



Pitch Deck Example

A brief one-liner should go here.
What is your startup doing?

Founder Name (s)



Required Elements of a Pitch Deck

| | | | |
|--|---|---|---|
| <p>Problem</p>  <p>What is the problem, or un-met market need?</p> | <p>Solution</p>  <p>How are you addressing this problem?</p> | <p>Market</p>  <p>What is your market size in dollars?</p> | <p>Competitors</p>  <p>Who are your competitors and how are you differentiated?</p> |
| <p>Business Model</p>  <p>How do you make money & price of your product?</p> | <p>Traction</p>  <p>What is your current revenue, user or pilot number?</p> | <p>Team</p>  <p>Who is your team & why are they qualified to lead this venture?</p> | <p>Ask/Raise</p>  <p>How much are you raising and where will you be allocating the capital?</p> |

Optional Elements of a Pitch Deck

Product



What is the product and its core features?

Go-to-Market



How are you going to bring this to market and reach your customers?

- **Less is more**
- **Spend only 1 minute on this**
- **Use pictures as demonstration**

Problem

**Logo on Each
Page**

"One sentence statement on overarching market problem."

- **Problem Point 1**
- **Problem Point 2**
- **Problem Point 3**

**Show investors
WHY this is a
painful problem!**



Solution

1

Solution Point 1

*This should **directly** address problem point 1*

2

Solution Point 2

*This should **directly** address problem point 2*

3

Solution Point 3

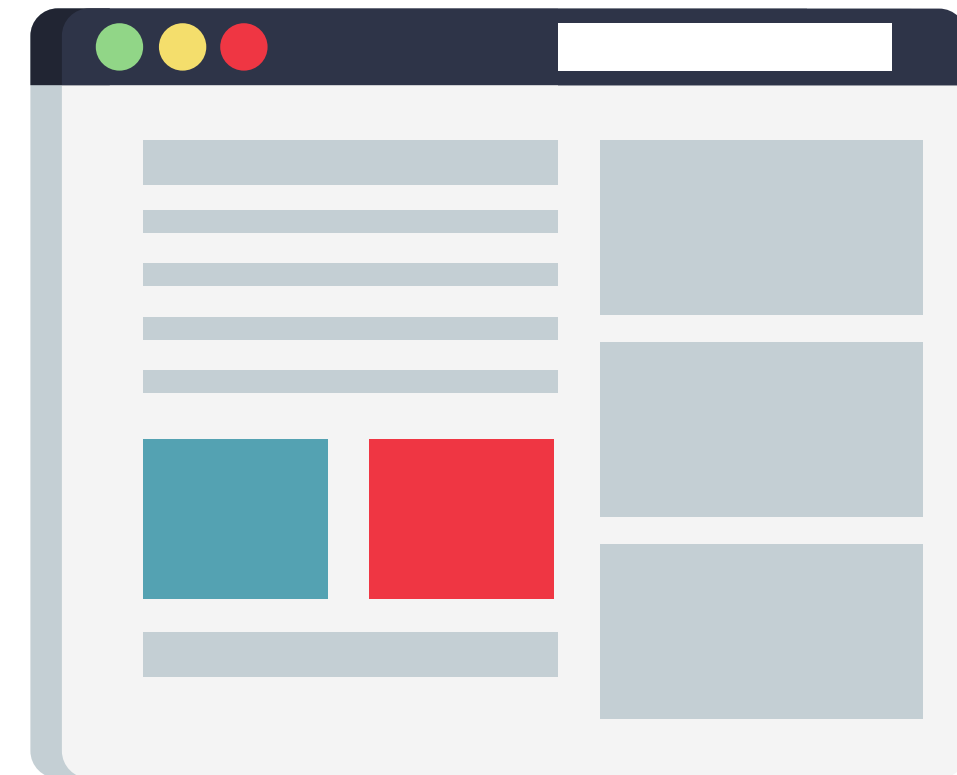
*This should **directly** address problem point 3*

- **Spend up to 2 minutes on this**
- **Use pictures if you have them**
- **Tell us how it is 10 times better**

Product

- 1 **Brief Bullets**
- 2 **Clear Imagery**
- 3 **Supports your Solution Slide**

NO LIVE DEMOS! Save it for the next pitch or meeting.



Target Market

1

Put it in DOLLARS (\$\$)

- Include units as well if it adds clarity

2

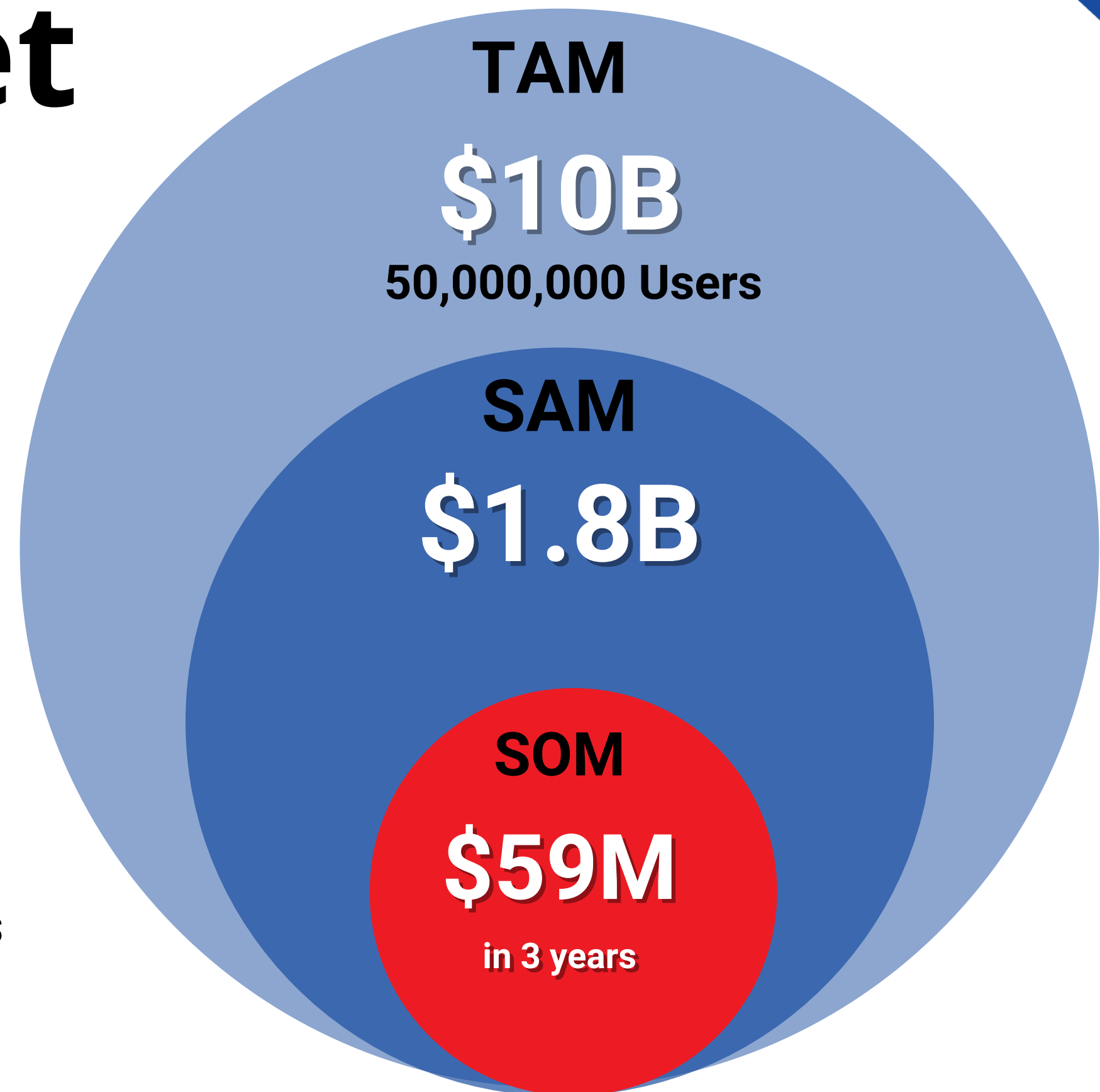
NAME your primary market and what portion makes up SAM.

3

A SIMPLE stacked chart is most easily understood

4

Use your revenue projections for 3-5 years as Obtainable Market, and state the time frame.



***Cite market research sources at base**

Competition

- A "Competition Matrix or Rack-up showing your features/price comparison
- Your competitive analysis should include large charts, and symbols, not words.
- Insider tip: make the symbol for your competitors smaller.

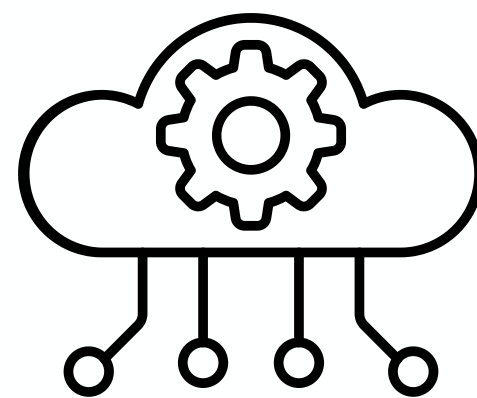
| COMPETITION | | | | | |
|----------------|----|------|--------|------|----|
| Functionality | ✓ | ✗ | ✓ | ✗ | ✗ |
| UX/UI | ✓ | ✓ | ✗ | ✓ | ✗ |
| Time to Deploy | ✓ | ✓ | ✗ | ✗ | ✓ |
| Price \$\$ | \$ | \$\$ | \$\$\$ | \$\$ | \$ |

Business Model



Direct Sales

\$



Enterprise

SaaS

\$

- How are you selling it?
- How much are you charging?
- Recurring revenue?
- Secondary markets?

Go-to-Market Strategy

HOW are you getting to market and connecting with your customers?

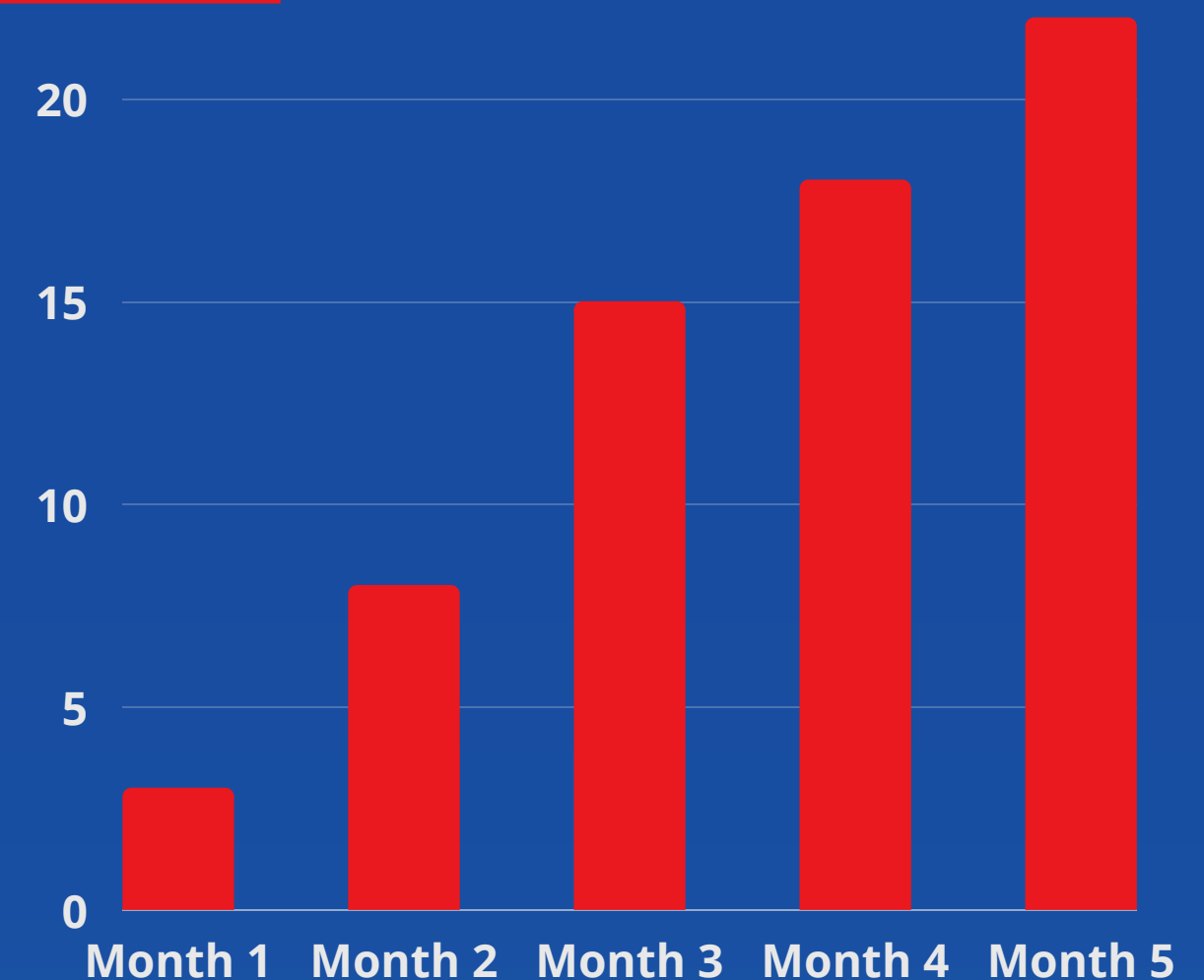
- **Sales Channels**
Sales channels are methods and routes a business uses for selling a product or service.
- **Sales Partners**
Sales partners are your experts, advisors, contractors and vendors that help brand, market, sell and fulfill your sales orders.
- **Marketing Methods**
These are the methods by which you market your product or service, and reach your customer's attention.

Traction

What is your current revenue and historic growth?

- Monthly Recurring Revenue (MRR) at time of pitch
- Tell us about CAC, LTV, Churn, and customer retention rate.

Only include IF you have revenue!



CAC: -\$ LTV: \$ Growth: %

Team



Leah Jenkins
CEO/CTO

Founder/Co-Founder



Include Titles!



Todd Smith
CMO

Co-Founder



Brands & Logos of Notable Schools or Companies



Alex Byers
Chief Architect

- Created Gmail
- Sold to Google for \$45B



Bullets only - NO Sentences!



Sarah Jett
Advisor

- Expert in this product
- Took X co public

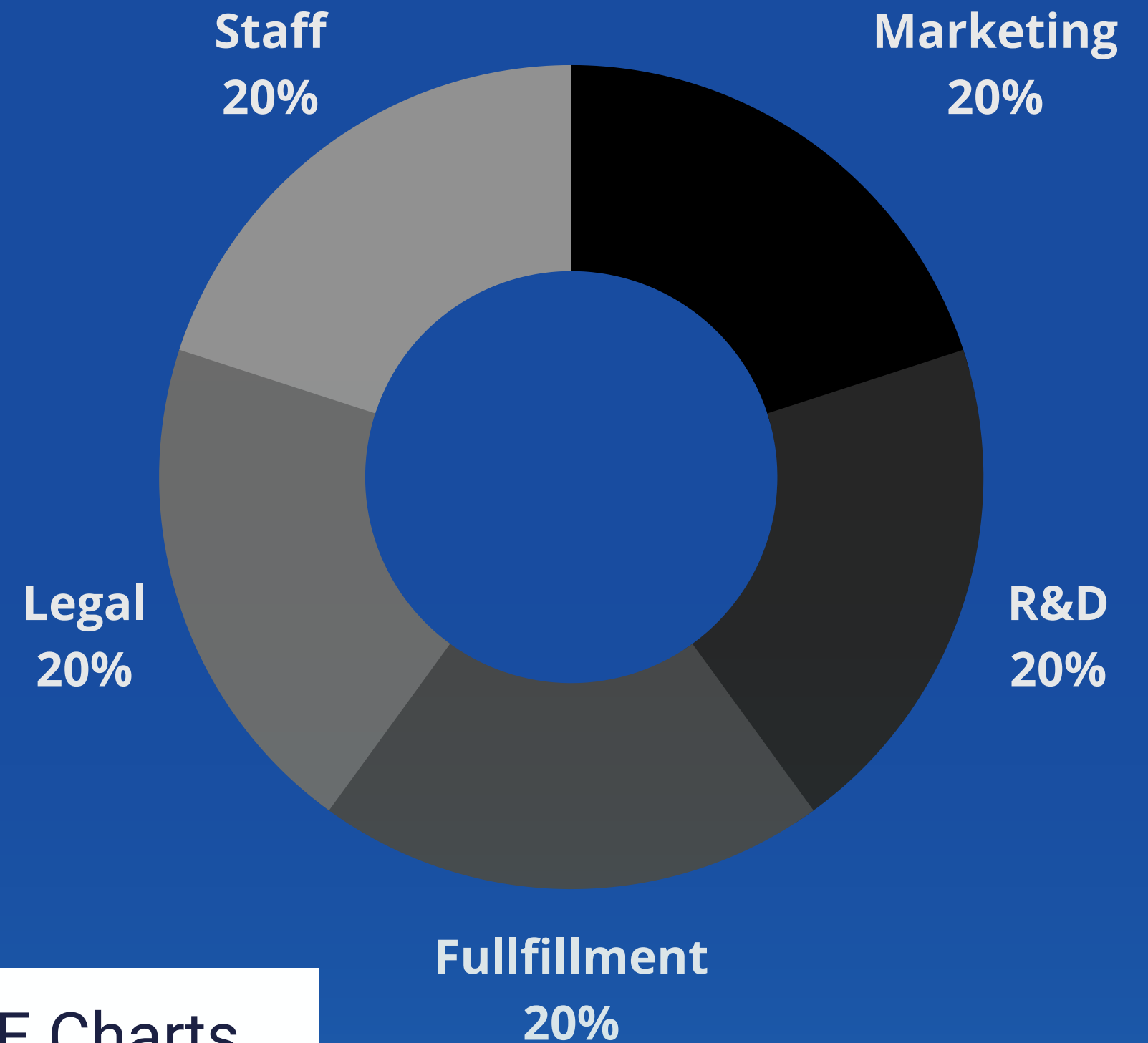
1 to 2 Advisors- only if there as 1 founder

ASK: \$200K

- Amount in USD
- Where is the capital being allocated?
(by \$ or %)
- What are the terms of the deal?

Vehicle and terms are important to include!

SIMPLE Charts





Thank You

StartUpNV.org

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(123) 456 - 7890

**Be sure to include your
contact information!**