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.
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 wooly.
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 technology/product that you’ve built? Why is it special/cutting edge?

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

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

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.

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

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.

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?

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.

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

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).

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
- 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

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