

Template Pitch Deck

Quick overview

What does your company do?

Problem space

Who are the customers?

What problem are they experiencing?

How big is the opportunity - in terms of number of customers and how much (financial or other) pain they experience?

(Please don't bother with "total addressable market" as that's almost always wishful thinking)

Solution

How does your solution work?

What is the impact on customers? I.e., before - and - after comparison showing customer benefit, cost savings, regulatory compliance, whatever.

Marketplace / competitors

What other options do customers have? (not just direct competitors)

What makes your solution preferable?

Customer feedback would be good here.

Insert another slide comparing products/services/alternatives if that helps.

Progress and milestones

Where are you in terms of developing your company, product and/or service?

What have you accomplished thus far? Show products, services, customer sign-ups, whatever you've got.

What milestones are you working towards, and when?

The ask

What are you trying to accomplish and why does it need external funding?

How much money are you looking for?

When do you expect to raise the money?

What will you spend the funds on and how quickly will you burn through it?

Deal terms

What kind of deal are you offering? I.e., common equity? Debt? Convertible note? SAFE?

What are the details? Pre-money valuation, size of the raise, discount, valuation cap, etc.

How much have you already raised, and from whom?

How much non-dilutive funding have you accessed, and from whom?

How much 'skin' do founders have invested in this? (both in-kind time and capital invested)

The team

Who are the founders? (names, pictures, background)

Who else is working in the company now?

Who is full time and who is part-time?

What is everyone being paid?

Qualifications?

If team members are part time - what is their time horizon to switch to full time or be replaced by full time people?

Exit

How will investors make money from this? I.e., IPO? Sell the company to someone else?

Who are potential acquirers? What other companies have they acquired (to show that they are plausible)

Timeline to an exit?

Comparable transactions including how much revenue/profit they hit before an exit and valuation at time of exit?

Experience of the team in reaching exits in prior ventures?

Other slides, as appropriate

- Special technology and/or IP you have developed or protected?
- Regulatory environment and how either you comply or help customers to comply?
- Revenue growth - historical and projected
- Aspirations for market penetration and revenue over time
- Financial statements, if you've got them.
- Timeline to grow into new markets (geographically, or adjacent capabilities)
- Pictures of your product
- Demo of your software being used