

INVESTOR PITCH DECK

1. BACKGROUND

- A. Startups need a “pitch deck” to present to prospective angel or venture capital investors. The pitch deck typically consists of 10-15 slides in a PowerPoint presentation and is intended to showcase the company’s products, technology, and team to the investors.
- B. Raising capital from investors is difficult and time consuming. It’s crucial that a startup absolutely nails its investor pitch deck and articulates a compelling and interesting story.
- C. This assignment will provide important guidelines for creating a strong, thorough, and engaging investor pitch deck, along with guidance on presenting to angel and venture capital investors. Links to sample pitch decks are available for reference as you begin the process of building your own.
- D. Key Slides and Order
 - 1. *Company Overview: Mission & vision, team*
 - 2. *The Problem*
 - 3. *The Solution (product/service)*
 - 4. *The Market Opportunity*
 - 5. *The Customers*
 - 6. *The Technology*
 - 7. *The Competition*
 - 8. *Traction (if exists)*
 - 9. *Business Model*
 - 10. *Financials*
 - 11. *The Ask*

2. INSTRUCTIONS

- A. Create your pitch deck according to the order above. Read over the pitch deck do’s and don’ts below. Please include a MVP, if you have it
 - i. Pitch Deck Do’s
 - 1. *Do include this wording at the bottom of the pitch deck cover page: “ [Name of Company]. Date. URL.”*
 - 2. *Do convince the viewer of why the market opportunity is large.*

3. *Do include visually interesting graphics and images.*
 4. *Do send the pitch deck in a PDF format to prospective investors in advance of a meeting using docusend or wetransfer.*
 5. *Do plan to have a demo of your product as part of the in-person presentation.*
 6. *Do tell a compelling, memorable, and interesting story that shows your passion for the business.*
 7. *Do show that you have more than just an idea, and that you have gotten early traction on developing the product, getting customers, or signing partners.*
 8. *Do have a soundbyte for investors to remember you by.*
 9. *Do use a consistent font size, color, and header title style throughout the slides.*
- ii. **Pitch Deck Don'ts**
1. *Don't make the pitch deck more than 10-12 slides long (investors have limited attention spans). If you feel you need to add more information, include it as an appendix.*
 2. *Don't have too many wordy slides. Pictures are preferred and add more to the story.*
 3. *Don't provide excessive financial details, as that can be provided in a follow-up. When going over the financials, explain the background of where the numbers are coming from.*
 4. *Don't try to cover everything in the pitch deck. Your in-person presentation will give you an opportunity to add and highlight key information.*
 5. *Don't force the investor to download it from Google Docs, Dropbox, or some other online service. Deliver to them with a tracking mechanism.*
 6. *Don't use a lot of jargon or acronyms that the investor may not immediately understand.*
 7. *Don't have your pitch deck look out of date. You don't want a date on the cover page that is several months old. And you don't want information or metrics in the deck about your business that look stale or outdated.*
 8. *Don't have a poor layout, bad graphics, or a low-quality "look and feel." Think about hiring a graphic designer to give your pitch desk a more professional look.*

3. RESOURCES

A. Pitch deck examples

- i. [Slideshare – Investor Pitches](#)
- ii. [Guy Kawasaki - Apple](#)
- iii. [The Only Slides You Need in Your Pitch](#)