



**Investor Pitch Deck Template  
(Credit Crowdfunder for base template)**

# What Your Pitch Deck Is For...

The purpose of your Investor Deck is not to answer all possible questions, nor close immediate investment. It is to get investors interest to learn more - you want them to say “I am interested in taking next steps”...”I’d like to see your terms.”

You want to give enough information to grab their interest, but not too much as to overwhelm them or have your story lose clarity & focus. Elegant simplicity is the aim.

Compelling decks are concise, tell a story, are visual, 10-13 slides.

Do your homework beforehand. If possible, know what your prospective investor eats for breakfast and their favorite color. Customize the story as needed to convey the information that will most likely engage your prospect.

# Common Deck Mistakes

Too many slides, too much information

“Wordy slides”: To avoid, follow Guy Kawasaki’s 10/20/30 Rule of Power Point for slide design. 10 slides / 20 minutes to present the slides / 30 point font or greater

Too many product details, or too many financial details

Belittling competitors

False/silly assumptions you can’t back up or don’t have data on

False confidence or arrogance

# Investor Pitch Deck Outline

- 1) **Elevator Pitch**
- 2) **Market Opportunity: Define market size & your customer base**
- 3) **Problem & Current Solutions: What are you addressing?**
- 4) **Product or Service: Your solution**
- 5) **Momentum, Traction, Expertise: Your key numbers - “the Proof”**
- 6) **Business Model: Key Revenue Streams**
- 7) **Market Approach & Strategy: How you grow your business**
- 8) **Team & Key Stakeholders (Investors, Advisors)**
- 9) **Financials**
- 10) **Competition**
- 11) **Investment: Your ‘Ask’ for funding, Basic use of funds**

**Optional Slides: Exit Strategy, Partnership Agreements, Product/Service Demo, Existing Sales/Clients, Your “Special Sauce”**

# Vision / Elevator Pitch

A quick one-liner summary that combines your vision/product and the mission of your company

Keep it short and memorable

Try: making it relatable (only if relevant)... as in “We are X for Y”

(“We are AirBNB for Event Spaces”)

(“We are the Starbucks of Frozen Yogurt”)

# Market Opportunity

Define Your Market: What business/space you are in

Total Market Size: Dollar Size, Your Place/Niche

Customers: Clearly define exactly who you serve

Macro Trends & Insights

# The Problem

Define the real problem/need you're solving, and for who.

# Current Solutions

Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?

# Product / Service

Tell the story of your customer and how customers use/value your product or service

Images and visuals are better than lots of text: show don't tell



# Traction

Show your timeline and milestones to date

Growth metrics are key at early stage

Highlight customer success stories and/or testimonials or other credibility builders (press or partners)

# Revenue Model

Who is your primary customer & how do you make money

What is the pricing / model

Revenue and # of customers to date

Show basic math on revenues and conversion rates

Life-time value of an average Customer (How many months, how many dollars? - if relevant)

# Marketing & Growth Strategy

Where are your customers looking today and finding help?

Where will you get in front of them?

How will you achieve your target growth rates?

What are the most important and unique channels and methods you will use to find and win customers?

How are you doing it differently than others in the space?

# Team

Highlight key team members and their prior positions, successes, domain expertise

Demonstrate relevant experience

Which roles are the keys to success in your company/space?

# Financials

Include 3-5 years of financial projections

Mention key & critical assumptions in your model of expenses, customer conversion, market penetration %

Highlight each of these Yearly for at least 3 years:

- Total Customers
- Total Revenue
- Total Expense
- EBITDA

# Competition

Where do you exist in the larger overall Market Space?

What are your Advantages?

How is your place in the market unique to you, and the right one for your company growth and customers?

Who are the competitors, why have they succeeded, and how do you truly differentiate from them?

# Investment

State how much Capital you are raising, and with what general Terms: Equity, Debt, Convertible Note

What is the timing of your Capital raise?

Who are your existing & notable investors, if any?

What are your key Use of Proceeds (as % of total raise)

- Founder salaries
- Sales & Marketing
- New hires
- Technology / Product or Service development
- Capital expenses / equipment

# Short Format Pitch Guidelines

## •If you have a 3-4 min pitch...

Investor/donor empathy - consider deeply the needs, aspirations and pressures of your audience

Story is important - emotional engagement, show don't tell, create a narrative arc to the pitch

First impressions - your first 10-30 seconds are most important

Slow, clear, oriented to the next step (meeting, terms, etc.)

Repetition is OK. Dramatic pause/repetition can be used sparingly

Mnemonics e.g., 1, 2, 3 for sharing complex ideas or integrated solutions (no more than three)

## •Possible Outline / Timeline:

### •One sentence attention grabber: 5-10 seconds

The "tweet", the headline.

X for Y if appropriate - must be known

### •Problem: 30-45 sec.

What is the problem? What is the pain associated with the problem?

Why is it important? What are the consequences of not solving the problem?

How big is the problem?

### •Vision: 10-20 sec.

What would it be like if the problem was solved? (This relates back to your headline)

### •Solution: 60-120 sec.

How are you going to solve the problem? (This is your mission)

What value/outcomes does your solution create? Who uses/interacts with your good/service? - User story if appropriate.

(Demo if appropriate)

Why is your approach better than every other? How do you know there is demand?

Proof, proof, proof! - Numbers, traction

### •Team: 15-30 sec.

Proof you know how to solve the problem, even if you do not have all the answers today.

Name dropping of advisors OK. Credibility building.

### •Next steps: 15-30 sec.

This amount of \$ does this. Next we do this. This is our financing plan.

Call to action - invite the action of connecting with you to get what they need to say 'yes'