



# Guide to your Pitch Deck

The Presentation Pitch Deck

Last updated 10/21/19

# WARNING

This guide is simply meant to **lay a foundation**, or build a skeleton, for your pitch. This is **not** the end all be all, but rather a summarized version of the essential slides as recommended in *Get Backed* by Evan Baehr and Evan Loomis.



# Structure & Content

This is your time to **lead your listeners through a short, and very structured story**, which walks them through: The problem, who this problem affects, how you are going to help them, how your team members will make it happen, how this business will be sustainable, and lastly who you are up against.

**Logical  
flow of  
sections**



**Insight on  
industry  
sector**



**Clear  
supporting  
data**



# Tone & Timing



**Keep it at ~5 mins; this is long enough to cover a 30,000ft view of your deal, but short enough to keep your listeners tuned in**

Make sure you speak at an appropriate pace, i.e. don't rush through the pitch simply to squeeze in more words; Quality over Quantity.



**Clear, concise, confident and compassionate**

You want to be professional in your delivery, however you must also speak on the behalf of the people experiencing this problem you've set out to solve. Make a case for your product/service by making a case for the individuals you are targeting. How is there life currently? How will it be with your solution?



## The Essential Slides

1. Overview
2. Opportunity
3. Problem
4. Solution
5. Traction
6. Customer or Market
7. Competition
8. Business Model
9. Team
10. Use of Funds

\* Plus, a compelling cover slide that makes you want to open the deck

# 1. Overview

This is the 15 second version of your deck, AKA the “elevator pitch”.

This slide should demonstrate:

**Clarity.** It should be easy to understand what the company does.

**Swagger.** Show that you have the energy and confidence to take on something big.

**Passion.** If you don't care about what you're doing, no one you communicate with will either.

This slide should answer:

- What does your company do?
- What industry are you in?
- Is this a novel idea?

## 2. Opportunity

What's happening in this market and why now?

This slide should demonstrate:

**Explosive market sectors.** The faster your market is growing, the bigger the opportunity for your venture.

**Confusion and ambiguity in the market.** A lack of clarity allows ventures to easily differentiate themselves from others.

**Thoroughness.** There should be quantitative proof that you have done serious research and really understand the market better than your audience.

This slide should answer:

- What trends is your company riding?
- How big is the market?
- How big can your company be?
- What are the macro- and micro- trends that your company will be riding?

# 3. Problem

What are you trying to solve?

This slide should demonstrate:

**A big problem in a big market.** Provide large and specific number of people who experience this problem and it's associated pain every day.

**Deep understanding.** How well do you understand the complex dynamics surrounding the problem? You should be confident and empathetic.

**A specific person.** Tell a short story by focusing on a real person and how he or she experiences the problem.

This slide should answer:

- What is the problem?
- How big is the problem?
- Why does the problem exist?
- How is the problem currently being addressed?

## 4. Solution

What are you doing about this problem?

This slide should demonstrate:

**Beauty.** Your solution should feel like the way things *should* be.

**Surprise.** Your solution should feel undiscovered – something your audience has never seen.

**Repeatable and scalable.** Your solution should be evidently replicable across the market.

**Solving something painful.** Your solution should clearly relieve the persistent pain point of the customer.

This slide should answer:

- Does it solve the customer's problems like magic?
- Is the customer going to crave this product?
- What will the customer's life be like once the problem is solved?
- How are you going to pull it off?

## 5. Traction

What evidence do you have that shows this will be successful?

This slide should demonstrate:

**Momentum.** A pattern of fast-growing momentum in growth of sales or users.

**Measurement.** Clearly outlined metrics of success.

**Customer Magnet.** A bullet-proof sales process you use to attract, educate, qualify, close and provide after-sale service for your customers.

This slide should answer:

- Is there massive growth?
- Where are the venture's assumptions proving true?
- What is the strategy to reach and close more customers?
- What are the macro- and micro-trends that your company will be riding?

## 6. Customer or Market

Who are your customers – and how many of them are out there?

This slide should demonstrate:

**The customer.** Describe the person in a way that reminds listeners of someone familiar.

**A clearly defined market.** Provide specific numbers for how many people fit your customer description. Include: how many people might buy your product, what percentage of those do you expect to actually buy it, and which people you will target first.

**Revenue.** Do you have paying customers?

This slide should answer:

- Who is your customer(s)?
- How will you reach the customer?
- What is the acquisition cost per customer (CAC)?
- Is your customer willing to pay for your product or service

# 7. Competition

Who or what will steal your customers?

This slide should demonstrate:

**Industry knowledge.** Know your competitors and their unique advantages and disadvantages

**Sober judgement.** Are you underestimating the threat of the competition?

**Differentiation.** Are you clearly different enough to compete?

**Unique advantage.** What differentiator(s) sets you apart from your competitors?

This slide should answer:

- Who are your primary and secondary competitors and in what way do they compete for your customers?
- Are there any unknown or potential competitors that would have a better advantage than you if they entered the market?
- Do you displace commonly used companies?
- How will you disrupt the current competitive landscape?
- Are you faster, cheaper, better?
- Why won't an incumbent rip your product off and roll it out faster than you can?

## 8. Business Model

How will you make money?

This slide should demonstrate:

**Consistency.** There should be a clear relationship between how costs and revenues grow over time.

**Financial literacy.** You know how to think about the financials of a startup.

**Level-headedness.** You are not overly optimistic or too cautious about your projection.

This slide should answer:

- Can you acquire customers for  $<1/3$  of their lifetime value?
- What is your monthly burn rate – how much money are you spending a month?
- Are the revenue projections reasonable?
- Are costs legitimate?

## 9. Team

Who is going to pull this off?

This slide should demonstrate:

**Brevity.** Each bio should be  $\leq 75$  words. Get listeners' attention, don't tell their life story.

**Domain expertise.** You have the experience and insight to get the job done.

**Passion, intensity, and a good team culture.** You know the kind of team culture you are creating and that each person is committed to it.

This slide should answer:

- Why are you the right people for the job?
- Is this team sufficient to accomplish the goal?
- Are there others who need to be hired?

## 10. Use of Funds

What do you want and why?

This slide should demonstrate:

**Clarity.** You specifically and clearly state what the funds will be used for.

**Milestones.** You should show what you expect to achieve by the time the money is gone.

This slide should answer:

- What size and type of investment are you looking for?
- How will you spend it
- What will you accomplish with it?
- Who else is likely to be participating in this investment round?

# In conclusion



This is a 30,000ft view of your company and what you've set out to do; do not go into the nitty gritty details – listeners want to get from point A to point B in the most efficient way possible. Attach any spreadsheets, term sheets, etc. in an appendix at the end.



If you are pitching to investors, you are essentially explaining to them how they will make money off your business. Use sound statistics to support your claims.



Save the technical jargon for those who actually understand you, not your investors – use terms that are easy to understand so you don't lose them in the potential complexities.



Less is more; don't fill your slides with unnecessary text, spreadsheets and outdated images – use simple, current and compelling graphics to back your verbal pitch.

# Need help?

- Have a pitch deck that needs another pair of eyes? Submit your company to be reviewed by a G51 team member:

<https://www.g51.com/entrepreneurs/>