

# Investor Pitch Deck Outline

- 1) Elevator Pitch
- 2) Momentum, Traction, Expertise: Your key numbers
- 3) Market Opportunity: Define market size & your customer base
- 4) Problem & Current Solutions: What need do you fill? Other solutions
- 5) Product or Service: Your solution
- 6) Business Model: Key Revenue Streams
- 7) Market Approach & Strategy: How you grow your business
- 8) Team & Key Stakeholders (Investors, Advisors)
- 9) Financials
- 10) Competition
- 11) Investment: Your 'Ask' for funding, Basic use of funds

**Optional Slides: Exit Strategy, Partnership Agreements, Product/Service Demo, Existing Sales/Clients, Your "Special Sauce"**

# Vision / Elevator Pitch

A quick one-liner summary that combines your vision/product and the mission of your company

Keep it short and memorable

Try: making it relatable... as in “We are X for Y”  
 (“We are AirBNB for Event Spaces”)  
 (“We are the Starbucks of Frozen Yogurt”)

# Traction

Show your timeline and milestones to date

Growth metrics are key at early stage

Highlight press, partnerships, accolades

Customer success stories and/or testimonials

# Market Opportunity

Define Your Market: What business/space you are in

Total Market Size: Money Value, Your Place/Niche

Customers: Clearly define exactly who you serve

Macro Trends & Insights

# The Problem

Define the real problem/need you're solving, and for who.

# Current Solutions

Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?

# Product / Service

Tell the story of your customer and how customers use/value your product or service

Images and visuals are better than lots of text: show don't tell

# Revenue Model

Who is your primary customer & how do you make money

What is the pricing / model

Revenue and # of customers to date

Show basic math on revenues and conversion rates

Life-time value of an average Customer (How many months, how many pounds [adapt]?)

# Marketing & Growth Strategy

Where are your customers looking today and finding help?

Where will you get in front of them?

How will you achieve your target growth rates?

What are the most important and unique channels and methods you will use to find and win customers?

How are you doing it differently than others in the space?



# Team

Highlight key team members and their prior positions, successes, domain expertise

Demonstrate relevant experience

Which roles are the keys to success in your company/space?

# Financials

Include 3-5 years of financial projections

Mention key & critical assumptions in your model of expenses, customer conversion, market penetration %

Highlight each of these Yearly for at least 3 years:

- Total Customers
- Total Revenue
- Total Expense
- EBITDA

# Competition

Where do you exist in the larger overall Market Space?

What are your Advantages?

How is your place in the market unique to you, and the right one for your company growth and customers?

Who are the competitors, why have they succeeded, and how do you truly differentiate from them?

# Investment

State how much [Capital you are raising, and with what general Terms: Equity, Debt, Convertible Note]

What is the timing of your [Capital] raise?

Who are your existing & notable investors, if any?

What are your key Use of Proceeds (as % of total raise)

- Founder salaries
- Sales & Marketing
- New hires
- Technology / Product or Service development
- Capital expenses / equipment

# Conclusion & Thanks