

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 anywhere between 10 -20 minutes 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: *Short text getting to the heart of your venture's unique advantage.*

DATE:

PRESENTER NAMES:

Contents

Cover page

Elevator Pitch

Problem

Solution

Market Size/Dynamics

Competition

Go-To-Market Strategy

Business Model

Key Milestones

Financial Snapshot

Funding needs

Team

Tip: Your deck should be a stand-alone document with the fewest slides necessary. Get feedback and iterate.

Company Purpose/Elevator Pitch

Tip: Define your venture with a simple declarative sentence.

“ For [target customer segments] who must [problem to be solved], our product is a new [category name] that provides [solution to the problem]. Unlike [current solutions], we offer [key differentiating factor]. ”

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
- Is it costing the customer time, money, frustration 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 use 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 you 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