

Startup Management Pitching

FRI 63749B

Investment deck

GOAL: to get them to start investigating

- presentation should be printable
- 6 - 10 slides + appendices
- less text
- make slides that makes sense and convey a message, avoid obvious statements

Deck Assembly

- prepare all slides, use only the ones that convey the right message, put the rest into appendix
- use Kawasaki's 10/20/30 rule!
- sort order is not important, emphasis is!

Problem, market

GOAL: to set the framework

- problem and pain point
- market and trends
- current solutions and competition

Company

GOAL: introduce yourself

- current situation, numbers!
- team
- major KPIs

Product

GOAL: product demo

- use live demo, if possible
- always have backup screenshot
- spend 1-3 mins, no more

Juice

GOAL: demonstrate competitive advantage

- uniqueness
- competitive advantage
- defensibility of the position

Plans

GOAL: what do you plan to do?

- timeline
- operational numbers
- planned milestones and steps

Investment

GOAL: how much do you need

- simplified financials
- burn rate, cash flow, runway
- timing

Appendices



Problem

- describe it plain and simple, test the description with anyone who's willing to listen
- don't invent problems if you have a product, but cannot articulate the solution
- find a pain point (eg. people spent X h/day searching for ...)

Financials

- demonstrate the budget - high level
- have two/three scenarios for revenue
- talk investor's talk: runway, burn rate, cashflow
- investment history and ownership structure

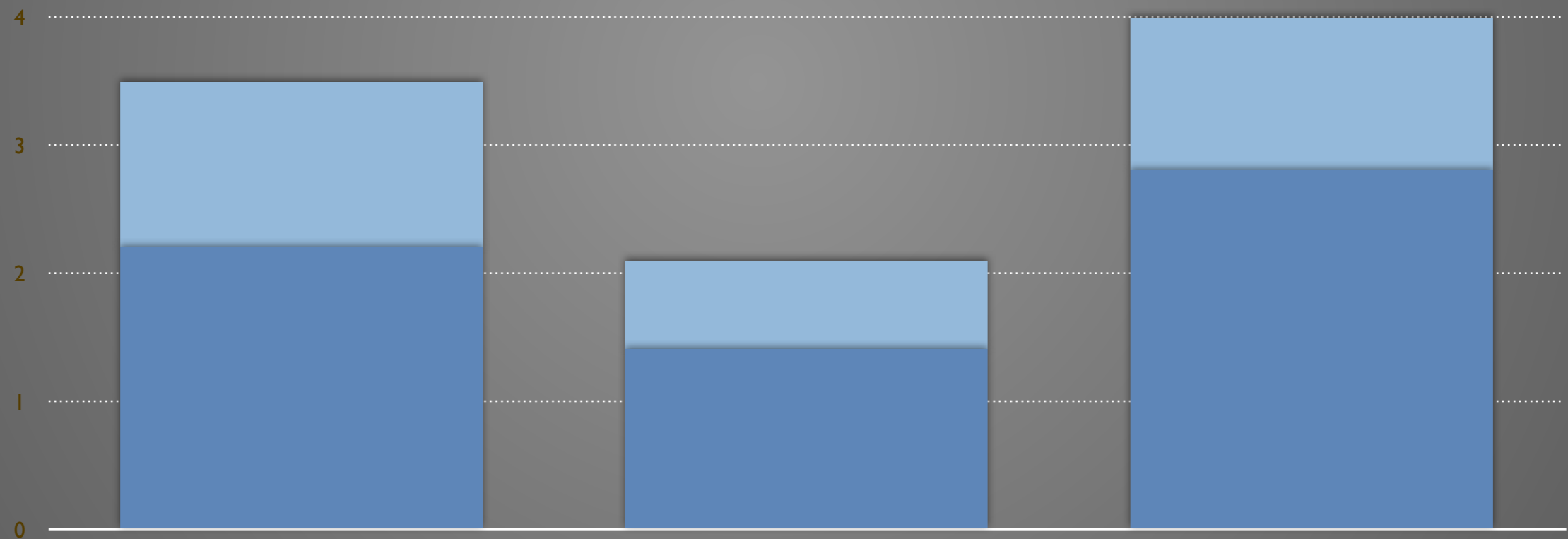
Summary

- explain what your doing - one line
- explain what are your top successes - one line
- explain what you're going to achieve in on year's time - one line
- contact information!

Technology

- 1 chart, don't complicate
- if using advanced technology, explain briefly, if not, tell it as it is

Market sizes



Business Model

- explain or show a calculation
- if using existing model, demonstrate why your is going to work
- if inventing a new model, test assumptions and plan for worst case

Data

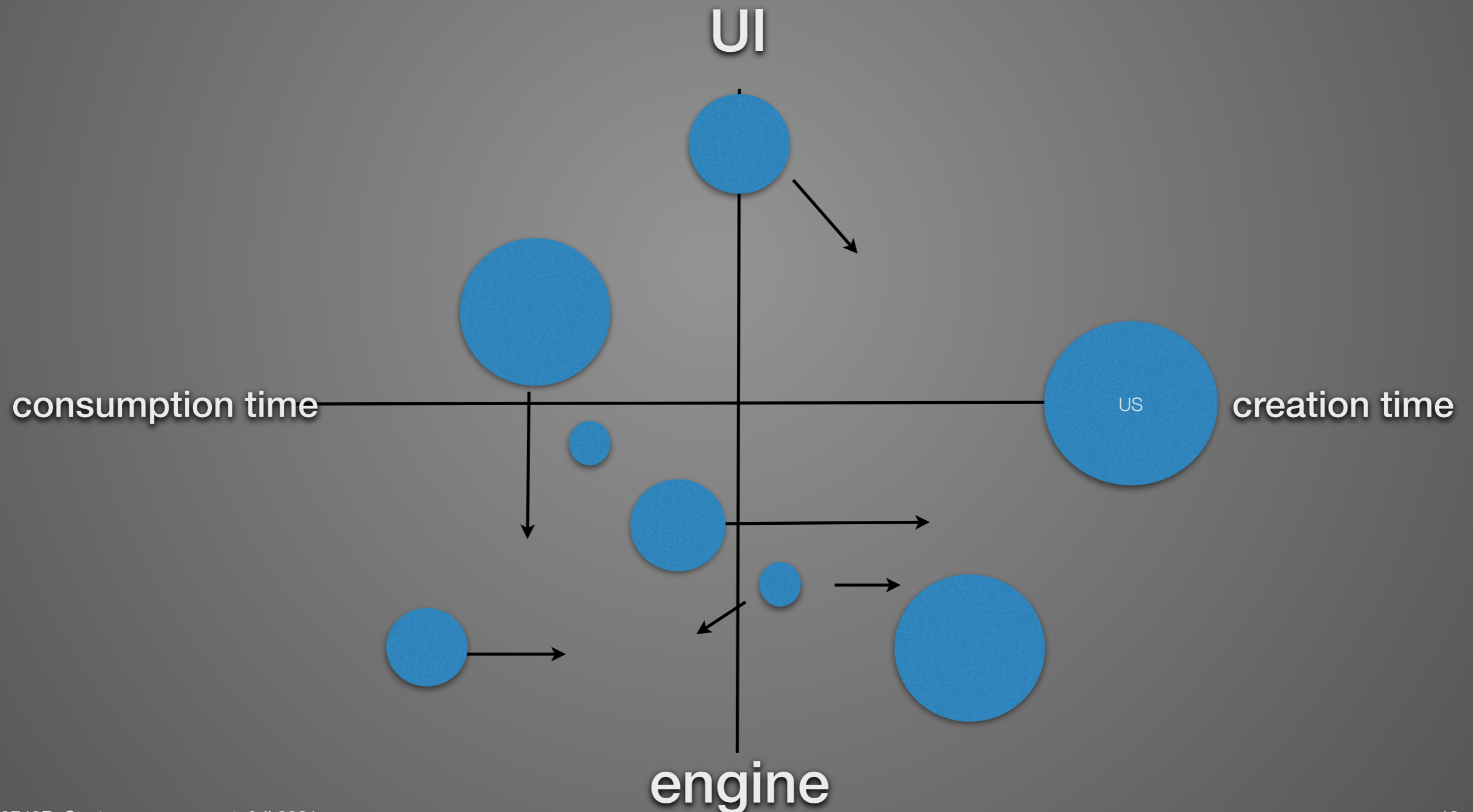
- users(existing and projections), market
- use charts since in most cases they are looking for trends not absolute numbers
- the more measured data you have, the better
- have realistic scenarios

Current Status

- explain where you are right now
 - financially
 - product wise
 - adoption curve
- demonstrate what you've done

Competition

Do your home work!



Plans/Timeline

- simplified, quarterly based
- list major milestones, product wise

Team

- expose 3-5 top team members, briefly list their relevant experiences
- avoid common statements (experienced, highly energetic ...)
- put a question mark for the missing ones, but still list the experiences you would expect from such person

Deal

- Explain what you're looking for, eg. 500k EURs to finance expansion to German markets by:
 - developing the German version
 - hiring German marketing team

Assignment

- Create your first pitch deck

Readings

- <http://avc.com/2010/06/six-slides/>
- <http://techcrunch.com/2012/05/13/how-to-raise-1m-seed-round/>
- <http://techcrunch.com/2010/11/02/365-days-10-million-3-rounds-2-companies-all-with-5-magic-slides/>
- <https://attach.io/startup-pitch-decks/>
- <http://techcrunch.com/2013/09/09/layer-brings-a-scalable-communications-platform-to-any-mobile-or-web-app/>