

## Elements of a pitch deck

Slide	Content	Comments
Title	Include your organization's name, your name and title, and contact information.	The audience can read the slide—cut to the chase and summarize what you do (e.g., we sell software, we protect the environment). Open simply with, “This is my company and this is what we do.” You want to get investors thinking about the potential for your company and the size of the market.
Problem	Describe the pain that you're alleviating. The goal is to get everyone nodding and buying in.	Avoid looking for a solution that is searching for a problem. Minimize or eliminate citations of consulting studies about the future size of the market.
Solution	Explain how you alleviate this pain and the meaning that you make. Ensure that the audience clearly understands what you sell and your value proposition.	This is not the place for an in-depth technical explanation. Provide just the gist of how you fix the pain.
Business Model	Explain how you make money—who pays you, your channels of distribution and your gross margins.	In general, a unique, untested business model is a scary proposition. If you truly have a revolutionary business model, explain it in terms of familiar ones. This is your opportunity to drop the names of organizations that are already using your product or service.
Underlying Magic	Describe the technology, secret sauce or magic behind your product or service.	Aim for less text and more diagrams, schematics and flowcharts on this slide. White papers and objective proofs of concepts are helpful here.
Marketing and Sales	Explain how you will reach your customer and your marketing leverage points.	Convince the audience that you have an effective go-to-market strategy that will not break the bank.
Competition	Provide a complete view of the competitive landscape. Too much is better than too little.	Never dismiss your competition. Everyone—customers, investors and employees—wants to hear why you're good, not why the competition is bad.
Management Team	Describe the key players on your management team, board of directors and board of advisors, as well as your major investors.	Do not be afraid to show up with less than a perfect team. All startups have holes in their team—what's truly important is whether you understand that there are holes and you are willing to fix them.
Financial Projections and Key Metrics	Provide a three- to five-year forecast containing not only dollars but also	Do a bottom-up forecast. Include long sales cycles and seasonality. Making people understand the underlying

	key metrics, such as number of customers and conversion rate.	assumptions of your forecast is as important as the numbers you've fabricated.
Current Status, Accomplishments to Date, Timeline and Use of Funds	Explain the current status of your product or service, what the near future looks like and how you'll use the money you're trying to raise.	Share the details of your positive momentum and traction. Then use this slide to close with a bias toward action.

*\*From Guy Kawasaki's The Art of the Start pitch deck template.*

*\* Rule of PowerPoint—10 slides, 20 minutes and no font smaller than 30 point.*