Table of Contents/Pitch Deck Outline

• Bullet points with page #’s.
• No more than 10-15 slides, too many slides = too much information!
• Remember, your pitch deck should stand its own, without your presentation’s support.
Elevator Pitch Slide

• A quick one-liner summary that combines your vision/product and the mission of your company.
• Keep it short and memorable.
• Make it relatable...as in, “We are X for Y”.
  ➢ We are the AirBNB for event spaces. We are the Starbucks of frozen yogurt.
  ➢ How was your venture derived? Source of inspiration?
Traction

• Show your timeline and key milestones to date.
• Growth metrics are key in early stages.
• Highlight press, partnerships, and performance awards.
• Customer success stories and other testimonials.
The Problem and Current Solutions

• Define the real problem/need you are solving, and for whom?
• Who else is already doing this, and how are they going about it?
• What are they not getting right or doing wrong?
Market Opportunity

• Total addressable market, dollar size and your niche/segment.
• Clearly define your customers and how you serve them.
• Macro trends and insights.
• Visuals/diagrams welcome!
Product/Service and Business Model

• Show/demo 1-3 slides of your product or service.
• Tell a story of your future customer or example of a current one.
• Show core value proposition to customer.
• Screen shots encouraged.
• Video = time and potential technical issues.
Marketing and Growth Strategy

• Where are your customers looking today and for this service/product?
• How do you plan to attract and acquire customers?
• How will you achieve your target growth rates?
• How are you doing it differently than others in the space?
Competitive Advantages

• Where do you exist in the larger overall market space?
• What are your current competitive advantages?
• How is your place in the market unique to you, and the right one for company growth and customers?
• Who are your competitors and why have they succeeded?
• How does your product/service differentiate from your competitors?
Revenue Model

- How do you plan to generate revenue?
- What is your pricing model?
- Revenue and # of customers to date?
- What are your key revenue streams?
- Expected ARPU (Average Revenue Per User)?
Financial Projections

- Total capital raised through year end 2014.
- Quarterly projections for 2015.
- Quarterly financial projections for two years and annual projections for five years with both a cash flow and budget analysis.
- High level financials.
  - Total Customers, Revenue, Expenses, EBITDA, EBITDA Margin %
- Mention key and critical assumptions in your model of expenses, customer conversion, market penetration %.
Capital Requirements

• Current Funding to date:
  • Stage and size of funding
  • Current Investors
  • How much in total do you need to raise? Why?

• Use of Funding:
  • Sales & Marketing
  • Key hire employees
  • Patents
  • R&D
  • Other milestones
Team

• HBS alumni and core team bio, titles with photos (optional).
• Relevant experiences.
• Leadership experiences.
• Board of advisors and their support role.
• Keep it simple, 1-3 brief bullets points per person.
What’s Next & Exit Strategy

• Acquisition?
• Financial Buyer?
• IPO?
• Other?
Appendix Slides
Special Thanks

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- Reid Hoffman, LinkedIn & Greylock
- Amplify LA