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PITCH DECK

- **Pitching: telling the story**
- **Common components of the pitch deck**
- **Pitch deck templates**

WHAT IS A PITCH DECK?



- **Pitching** is an opportunity to introduce your **business idea** in a limited amount of time. The main goal of a pitch is to **gain new customers, investors, or stakeholders** to **support your business**.
- **Pitch deck's** purpose is to aid in telling a **compelling story** that helps to convince the investor that your idea is worth investing in or at the very least spark the investor's interest in the idea, so she/he wishes to learn more.
- **Key aspects** to consider before taking the stage:
 - Know your customer (who has the budget and decision-making power and what are their needs)
 - Know your investor: pre-seed - seed - series A - series B++ rounds
- You should have **two pitch decks** ready:
 - A detailed version that can be shared with investors via email (more like reading material)
 - A simplified version that can be elaborated upon in person (used during pitching)

PITCHING: TELLING THE STORY



Fundraising is about storytelling.

The story you are telling during the pitch should run something like this:

1

The market has a problem

2

We have the solution

3

There is a large market for this solution

4

and we can build a profitable business
with the right model

5

There are competitors, but we are better
and stand out

6

We are contending with a great team that

7

has achieved so much already

8

We want more and that is why we are
looking for investors

BASIC COMPONENTS OF A PITCH DECK










- **Cover page**
- **Problem** - what is the problem that you have identified and trying to solve?
- **Solution** - how are you solving the problem?
- **For whom** – who is your customer?
- **Market** - how does the market look like (market size TAM, SAM, SOM - who are your competitors on the market, and what is your Firm-Specific Advantage(s) that make you stand out against competitors)?
- **Go-to-market strategy** - how do you plan to acquire customers (channels, what would be the expected customer acquisition cost, what would be the expected lifetime value of the customer)?
- **Team** - who is in your team and why is their expertise relevant?
- **Action plan if you approach investors** - a detailed plan for the next 12 months in the long term.
- **Call for action/investment distribution** - what do you need in terms of investment and why is it relevant to your business strategy/action plan?
- **Contact**

COMMON COMPONENTS OF THE PITCHING

DECK 1/2

Here are some **common topics** that are included in a pitch deck. However, every company/business idea can be different and thus there is no one-size-fits-all solution – you should create a pitch deck which works the best for you. The exact order of the slides is up to you.

-  **Company overview** – key facts about your business: what it solves, experience of the team, any traction established, location
-  **Vision/mission** – vision is the why, where you want to go; mission is the how - how you are going to get there, what is your purpose
-  **Team** – who is in your team, why is your team great, prior experience, motivation
-  **Problem** – how big is the problem, why it is important, who are you solving the problem for
-  **Solution** – proposed solution to the problem and why it is better than other solutions in the market
-  **Product** – the solution in more detail, what are the key features, why is your product unique
-  **Market opportunity** – what market are you in, how big is the market and what is direct addressable market

COMMON COMPONENTS OF THE PITCHING DECK 2/2



Customers – show any early customers or partnerships, it boosts credibility



Technology – why the technology is or will be superior, why it is difficult to replicate this technology, key IP rights



Competition – who are the competitors, competitive advantage, differentiating features from your competitors



Traction – what traction does the company have (sales, traffic to the company's website, growth metrics,...)



Business model – how do you make money, pricing model, long-term value of a customer, customer acquisition channels and costs



Marketing plan – marketing channels and strategy



Financials – current financial situation, 3-5 year financial projections, burn rate, other key metrics



Ask – how much money are you seeking, major milestones you will reach with the financing

WHAT TO KEEP IN MIND DURING A PITCH !



- Your pitch should be clear, compelling, informative, and memorable
- Remember your audience – who you are presenting to
- Be excited – correct intonation, cadence, and projecting help a lot
- Be specific and concise
- A slide should have one main point
- Use large fonts that are easy to read
- Include easy to understand charts, statistics, and graphs
- Be honest with yourself and your audience
- Practice your pitch beforehand

WHAT TO AVOID DURING A PITCH !



- Using unnecessarily complex phrasing or descriptions
- Inflating your capabilities and exaggerating the truth
- Making the pitch deck too long
- Going into too much detail
- Excessive text and using too many bullet points on slides – keep your slides simple
- Completing your pitch without leaving investors with a clear idea as to why they should care and/or with a clear ask.
- Insufficient persuasion of the audience that you will be able to achieve the planned results and fulfill your action plan

Keep in mind: During the process of asking for investment, you should be ready that many investors may give you „no“ as an answer or simply not respond. You should not be discouraged by this.

PITCH DECK TEMPLATES

Templates

- [Ycombinator](#) – seed pitch deck
- [Google](#) – pitch deck
- [Alejandro Cremades](#) – pitch deck
- [FounderInstitute](#) – different pitch decks

Learn more

- [Alexander Jarvis](#) – large pitch deck collection (many prominent companies' pitch decks + comments)
- [Piktochart](#) – successful companies' pitch decks (i.e. LinkedIn, Airbnb)
- [Sifted](#) – Investors share the do's and don'ts of pitching

SOURCES

- [FIBAN](#)
- [Startplatz](#)
- [Forbes](#)
- [FounderInstitute](#)
- [Sifted](#)
- [Matternow](#)
- [EBAN](#)
- [Ycombinator I](#)
- [Ycombinator II](#)
- [Alejandro Cremades](#)