

in4capital PRESENTS

# How to make a winning pitch deck

A guide for first-time entrepreneurs

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# Things to remember

## **Less is always more**

Ensure that your presentation isn't too wordy.

## **Never hypothesize**

Inspire confidence with facts, not fiction.

## **Avoid being excessive**

Budget wisely to show you are fiscally responsible.

## **Rome wasn't built in a day**

Demonstrate a sustainable step-and-repeat business model that is poised for exponential growth.

## **Practice & Be Confident**

Show confidence in your product to receive confidence from investors.



# THE CONTENT



## COMPANY

Your logo should be memorable and introduce the concept/product.

## HUMAN

Use real-word language, not the latest trendy buzzwords. Make it straightforward.

## GRAPHICS

Limit your words by putting them into pictures, such as infographics, icons or graphs.

## SPECIFIC

If you can prove your product improves sales effectiveness by 68% say it. Don't make it fluffy.



# What to Include



## What should be on your pitch deck?

according to VC's and successful startups

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowdfunder	Airbnb Pitch Deck
Slides	11	10	11	15+	12	13
Executive Summary				•		
<b>Problem</b>	•	•	•	•	•	•
<b>Solution/Value Proposition</b>	•	•	•	•	•	•
Market Validation/ Why Now?			•	•	•	•
Product	•		•			•
Market Size	•		•	•		•
<b>Business Model</b>	•	•	•	•	•	•
Underlying Magic	•	•		•		
<b>Competition</b>	•	•	•	•	•	•
Competitive Advantage	•					•
Marketing Plan / Go-to Market	•			•	•	•
<b>Founding Team</b>	•	•	•	•	•	•
Board/Advisors			•	•		
Traction / Milestones	•	•		•	•	
Press / User Testimonials				•		•
<b>Fundraising</b>	•	•	•	•	•	•
Financial / Use of Funds		•	•	•	•	

# What to Include

## PROBLEM

Describe the problem at hand. Provide evidence that there is a real problem.

## SOLUTION

Give a general description of your solution to the problem, not the actual product.

## MARKET

Define the size and demographic of the market. Use statistics.

## PRODUCT

Breakdown the specifics of your product. Discuss your overall goals and vision.

## ANGLE

Explain what makes the product different and monumental. Use your product if possible.

## MODEL

This will be an important part of your pitch. View 'The Business Model' slide for more information.

## FINANCIALS

Outline your financial model, from your current holdings to how you would use an investment. View slide 6 for more info.

## COMPETITION

Provide a scatter graph to show a side-by-side comparison of your product to your competitions' product.

## ACHIEVEMENTS

List what you have achieved: models, testing, launches, partnerships, agreements, etc.

## TEAM

Briefly explain your team members. Describe their positions and show how they are adding credibility.

## TRACTION

Explain the attention and momentum around your startup. Give specific names and descriptions.

## CONTACT

Let the investors know how they can get in contact with you. Include your name and logo.

# The Business Model



## CUSTOMER

Who is your target customer? What is their demographic?

## ACQUISITION

How will you reach, acquire and keep customers? What is the Unique Selling Proposition (USP)?

## MARKETING

What are your strategic marketing tactics? What channels will be utilised?

## REVENUE

What is the revenue model? How will you generate revenue?.

## STRUCTURE

What is your cost structure? What is your profit margin?

# The Financial Plan



## INVESTMENTS

Have you invested in your company?  
Who else has invested in your company?  
How much?



## SEIS/EIS

Do you qualify for either of these schemes? Be sure to make this known.



## NUMBERS & GROWTH

What is your real or projected income, cash flow? What is your 3-year or 5-year growth strategy?



## ASK & USE

How much are you asking for? How will you use this?  
Be specific!



## EXIT

What is your exit strategy?.



An aerial view of a city skyline, likely New York City, with a teal overlay. The text is overlaid on the left side of the image.

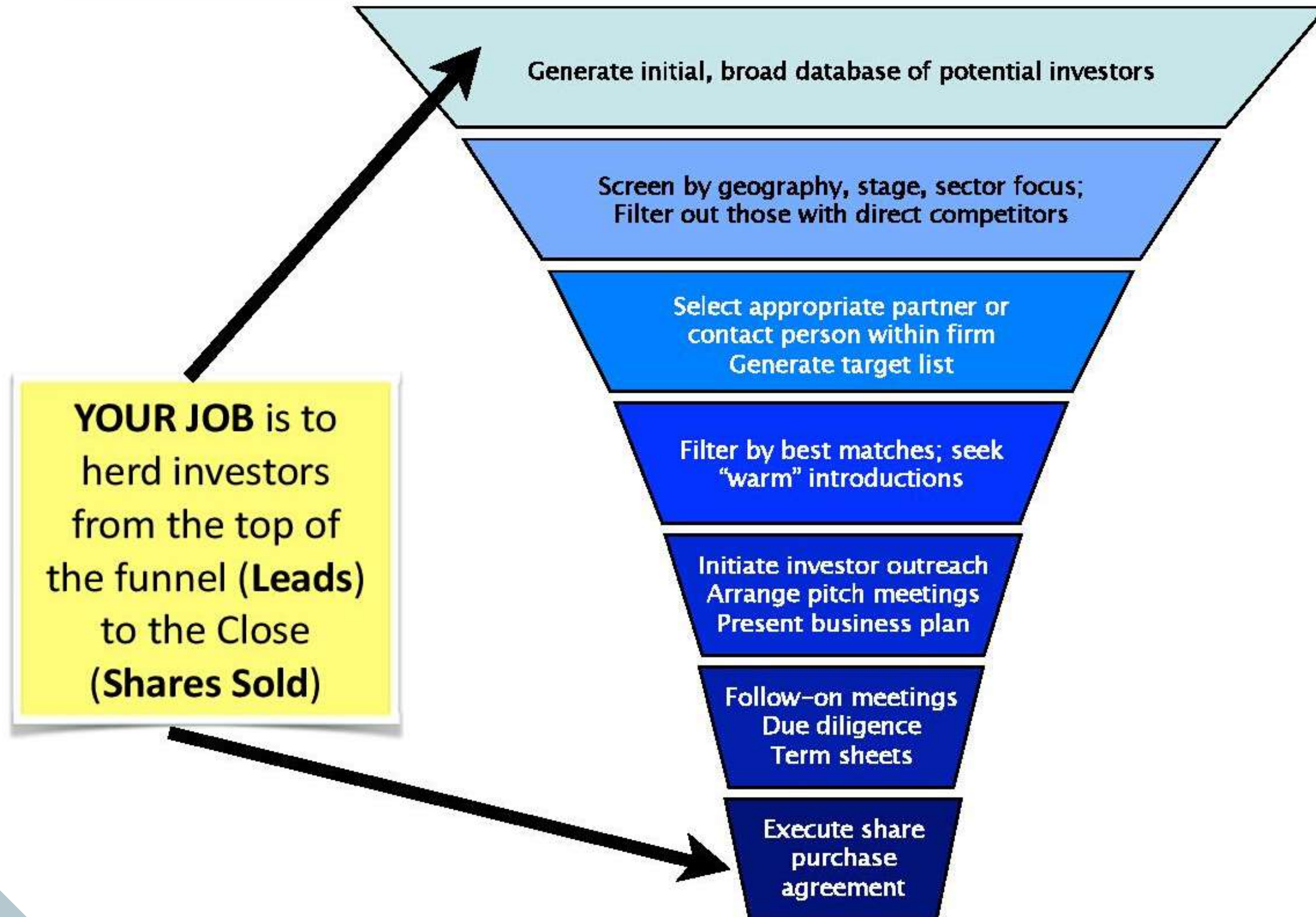
# HOW TO FIND INVESTORS TO PITCH YOUR COMPANY TO

- BUILD YOUR INVESTOR FUNNEL
- CONNECT WITH INVESTORS
- RUN YOUR FUNDRAISE AS A SALES PROCESS





# Build your Investor Funnel



# Its a numbers game!

Your investor funnel is your target list of 150-200 investors that might potentially invest in your start up. Gradually you will filter and hone down this list to about 75-100 solid leads.

Here are some tips on how to carry out the steps on the checklist.

## 1 BUILD YOUR FUNNEL BY SEARCHING:

**In4capital Investor Search:** Use Investor search to build a target list, searching via both industry and location.

## 2 FILTER & QUALIFY YOUR LEADS

Cull your prospective investor list until it's comprised only of qualified targets, around 75-100 direct targets. In order to do this there are some criteria you should consider:

**LOCATION:** Most Seed or A Round investors limit their deals in region. Scan their LinkedIn or website for clues.

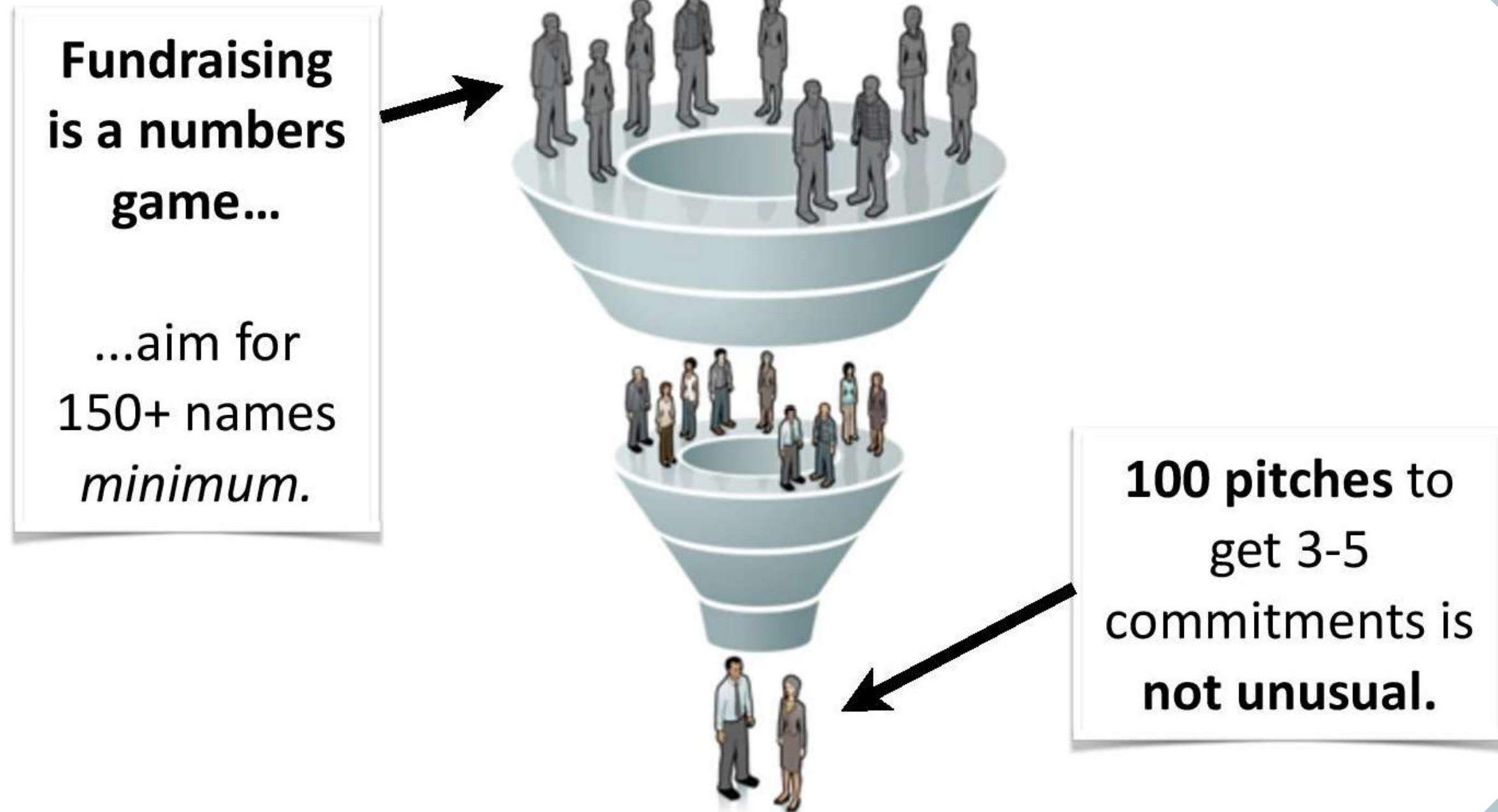
**STAGE:** Are they right for your stage? Approaching an investor who normally does \$20 million C Rounds for your \$1 million seed round is usually a waste of time.

**INDUSTRY:** Do your research. Contacting an investor with no previous interest in Bio Tech, for example, is unlikely to pique their interest.

**COMPETITORS:** Have they already invested in one of your key competitors? VC's are unlikely to invest in direct competitors.

**FUNDS:** Do they have the money to invest? Check PEHub to see if they have raised a new fund in the last 2-3 years.

**ACTIVITY:** Look at how many deals the firm has done in the past 12 months. If the number of deals isn't many, that should tell you something.





# Connect with Investors

### 3. MAP YOUR CONNECTIONS WITH LINKEDIN

LinkedIn is a great resource for finding intros to investors. There are a few easy ways to find a connection to an investor:

- Look up the investor's profile. Do you have any 1st or 2nd degree connections who would do an intro?



- If you can't find a connection, look through the investor's company portfolio on Angelist. If you are directly connected to any of the founders, ask for an introduction. This works as more often than not founders like to help other founders.

### 4 ASK FOR INTROS - Be a Premium In4Capitals member

If you find a 1st or 2nd degree connection, send this person an email and ask if they can introduce you. Give them a draft of what you would like them to forward to the investor. People are lazy, and this increases the chances of them actually doing it

### 5 CREATE A TRACKING SYSTEM

Now that you're starting to contact investors, you need a system to keep track of all your conversations. Spreadsheets work at first but they quickly get out of hand.

### OVERVIEW OF RESULTS

29  
30  
**31** MATCHES

#### Degree of Matching



### TYPE OF INVESTORS



### COUNTRIES OF INVESTORS



# Fundraising is just the beginning

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## Notes:

- Getting funded is just the start of what is (usually) a long journey
- Now you have an obligation to perform, so...

**Go Get 'Em!  
and  
Have Fun!**







**THANK YOU!**

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