

# Pitch Deck

*...to generate interest from potential investors*

# Slide 1: Vision and Value Proposition

- *a quick one sentence overview of your business and the value that you provide to your customers. Keep it short and simple. A great way to think about this slide is to imagine it as a tweet: describe your business in 140 characters in a way your parents would understand.*

# Slide 2: The Problem

- *the REAL problem you are solving and who has the problem.*

# Slide 3: Target Market and Opportunity

- *who your ideal customer is and how many of them?. What is the total market size and how do you position your company within the market?*

# Slide 4: The Solution

- *describe your product or service. Describe how customers use your product and how it addresses the problems that you outlined on slide two.*

# Slide 5: Revenue Model

- *talk about how your business makes money.  
What do you charge and who pays the bills?*

# Slide 6: Traction and Validation/Roadmap

- *If you already have sales or early adopters using your product, talk about that here. Investors want to see that you have proven some aspect of your business model as that reduces risk, so any proof you have that validates that your solution works to solve the problem you have identified is extremely powerful.*

# Slide 7: Marketing and Sales Strategy

- *outline your marketing and sales plan. You'll want to detail the key tactics that you intend to use to get your product in front of prospective customers.*



# Slide 8: Team

- *Highlight the key team members, their successes at other companies, and the key expertise that they bring to the table.*

# Slide 9: Financials

- *sales forecast, profit and loss statement, and cash flow forecast for at least three years.*

# Slide 10: Competition

- *Describe how you fit into the competitive landscape and how you're different than the competitors and alternatives that are on the market today. What key advantages do you have over the competition or is there some "secret sauce" that you have and others don't?*

# Slide 11: Investment and Use of Funds

- *how much money you are looking for? why do you need the amount of money you are asking for and how you plan on using the money?*

# Slide 12: Partnerships

- *showcase your key strategic partnerships*

# Slide 13: Exit Strategy

- *IPO or Sale*