



Investor Pitch Template

The Problem

- **What's the Pain/Problem that you seek to solve? (Problem Slide)**
 - State the big, important problem that the company is going to solve
 - State concisely and clearly why this situation exists and persists

How Big is the Problem?

- **How Big is the Pain/Problem? (Continuation of Problem Slide)**
 - Assert the size of the opportunity you have identified – use real numbers
 - Quantify the pain
 - Define the scope of the opportunity

Solution

- **What is your Solution? (Solution Slide or Slides)**
 - State concretely what you will build that solves the problem.
 - Showing is better than telling.

Show a DEMO Video if at all possible

Benefits

- **What is the Benefit(s) or Value that your Solution Provides? (Benefits or Continuation of Solution Slide)**
 - State clearly and quantify to the extent possible the 3 to 5 key benefits

Doing this during the DEMO Video is fine.



Competition

- **Who else provides a solution and why is yours better? (Competition Slide)**
 - State clearly and concisely how your solution is better than what everyone does in the industry, including the status quo.
 - Do your homework on the competition and don't misrepresent their strengths or their weaknesses.
 - This is your competitive advantage.

Many people put up a feature by solution grid.

You can too.



Go-to-Market Strategy

- **How will you get your solution to the Market? (Go-To-Market Slide)**
 - Focus on articulating the non-obvious, potentially disruptive elements of your strategy
 - What are the critical hurdles that the company faces and how will the company address them to get the sale?

This is usually one of the weaker pitch points.

Do your homework here and make it strong.

Business Model

- **If you can get your solution to the market, how will you make money? (Business Model Slide)**
 - How do you make money?
 - Explain the pricing, the costs, and why this company will be especially profitable.
 - Make sure you know the key assumptions underlying your planned success. Be prepared to defend them.
 - Be ready to articulate the sensitivity of your business to variations in your assumptions.

How much money can you make?

- **Assuming you can get it to market and make money, how much will you make? (Financial Projections Slide)**
 - What is your financial projection for the company?
 - What are the two to four key metrics that will drive revenues, expenses and growth?
 - Convey that you really understand the economics and evolution of a growing a dynamic company
 - These are your financial projections.

Don't put a cliché line/bar graph on this slide with steady growth.

Team

- **Who is building the startup? (Team Slide)**
 - Founders with key and relevant accomplishments listed
 - Who is advising the team?
 - What gives this team an edge?

Progress

- **What achievements or progress has been made to date by the team? (Progress Slide)**
 - What are the meaningful achievements already attained by the team to date?
 - Where is the wow? That is what has the team knocked out of the park as far as milestones, strategic partners, contracts, traction etc.

Ask

- **What will be needed to succeed and how will you and others measure progress? (Ask Slide)**
 - What are the capital requirements for the company?
 - Map the funding against your key milestones.
 - Tie the milestones to the key metrics in your financial projections
 - This is your operating plan for the funds you are raising – financing requirements and associated milestones.

Thank you!

- **Why you? Why now? (Final Slide – Usually Contact Info)**
 - Solidify the core value proposition of your company in words that are memorable and unique to your company.
 - If someone were to give a short summary the company, these are the words you want used – the opportunity and the solution
 - This is your Summary to state, but place your contact info on this slide.