

Chapter Four:

Pitch Decks

The first thing a potential investor might ask for is a pitch deck; this would give them a quick overview of your business to see if it grabs their interest and meets their minimum requirements.

There are many different ways to present a pitch deck, but below are some common slides to get you started:

- Problem and solution
- Product
- Market size
- Revenue or business model
- Competition
- Traction
- Team
- Future plans
- Financials

1. **Problem and solution:** This is one of the most important slides in the pitch deck, and it is often one of the earlier slides, as you need to be able to show investors that your business solves a problem. Try to keep this short (two to three sentences). Think about:
 - a. What problem is your business solving?
 - b. How big is the problem?
 - c. How are other solutions not currently addressing this problem or not ideal solutions?
 - d. If you have some data or numbers, this is a great place to add them.
 - e. Why is your solution better than the current solutions?
 - f. What makes your solution different?
 - g. What is your most important differentiating factor?
2. **Product:** Your product slide is where you get a chance to show what your product or service is and provide more details about how it works.
3. **Market size:** This is your chance to let investors to know that your business has a sizable market to grow into:
 - a. How big is the market?
 - b. Who is your target customer?
 - c. How much of the market can you realistically obtain?

4. **Competition:** Investors will want to know who your competition is and how you are different.
 - a. List your key competitors
 - b. List their key traits and what you do differently
 - c. Use a table to organize the details
5. **Revenue model:** The revenue model is important for investors to see, as they will want to know how your business makes money.
 - a. How much revenue do you make per unit (product, service, customer)?
 - b. What are the costs for each unit?
 - c. How many units do you need to sell to break even?
6. **Traction:** Investors will want to see evidence that customers like your product or service. This is often called traction. By showing that customers like your product, you can prove that the assumptions of your problem/solution are correct. You can demonstrate this through:
 - a. Sales revenue
 - b. Number of products sold
 - c. Number of customers
 - d. Growth rate

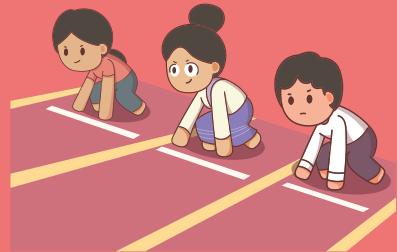
7. **Team:** This slide is the time to shine a light on all the people behind the company. Investors will want to know why you are the right people for this business.
 - a. Who is in the management team? Who are the founders?
 - b. What skills/background do you have?
 - c. Why are you the right people?
8. **Future plans:** Here, you'll share what you plan to do for your business and how you would spend funding.
 - a. What is the timeline for your product development or project?
 - b. What are the different stages for your business?
 - c. When will sales increase?
9. **Financials:** A short summary of your financial forecasts:
 - a. What are your projected sales?
 - b. What are your projected profits?
 - c. What is your projected cash flow?
 - d. When will you break even?

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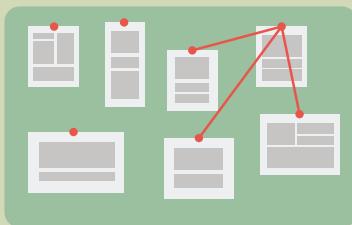
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Future plans

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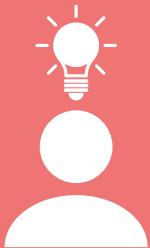
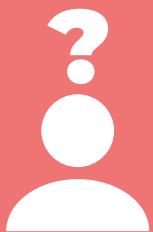
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Financials

A short summary of your financial forecasts:

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- What are your projected profits?
- What is your projected cash flow?
- When will you break even?



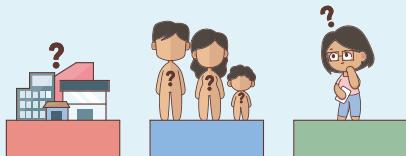
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