

THE PERFECT PITCH

GUIDELINES FOR MAKING THAT SUCCESSFUL PITCH TO POTENTIAL INVESTORS

We have seen hundreds of “decks” and heard as many “pitches” and have studied others’ guidelines on how to do them. We have unashamedly borrowed from others and added our own thoughts based on our experience to make this “secret sauce” recipe for success.

GENERAL PITCH DECK GUIDELINES

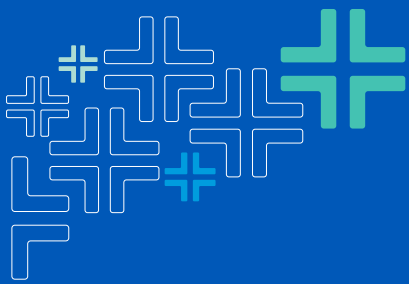
- ✓ **KEEP THE GOAL IN MIND:** A succinct overview of the problem and your solution with the goal of having investors wanting to know more. It is not a funding closing.
- ✓ **WATCH YOUR COLORS:** Light blue text on dark blue background is hard to read; clear trumps cute.
- ✓ **LESS IS MORE:** Use bullet points and concise ideas (not sentences) and limit to 5 to 6 per page.



- ✓ **AVOID ACRONYMS:** Everyone is not as knowledgeable as you are.
- ✓ **BOLD AND CLEAR:** Slides should be bold and clear and work in a larger room.
- ✓ **SOURCED CONTENT:** Any content (facts) should be sourced.

HELPFUL PRESENTATION HINTS

LIMIT TO ONE PRESENTER. The person who is best understood works.
MAINTAIN GOOD ENERGY AND PASSION. Avoid coming across as “being on something”.
RELAX. You are probably more knowledgeable than others in the room.
STAY ON POINT. You want them to see whole “show”.
AVOID GRANDIOSE STATEMENTS. Be careful about knocking off Facebook or the multibillion dollar market you are in.
KEEP IT SIMPLE. Try the pitch on an intelligent friend first.
PRACTICE. They do not expect a Broadway show but will kill a dress rehearsal. Pitch to advisors and ask them to cut it apart.
SPEND TIME EXPLAINING. Tell how you will overcome the toughest challenges.
AVOID EXIT STRATEGY DISCUSSIONS. Smart investors can draw their own conclusions.



SUGGESTED SLIDES

1. Company — name, location, logo and website
2. Overview — what you plan to present — table of contents page
3. Your product/service — why do we need it? What pain does it relieve; what usefulness does it add?
4. The business model and your summarized projected financial results — freemium, subscription, SaaS, licensing, advertising. Be realistic as to eventual number of users and price per use. Show Target KPI's
5. Market — realistic assessment of the size or segment you are going after
6. Customers — who are they and how will you “go to market?” Make sure it ties into slide 4; address one shot or stickiness
7. Competitive advantage — what differentiates you? Have a comparative grid showing key product attributes and competitors — this is a make or break slide
8. Barriers to entry — IP, processes, unique factors, etc. Your secret sauce without the recipe
9. Current state — product (beta?), people (current mgt., employees, advisors), funding (friends, family and angels) revenue/customers (even if free or beta test) An embedded video helps
10. Goals — near term (KPI metrics, build team, develop mobile app, test market) and longer term milestones (number of users, other key points to measure success)
11. Current and proposed management and key advisors — including relevant past experience
12. Financial overview — the next five years with some key assumptions — be prepared to defend them
13. Investment — what are you looking for in terms of investment and how will you use the money
14. Summary
15. Next steps — include full contact information for one or two key management members

FOR MORE INFORMATION ON THE PERFECT PITCH, PLEASE CONTACT:



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