

# The Rock Center for Entrepreneurship



## Sample Pitch Deck



HARVARD | BUSINESS | SCHOOL  
ALUMNI CLUBS & ASSOCIATIONS

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# Goal

The goal of your pitch deck is to give a snapshot of your investment opportunity, taking into consideration your impact, growth potential, viability, and the ability of your team to execute your plan.

Think of this as the most compelling elements of your executive summary presented visually and verbally.

# Housekeeping

Keep in mind that you maybe allotted 10 minutes or less to present and may need to adjust the content and number of slides accordingly.

Ensure slides are not text or data heavy and use at least a 30pt font.

# Cover page

# LOGO DESIGN

TAGLINE: Define your venture with a short declarative sentence, *getting to the heart of your venture's unique advantage.*

DATE:

PRESENTER NAME:

# Problem

*“The goal is to get everyone nodding and buying in.”*

- Guy Kawasaki, *The Art of the Start*

- Describe the pain of the customer (or the customer's customer)
- Outline how the customer addresses the issue today and why current solutions don't work.
- Is it costing the customer time, money, frustration... Define the pain point. (\$ amount, time lost, etc.)

# Solution

*“The goal is to get everyone nodding and buying in.”*

- Guy Kawasaki, *The Art of the Start*

- Demonstrate your company’s value proposition to make the customer’s life better
- Provide cases, customer insights, case studies
- Show scalability

# Market Size/Dynamics

*Good analysis will therefore involve careful segmentation of the true addressable market and thoughtful descriptions of how those customers will pay for the solution over time to build up a picture of a realistic market size.*  
- Michael Skok

- Identify/profile the customer you cater to
- Provide bottoms-up market sizing: the number of potential customers and the price of the product sold into those customers. *\* The government census data is a good resource for this analysis.*
- Changing trends, new technologies, and forces driving this segment

# Competition

- Give a list of direct competitors, substitutes, or those about to emerge
- Why hasn't anyone done this before? What are the barriers to entry that keep someone from doing this and/or what would keep a competitor from imitating your product or entering your market?
- Highlight your venture's competitive advantages



# Go-To-Market Strategy

*Tip: What are you selling?*

*Who are you selling it to?*

*How will you reach your target market?*

*Where will you promote your product?*

- What is your plan for execution?
- Summarize sales, marketing, and partnership plans

# Product

- Product line-up (form factor, functionality, features, architecture, intellectual property)
- Development roadmap

# Business Model

*“Explain how you make money –who pays you, your channels of distribution, and your gross margins.”*

- Guy Kawasaki, The Art of the Start

- Revenue model
- Pricing
- Average account size and/or lifetime value
- Sales & distribution model
- Customer/pipeline list

# Key Milestones

- Outline current milestones achieved and future milestones.
- Customer research
- MVP development
- Product launch
- Beta users
- Market testing
- Marketing role out/CAC

# Financial Snapshot

*Tip: “Define assumptions so it’s clear that you’ve developed a realistic model.”*

- Provide a 3 year forecast, including annual revenue, net income, and key metrics (customers and conversion rates).
- Prepare supplemental information such as
  - Product launch
  - Go-to-market execution
  - Other?

# Capital Requirements

*Tip: How much capital will you need prior to becoming cash flow positive and how will your funds be applied? You need to explain the minimum required equity you need to reach your next key milestone.*

- Customer research- focus groups, surveys
- MVP development
- Product launch
- Go-to-market execution
- Other?

# Team

*Tip: You need to convey that you are the team to execute this venture!*

- Founders & Management
  - What key skills or experience that relate to the product or leading of the company
- Board of Directors/Board of Advisors
  - Highlight spheres of influence

# Appendix

Additional slides that can be used for follow-up questions.