

Company Name/Logo

You don't have to use this deck, just my preferences for the things I like to see in a pitch deck... edit away.

Team

WHO are your KEY team members and WHY they are the best at what they do.

Mission

1 sentence.

Ex.

Make _____ more _____.

Make gaming more social.

Problem 1

WHY someone needs your stuff.

2 sentences max.

Ex.

Custom mobile apps are expensive and time consuming to build. Developers need a cheaper and better way.

Problem 2 (if needed)

Either a second problem solved or WHY another user set (related to the user set in the first slide) needs your stuff.

2 sentences max.

Solution

WHAT you do and HOW you solve the problems in the previous 2 slides.

2 sentences max. Ex. Newco has built _____ for _____ and _____. As we continue to gain a larger share of the _____ market, we will build _____ for _____ and _____.

Product Demo

Self explanatory. Do a demo and make it good.

Competition

WHO is your competition? Insert competition matrix here. Make it high level and simple.

Identify ALL competitors, including alternatives. If there are a lot of competitors, group them.

Competitive Advantage

WHY your solution is better. 2 - 3 sentences max. Clear, concise and to the point. No bloviation. No bullshit.

Ex. In 201x, we built (insert 1-2 adjectives) (insert what you built) to (insert what it does). This is why Newco kicks ass and has revenue.

Revenues

HOW you make money. Insert rev/time chart here. Highlight growth!

1. Avoid "Freemium" model. That rarely works.
2. If your revenues are from advertising, you better have a plan to get millions of active users in a target demographic that spends money.

Key Performance Indicators

WHAT are your KEY INDICATORS of success?

- 2015 Target: _% YoY growth. _ sales reps.
- Avg. revenue per customer: \$_/mo
- Leads per month: _
- New customers per month: _
- Avg monthly revenue churn rate: _%
- Started 2015 with _ sales reps, targeting _ by EOY

Marketing

HOW are you getting your message to your potential users?

- Leads coming from where
- Customer acquisition strategy
- Conversion %
- Retention %
- Burn snapshot

Financing

Be honest and transparent.

\$\$ invested thus far (from whom?)

How much money you believe you need.

Will it carry you to positive cash flow? (Hint - the correct answer is "Yes.")

Immediate Growth Plan

How you will spend the money? Try to be specific. i.e.

- Add 3 people to Marketing to do xxxx.
- Add customer-requested features to the User Interface.
- Expand our sales force to reach specific target users.
- Add production capacity as we acquire more customers.

Contact Info

How investors can contact you.

Hint: If your name is hard to remember, use a simple-to-remember email address

i.e. `info@newco.com`

Appendix (if needed)

It's okay to have additional slides, but make sure they are clear and concise.