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Pitch Deck Guide

The Rules of the Pitch Deck

- The pitch should be **simple, engaging, comprehensive, and concise**. Ideally, it should take no more than fifteen to twenty slides
- Every slide heading should be a plank in the ultimate conclusion that your venture is **destined to succeed and deliver great returns**.
- Use declarative statements. **Don't waste a word**. The headings should tell the whole story, and every bullet on each slide should support its heading assertion.
- The slides capture **key insights and facts**; the details come from you verbally while presenting.
- Make sure to **do dry runs of the presentation** with existing investors or trusted advisers.
- **You get only one chance to make a first impression**.
- The best pitches are **clear and convincing** and lead to the logical conclusion: **you are going to win, and your investors are going to make a lot of money**.

Why is the Pitch Deck Important?

1. It tells the story of you business

Pitch decks tell the story of the business from A-to-Z without verbal input from the founders. A strong, thorough and well-structured pitch deck that conveys the right story, saves the founder time and effort in explaining the business. Moreover, it reflects the quality of the team, the business, and build a powerful and long-lasting impression.

2. It keeps you focused and organized

With various business functions under the founder's belt, It is sometimes challenging to stay focused and deliver a structured pitch with a seamless flow. The pitch deck help founders to deliver a structured and convincing pitch while acting as the first go-to source to get a holistic view of where the business stands.

3. Raise funds and awareness

On average, Investors spend 4x the time they spend with the founders, on pitch decks. It acts as their main go to source to digest and understand the business and connect missing pieces. It's the founder's vision, mission, strategy and mind all in one place.

What questions do you need to answer?

In general, the pitch should aim to cover eleven critical topics and address eleven crucial questions tailored to the particularities of your specific venture.

Vision & Mission	What is the exceptional outcome? Why does the company matter? Why are you passionate about doing this? Why should an investor care enough to join?
Problem	Why is this a big, important problem worth solving?
Solution & Value Proposition	Why is your solution compelling to customers, and what is it worth to them?
Market Opportunity	How big, ripe, and accessible is the market for your product?
Context & Competition	Why is this the right moment for you to succeed and beat the competition?
Product	Why will your product disrupt the existing market, and where does it go from here?
Unit Economics & Business Model	Why will this be a profitable and thriving business?
Team, Leadership, & Organisation	Why is this the right team to make this venture a huge success, and how will your company scale over time?
Historical Financials	How well our product is selling and how sticky is it?
Execution Plan & Forecast	Why should investors have confidence in your plans everything else you have told them?
Investment Opportunity & Fundraise	Why is your venture going to be a black swan, providing extraordinary returns for your investors?

Vision and Mission for Success

[What is the exceptional outcome?]

[Why does the company matter?]

[Why are you passionate about doing this?]

[Why should an investor care enough to join?]

Problem

[Why is this a big, important problem worth solving?]

What is the problem?

Present the problem or pain point your venture is solving and how this may have been addressed by others in the past.

It's important to demonstrate the validity of your problem by pointing to existing solutions or unmet demand.

Why does it matter?

Why does the problem matter? What is consequential about it, and why is what your company is setting out to do important?

Why now?

Identify why the the problem needs to be addressed now and what tailwinds make the opportunity ripe to be tapped now.

Solution and Value Proposition

[Why is your solution compelling to customers, and what is it worth to them?]

Summarise the solution in one simple sentence.

Present your solution and show examples of its effectiveness for potential customers.

This is where you highlight the unique aspects of your innovation, its improvements over today's solutions, and its ultimate value to customers.

[It can be bullet points, icons, text, images]

Market Opportunity

[How big, ripe, and accessible is the market for your product?]

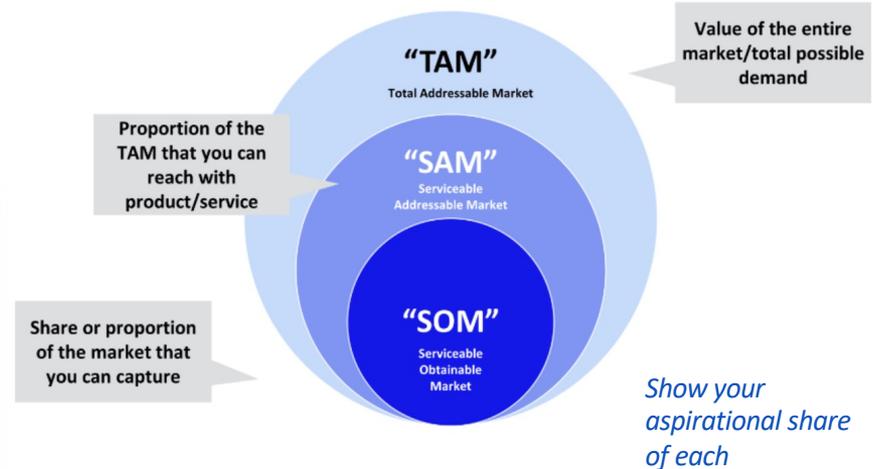
Detailed description of ideal customer

You want to paint a convincing picture of the target customer and then demonstrate that there are crowds of others like them who will demand your product; a huge unmet need that only you can solve while dominating a large and growing share of the market.

Channels used to reach customers

Show the channels you will use.

Aggregate size of the market



Context and Competition

[Why is this the right moment for you to succeed and beat the competition?]

Context on Competition

The aim is not to describe what competition is doing wrong, but rather why customers would use your product instead of competition. List competitors and your competitive advantage.

Differentiate your solution from your competitors' in terms of the core customer value proposition.

If your competition is entrenched, how will you unseat them? If they are also startups, how will you outpace them? And timing is everything.

Distinguish others who failed on this road before by pointing out how the situation and landscape have changed.

Competition Table

Present the historical evolution of your target market: your competitors and their respective strengths and weaknesses, as well as what advances your venture's solution offers.

Features/User Benefits	Your Company	Competitor A	Competitor B	Competitor C
Feature 1	Yes	No	No	Yes
Feature 2	Yes	Yes	Yes	Yes
Feature 3	Yes	Yes	Yes	No
Feature 4	Yes	Yes	Yes	No
Feature 5	Yes	No	No	Yes

Product

[Why will your product disrupt the existing market, and where does it go from here?]

Product Image

It can be the dashboard, the product suite, images in hand, gif, etc.

List of Features

- Bullet points with icons

Product Development Roadmap

Including your protectable intellectual property as well as your product development road map.

Show how you expect to quickly follow up on your initial solution with successive products and services. Be clear about how your technology will protect your lead and create downstream opportunities for growth.

[This can be a new slide if there is a lot of content]

Unit Economics and Business Model

[Why will this be a profitable and thriving business?]

Unit Economics

Show your target unit economics, the amount each discrete transaction will contribute to your operating profit.

- Pricing
- Average account size
- Lifetime value
- Unit economics

[Share your assumptions on pricing, cost of goods, supply chain costs, and your economic value chain. While this is all inexact at this point, you want to master these numbers and be able to answer the key questions about cost-down curves, scale leverage, etc., paying careful attention to the sensitivity analysis of your assumptions.]

Visual Representation of the Business Model

[How do you create a flywheel]

[How do you simplify the model?]

[What is the underlying magic, the proprietary technology or optimum workflow that sets you apart]

Team, Leadership, and Organisation

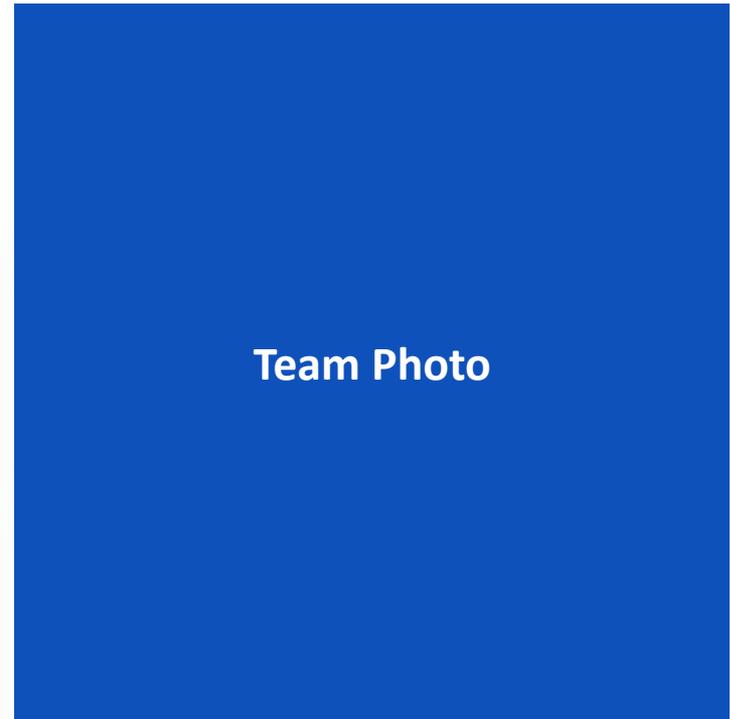
[Why is this the right team to make this venture a huge success, and how will your company scale over time?]

Management Team

Photo	Photo	Photo
Name Surname - Role Short introductory description. [logos]	Name Surname - Role Short introductory description. [logos]	Name Surname - Role Short introductory description. [logos]

[Introduce the founders, senior management, board, and advisers, and include your view on any significant gaps in the team and how you plan to address them.

It can be helpful to describe in specifics what you are looking for in any additions to your team.]



Historical Financials

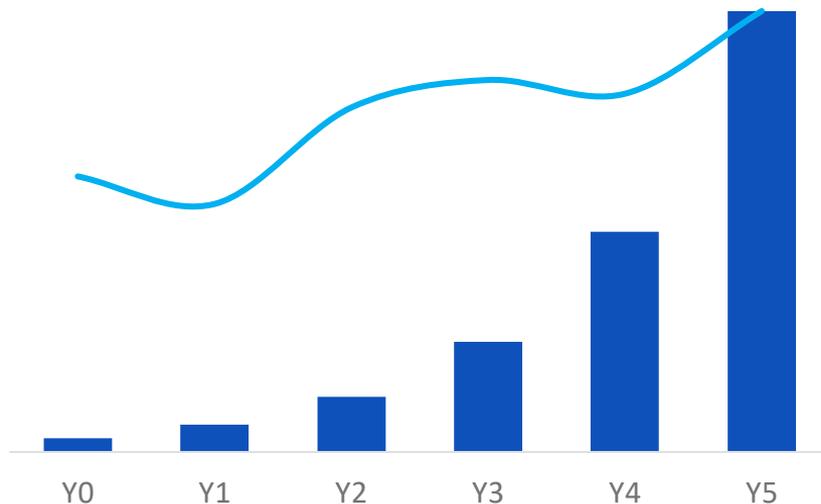
[How well our product is selling and how sticky is it?]

Main Traction to Date

- Show key milestones achieved
- Number of users
- Growth Rate
- Marketing spend
- LTV
- CAC
- LTV/CAC

Historical Projections

[Add milestones to give more context]



Execution Plan & Forecast

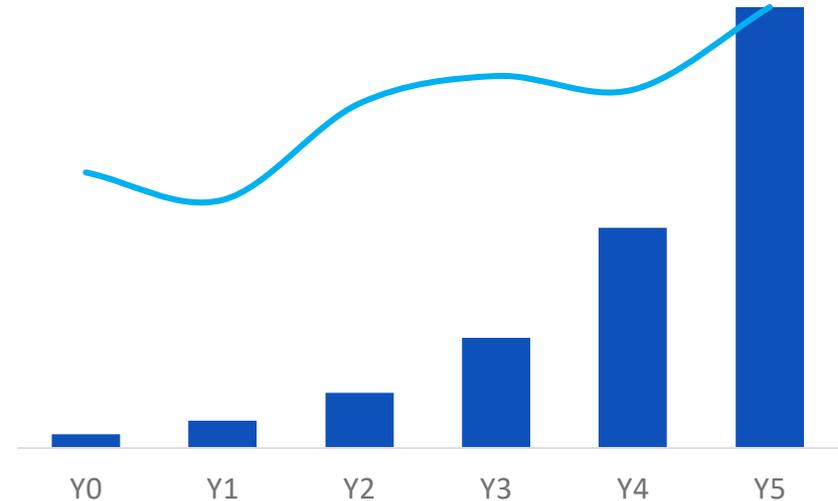
[Why should investors have confidence in your plans everything else you have told them?]

Assumptions and Scenarios

- Investors will discount your plan to account for your optimism, so present the most optimistic plan you can defend.
- You can present two plans, with the base plan being a more conservative “line of sight” plan, along with an aspirational plan that illustrates the upside potential. You can include market share scenarios or number of users ton illustrate the plan better.
- The plans should address the total amount of capital you expect to raise before liquidity so that investors can calculate their expected dilution and commensurate returns.

Revenue Projections

[Be sure to forecast out at least three years]



Investment Opportunity and Fundraise

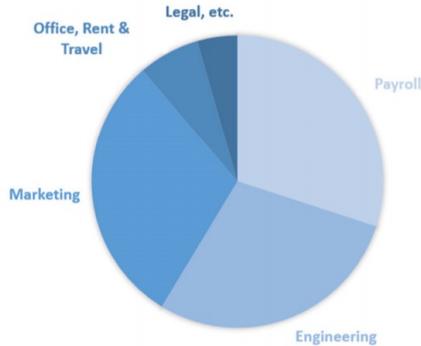
[Why is your venture going to be a black swan, providing extraordinary returns for your investors?]

Your Terms

[What are you “offering” to investors]

- Amount raised
- Percentage

Use of funds



Your 18-month plan

\$XXM

Milestone 1

XXm

Milestone 2

XX%

Milestone 3

Previous Funding

