Problem
• Advantages
• Solution
• Product

• Traction
• Market
• Competition
• Business Model
• Investing
• Contact
Slides 1

• Introduction
  – Who are you and why you’re here? Keep it short and sweet.

• Team
  – Show the people behind the idea and briefly describe their role.

• Problem
  – What problem are you trying to solve? Is it really a problem?

• Advantages
  – What makes your solution special? How are you different from others?
• Solution
  – Describe how are you planning to solve the problem.
• Product
  – How does your product or service actually work?
• Traction
  – Traction means having a measurable set of customers that serves to prove a potential.
• Market
  – Know, or at least attempt to predict, the size of your target market.
• Competition
  – What are the alternative solutions to the problem you are trying to solve?

• Business Model
  – How are you planning to make money? Show a schedule when you expect revenues to pour in.

• Investing
  – What is your planned budget? What kind of money are you looking for?

• Contact
  – Leave your contact details and let people know how to reach you quickly. Put photos!
Order of Slides

• It's up to you!
• Engage the audience
• Cover problem and your solution
• If you have done customer discovery, say so and tell what you learned
• Cover your target market
• Team members
  – Usually at the beginning or end
  – Nice to end with a slide containing team members, images, and contact info
Pitch Deck Dos

1. Tell a story & engage people emotionally
   - Everyone loves to hear stories, even the investors. So tell an exciting story about your startup.
Pitch Deck Dos

2. Limit each slide to expressing one idea
   – You want to keep your entire audience on the same page.
Pitch Deck Dos

3. Prepare to make a great first impression
   – First impressions are powerful. Believe it. The first 2-3 minutes are the most important.
4. Show the people behind your idea
   – Focus on a significant, relevant accomplishment for each person in a team that identifies that person as a winner.
Pitch Deck Dos

5. Keep a consistent look in presentation
   – Use the same font, size, color and capitalization format across all slides of your pitch deck.
6. Know your metrics better than anyone
   – Traction speaks louder than words.
Pitch Deck Don'ts

1. Don’t use too many bullet points
   – Limit the bullets. Too many bullet points will kill a presentation.
Pitch Deck Don'ts

2. Don’t make it too long
   - Average entrepreneur pitch: 38 slides.
   Average VC attention span capacity: 10 slides.
   Do the math.
3. Don’t read word by word from your script – You will sound like a robot and miss the all-important eye contact with the audience.
Pitch Deck Don'ts

4. Don’t create a text-rich, picture-poor presentations
   - People cannot read and listen at the same time. Great visual inspire and engage people emotionally.
Pitch Deck Don'ts

5. Don’t come unprepared
   – Try to anticipate the kinds of questions they might have and be prepared with answers.
6. Don’t use small fonts
   – Always use a font large enough to be seen by all audience members. Use 32- to 44-point for titles and no smaller than 28-point for the text or bulleted items.
Competition

• The two most common approaches:
  – Harvey Balls
  – Two by Two Matrix
Harvey Balls

- Harvey Balls are round ideograms used for visual communication of qualitative information.
- They are commonly used in comparison tables to indicate the degree to which a particular item meets a particular criterion.
- Show your company stacked against your main competitors, who will be plotted in vertical columns against each other.
- On the horizontal rows you will plot a set of features or key attributes of how you define your competitive differentiation.

○ ○ ○ ○ ○ ○
Harvey Balls

Competitive Landscape

<table>
<thead>
<tr>
<th>Feature</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Feature</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Feature</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Feature</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Feature</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Feature</td>
<td>○</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Feature</td>
<td>○</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
Competitive Landscape

Put your company first or last
Two by Two Matrix

• Plot yourself on a 2x2 graph along vertical and horizontal dimensions in which you define what the measurements are.
  – Often they are things like: functionally complete product, platform coverage, price, intuitive UI, geographic coverage or some other way of slicing the competition.

• Usually plot yourself in the upper right quadrant.
Investors Look for CAP

• **Clarity**
  – Understand the app you are making
  – Is the need for this app real?

• **Ability**
  – Ability for you/team to create it
  – Will this team deliver?

• **Profitability**
  – Will the app make money?
  – Thus making money for the investors
  – Is there a sustainable competitive advantage?
Resources

• https://pitchdeck.improvepresentation.com/what-is-a-pitch-deck
• https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/
• http://bestpitchdecks.com
• http://articles.bplans.com/what-to-include-in-your-pitch-deck/
• https://pitchdeckexamples.com
• https://slidebean.com/blog/startups/pitch-deck-presentation-complete-guide