

The Perfect Pitch Deck

Everything you need to know



The Cover Slide



Get the basics right — make sure this has your **company name, logo, website and social media handles.**



Use imagery where appropriate — a picture that sums up what you do here would be good.



Have you got **partners or won any awards?**
Add that detail here.



Steer clear of putting a date here, it will soon make your deck look like an old version.



The Impact Slide



This slide is a **short concise summary** of what you do and **your mission**. It should be intriguing and culturally relevant.



What standout elements are there to your business that an investor should see upfront? Think the **'5Ms'**:

- **Momentum** (traction — revenue, month of month growth, MRR, other KPIs)
- **Market** (how big)
- **Machine** (tech — why specialise)
- **Management** (rock star team — prior startup experience, done it before)
- **Money** (how much raising)



Remember the person reading this might not know your industry — lose any jargon.



Why you exist



What pain point are you solving? Ensure this problem comes across as **mission critical** — state any user and market research you have to back up claims.



Be clear **if this is a new problem your customers are dealing with or an old problem** where you plan to bring a new/disruptive solution



Normally **if an investor gets involved, it is because of one of the following:**

- They have personally experienced the problem in the past
- There is a clear sense of ROI for them
- Given their professional expertise, they **understand it.**



Sometime problems can be too abstract — address this by personalising it.



Ta-dah!



Use this slide to reveal why **things are better now that problem has been solved.**



Focus on the **business benefits of the solution** and what they allow the customer to do, not just what the product does. Do you **save people time? Money? Generate new revenue?** Explain why it is compelling to your customers



The solution needs to be **graphically/visually represented** — show screenshots



Use **user and market research** to highlight benefits that lead into “Competitive Advantage”



Remember how many decks we get every year — make sure yours doesn't start to get woolly.



Now let's get into it



Represent and **define the market** you operate in



Explain the market and sub-sectors



Highlight the size of the market (**and therefore opportunity**), and historical / forecast market growth. This should be backed up with solid market research



Use your **current revenues** to show your market share, and forecast what share you could obtain in 3 – 5 years



Be realistic i.e. if you are selling widgets, your market size is not the total industrial retail market, only the widget market



Include images or diagrams to simplify what you're saying here



Tech & product



The investors looking at you may not necessarily share your level of expertise, so simply explain the technology you use



What is the **secret sauce**?



What is the IP? Are there any **patents** in the business?



What are the **regulatory considerations**? (If a regulated business, separate slide on regulations)



What is the technology/ product that you've built? **Why is it special/ cutting edge?**



Include images or diagrams to simplify what you're saying here



The team



Business is personal — introduce **the key people the investor is investing in.**



Highlight any experience of working together previously; **the founders' chemistry**



Spend time getting this right and present them in a professional and consistent style. If you need **professional headshots** — get them now.



Why is this the right team to execute the opportunity? Highlight any experience of working in an early stage business, scaling/exiting a business



Can you include individual achievements for your team? This will help them stand out.



The drill-down



The operating/revenue model of the business i.e. how do you make your money?



Explain **fee structure and the interaction between different revenue streams** – if possible, quantify this as currently revenue or % of current revenue/include unit economics



Ensure business model is backed up by **solid calculations and research**



Graphically/visually represent the business model



Financials will form another slide later on so focus here on the unit economics and how you make money.



Go-to-market



Explain your **go-to-market strategy**, highlighting:

- your **customer acquisition strategy**; how have you acquired customers. So far and how will that change?
- How do customers find you (**key sales and marketing channels**) and what are the customer acquisition costs for these channels?
- How do you convert leads and **what are your conversion rates?**
- What are your plans for sales and marketing going forward



What have you done to date and **how successful has this been** (evidence through KPIs, CAC vs LTV etc)



Use visuals to illustrate your go-to-market strategy



Know your competition



Acknowledge competitors and **show points of difference from your market research**



Discuss and **evidence any barriers** to entry/ defensibility you hold over incumbents/competitors and future entrants (the barriers to entry might be a separate slide)



Use a matrix with traffic lights or quadrant box to **highlight key features and differentiators** between you and your competition



Of course- your product is better than the rest. Compare and contrast with the rest.



Financials



Summarise your **historical and forecast profit and loss account**, drawing out key metrics (MRR, no. of customers, customer churn, gross margins) — 2 year prior actuals, 5 year forecast



Show contracted revenue in the forecast period



Include a revenue bridge, **bridging revenue to date to the full year forecast outturn**



Highlight forecast cash burn and state **when you expect to become profitable** (i.e. breakeven)



Have you been affected by Covid 19 — include mitigations



Who else likes you?



Don't be shy about using **third party praise** to support your pitch. Including endorsements from well-known clients — companies or influencers — will add weight to your submission.



Highlight your **current pipeline**, weighted and unweighted by stage of opportunities



Show **traction to date** including stats such as members, users, revenue, margins, growth, engagement (ideally this should be monthly).



Highlight **contracts signed and / or key clients** including annual contract value if relevant.



Remember:
this can all be verified, so don't make anything up.



The ask



Describe your funding history and **the amount you're looking to raise**



Who are your current investors and how much have you raised to date? **Include names if these hold sway/credibility in the industry**



Explain your use of funds for the raise using a visual (make sure aligned to financial model) including key hires



Discuss **key milestones** (product, revenue, new markets) you plan to hit in the next 12-24 months



Don't put a valuation here. We'll talk about valuation in another post but without the deal structure, it can be misleading.



The finale



Conclude your pitch here — **highlight key points** of the presentation.



Leave the investor with a memorable message and **encourage them to take another step**. Perhaps you can demonstrate something of interest on your website.



Add your contact details



Remember — this deck was your first impression. What's the next step for the investor?



Thank you

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