

Pitch Deck

Creating the pitch deck that you present to investors is different from creating your full investor deck. The pitch deck is the PowerPoint you'll show to investors in person, while the full deck is the PowerPoint you email to investors for them to review on their own. The pitch deck must be concise and visual, with as few words as possible on each slide, while the full deck is longer and more complete. It's meant to be read when you're not in the room.

Here is a template for the pitch deck that I give to all my startups. This is designed for a 3-minute pitch. It's short and to the point. I kept the slides to a minimum. You can add more slides for a longer presentation.

Slide 1 - Title Page

- Show your company name and logo in big, clear bold typeface.
- Taglines should only be a few words long.
- Include a beautiful picture that captures the essence of your business.
- You can add your name and email address.

Slide 2 - Problem

- What problem are you solving for your customers?
- Make the slide as visual as possible with only a few words.

Slide 3 - Big Vision (Solution)

- What is the big opportunity here?
- How will you change the world?

Slide 4 - Your Product

- What does your product do? How does it work?
- What benefits does your product offer your customers?
- If you have a short, powerful product video, you can show it here.
- Keep your video under 30 seconds.
- If your video isn't great, do not show it.

Slide 5 - Addressable Market

- How large is the addressable market in dollars?
- How many customers need your product or service?
- How much are they willing to pay?

Slide 6 - Competition

- Who is your competition?
- What is your secret sauce? What makes you different?

Slide 7 - Business Model

- How will you make money?

Slide 9 - Revenue Forecast & Milestones

- What's your expected revenue growth?
- What are your current and future burn rates?
- What are your key milestones?

Slide 9 - Traction

- What's your traction?
- Include customers, revenue, strategic partners, and signed deals.
- Include metrics, like customer growth and engagement.
- Also include any validation, like press, surveys, and letter of intents.

Slide 10 - Team

- Show your team: use big, friendly photos of each team member.
- Below each photo have their names and titles.
- Include one or two accomplishments for each member, such as a prestigious award, most recent job, or university.
- Do not use more than 10 words total to describe each team member, including their name and title.
- Only include the top 3 to 6 team members. Be sure to mention the total number of employees in the company at the bottom.

Slide 11 - The Ask

- How much have you raised to date?
- How much money are you raising now and at what valuation?
- How far will this money take you? What milestones will you hit?
- Include your company name and contact info.

Ideally, you should design each slide so that the investor can grasp the key points within a few seconds of seeing it. Then they can focus on you and what you're saying. Good luck!