



PITCH DECK *Formula*

How to build decks
that get you funded



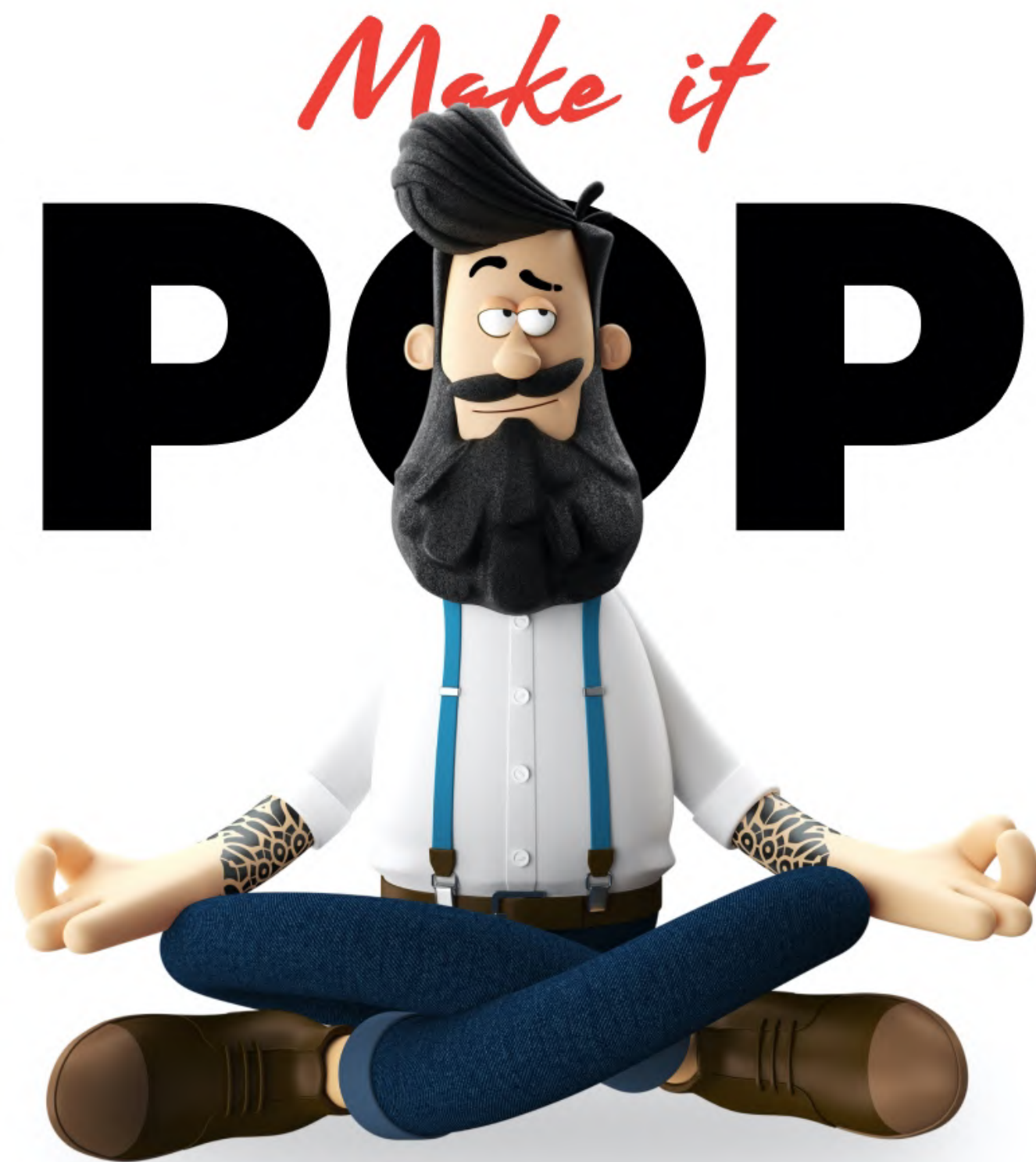
Who's the hero?

A pitch is a one-time opportunity to convince investors (or other key people) to buy into your vision. You want to wow your audience. After all there are **thousands or even millions** of cash on the line.

But how can you make them understand what's in it for them? Here's the key: Tell a story they want to be a part of. If your audience can see themselves as the hero of your story, they will care. But make sure you have your numbers right. The story and visuals will not help if your business case sucks.

Let's go ...





Make your deck stand out

Having a really well designed deck is essential nowadays. Presentation is everything, remember? We want to make it pop and make sure they remember our pitch as outstanding. Before we can dive into the actual structure, let's talk about the basic design principles.

Keep it clean and simple

Even investors are human (duh) and will fall asleep immediately if you overwhelm them with information.

Instead, cover only ONE topic per slide with a concise and strong headline and as little copy as possible.

Problem

Describe the pain of the customer (or the customer's customer) Outline how the customer addresses the issue today.

COMPANY NAME

Reason 1

Lorem ipsum dolor sit amet et isi corondrum

Reason 1

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Reason 1

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Colors

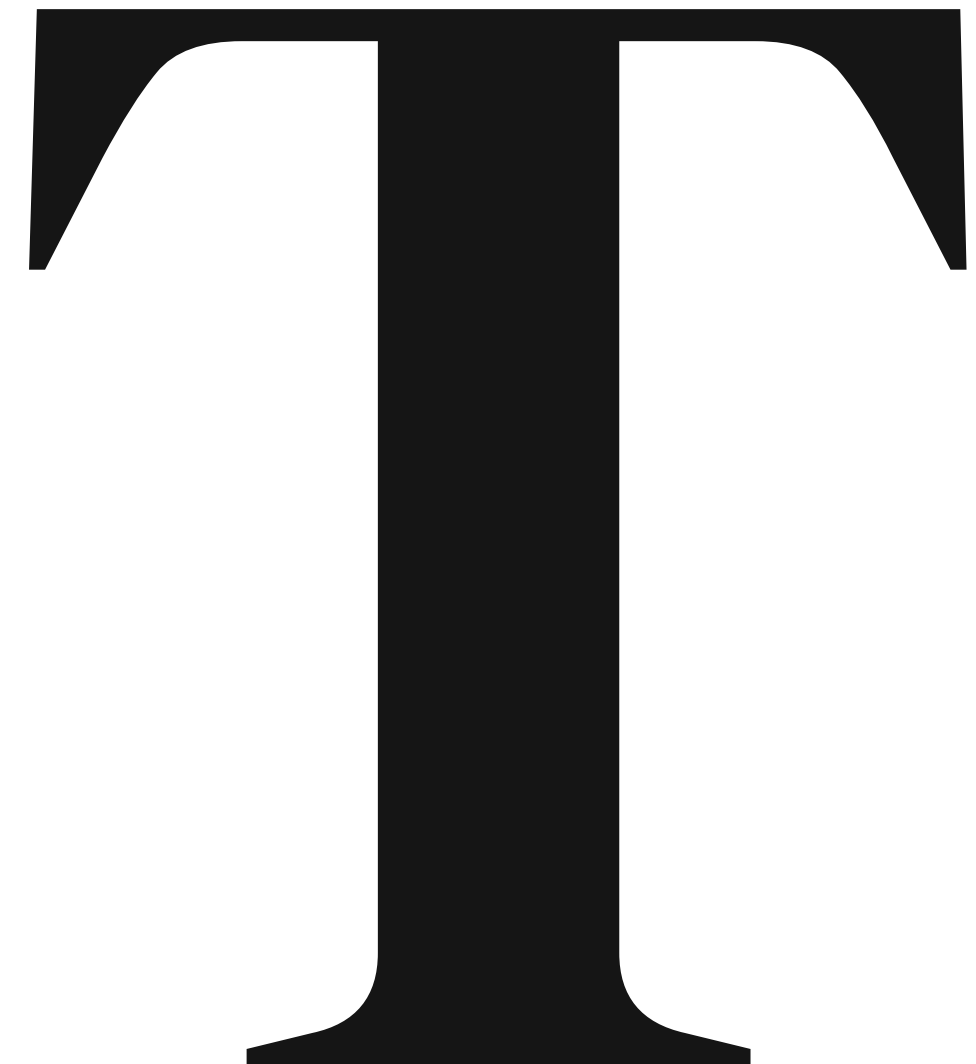
If you don't have a set color scheme for your business yet, pick something that fits the theme and stick to it. Use colors sparingly and only as a visual contrast to highlight important points. Don't mix different colors.

Keep in mind that lighting and projectors can suck, making your presentation hard to read. So keep high contrast.

Typography

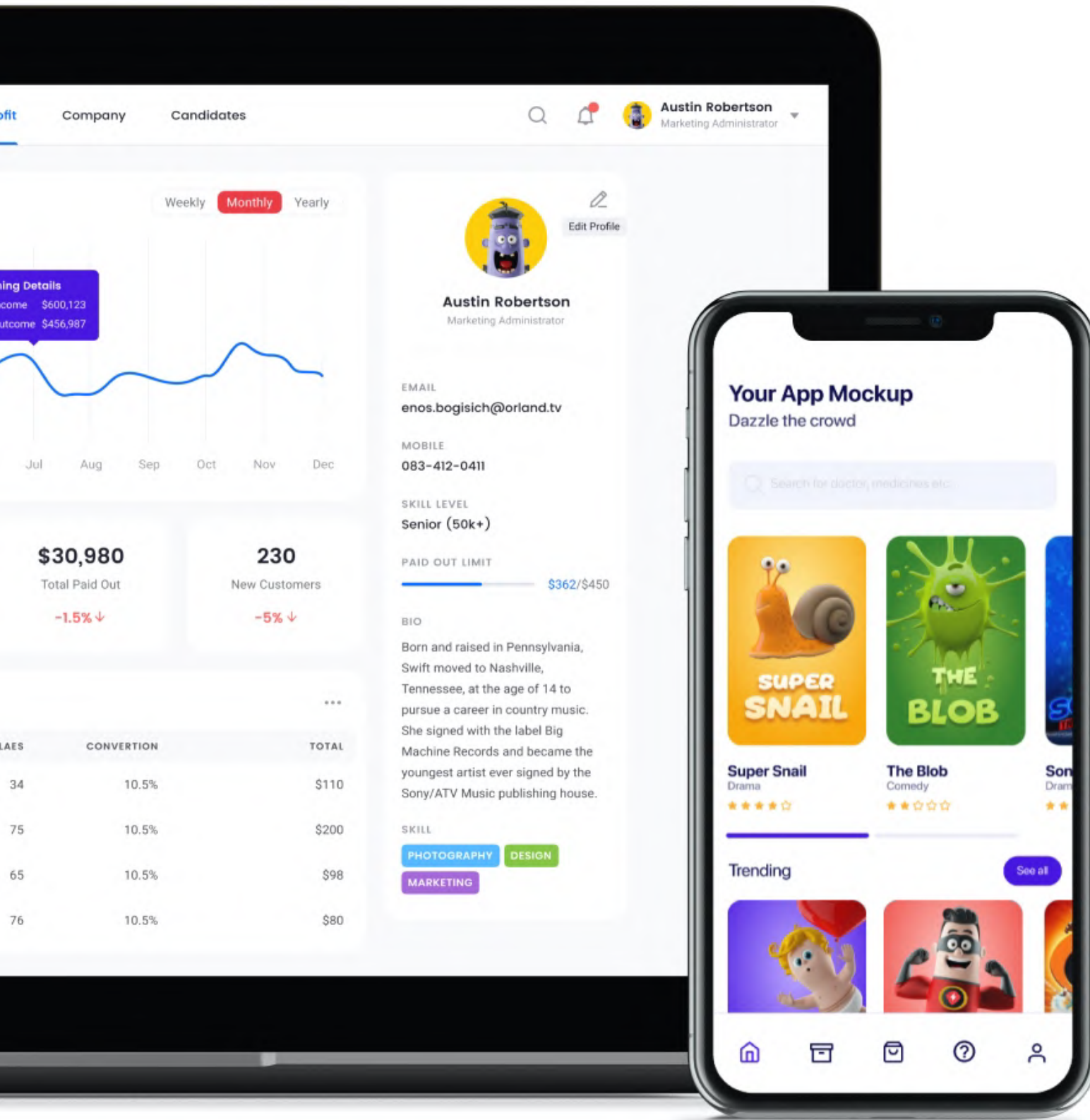
Some people seem to follow the rule “I’ve never seen a font I didn’t like” – Not good! Fonts are similar to colors: Less is more. Pick one high-quality font and stick to it. Not sure which font is any good? According to the great Chris Do, just pick one of the following:

Akzidenz Grotesk, Avenir, Avant Garde, Baskerville, Bembo, Bodoni, Bookman, Caslon, Century, Clarendon, Courier, DIN, Franklin Gothic, Frutiger, Futura, Garamond, Gill Sans, Gotham, Helvetica, Letter Gothic, Memphis, Meta, Mrs. Eaves, OCRB, Rockwell, Sabon, Times New Roman, Trade Gothic, Trajan, and Univers.



Images

You can talk all day long but one beautiful shot of your product can give your audience a glimpse of what your product will look and FEEL like. Show off an exciting vision. **Tip:** You only have to show how some of the key screens and interactions will look like, not the entire UX from sign-up to managing your account. Use only beautiful photos, icons and illustrations. Again, less is more. Quality over quantity.



Stats & Numbers

Investors love impressive and interesting numbers that get your point across or illustrate the market opportunity or problem your solving. Use them throughout your deck whenever appropriate. But: don't make something up and don't use irrelevant numbers just for visual purpose. It has to be something worth pointing out. Because 9 out of 10 investors . Ok, I've made that up but ... you get my point.

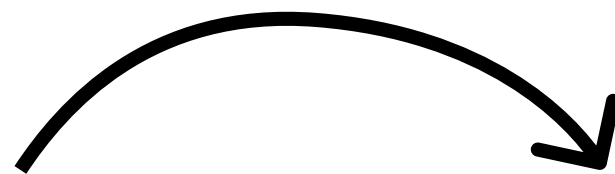
95%

of investors will call you out
if you bullshit them*

Storytelling

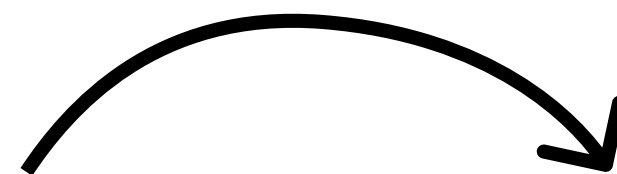
Think about your pitch as a classic 3 act story ...





First act

Establish the status quo and demonstrate that there is an actual problem that is worth solving. You need to grab the attention of your audience here with some convincing numbers and arguments.



Second act

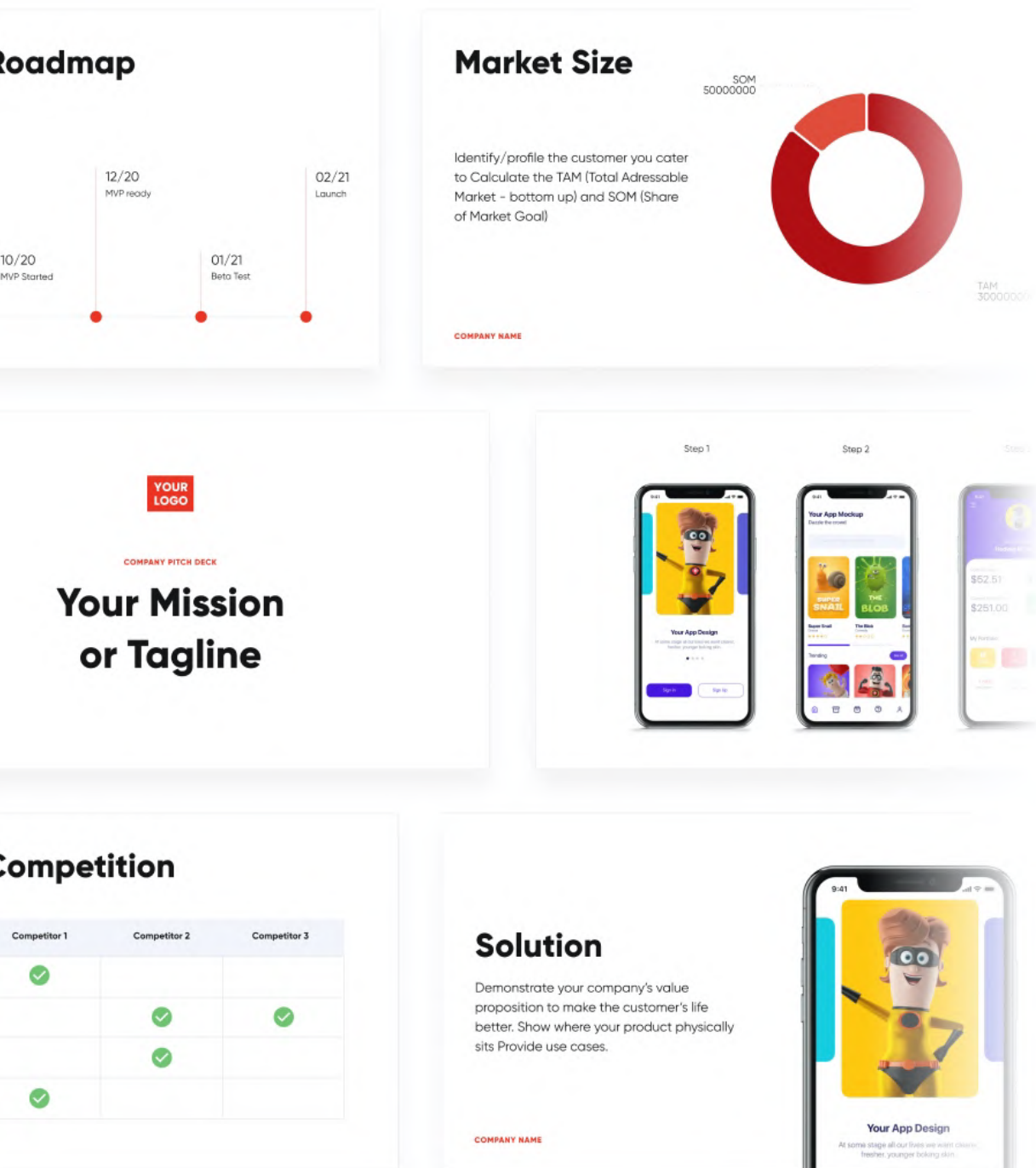
Build up the interest and show exactly why this is an outstanding opportunity for them. You need to make it super clear with numbers and facts which PROVE beyond the shadow of a doubt that this can be a great business.

Climax & Third act

Save the most exciting parts of the story for the last act before you state your "ask". Things like amazing traction, unfair advantage, and a killer team or even a big partnership can be things that get investors all excited.

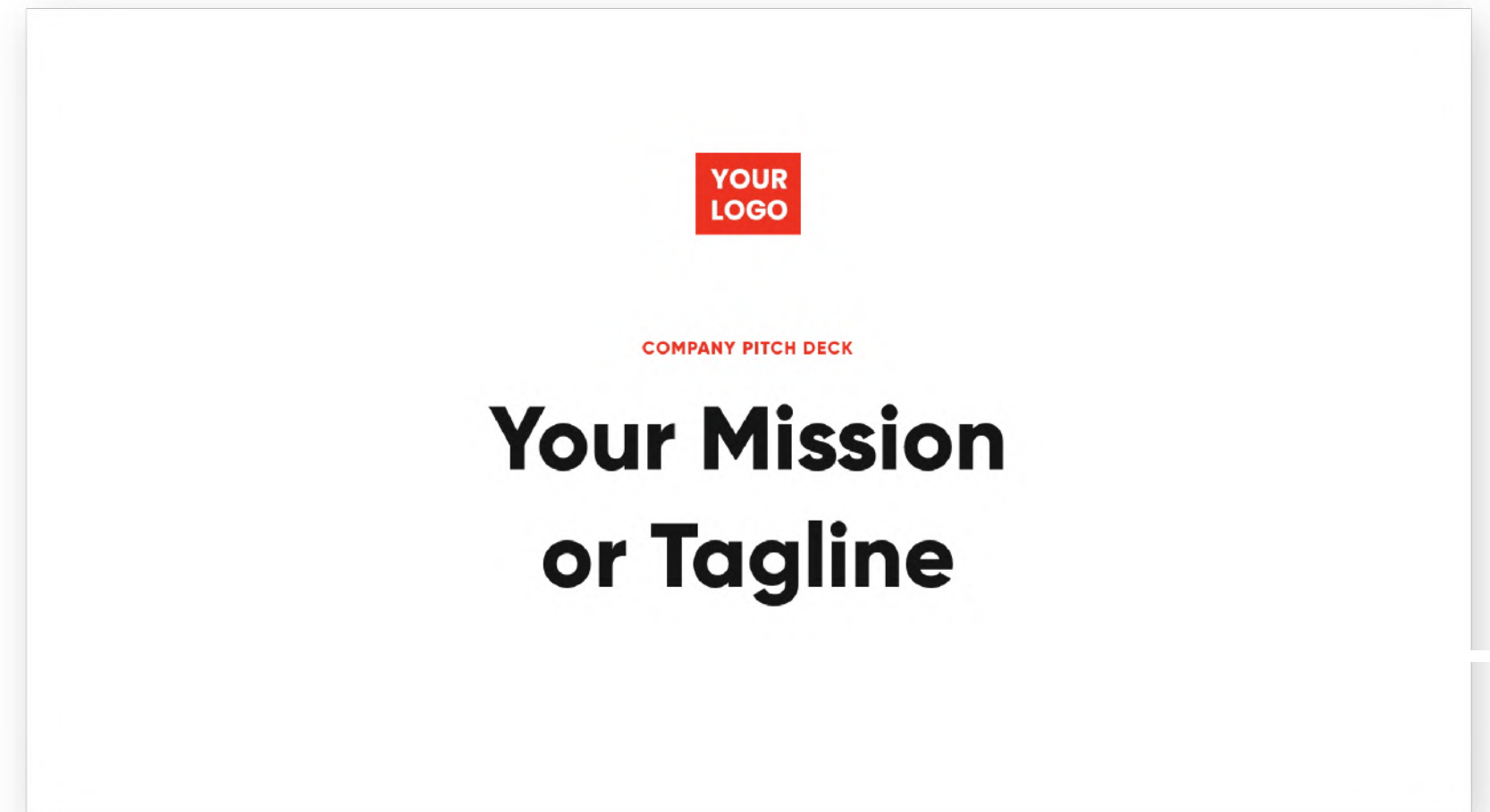
Slide structure

The following outline covers the must-have sections of your deck. You can switch those around to fit your story better. You can also add things to your deck but usually, this set will tick all the boxes. Some of those sections can be stretched across multiple slides. Please keep in mind that every investor is different and not everyone might require the same slides. But with the selection in this guide you'll be well on your way to even please the most critical and high profile VC's.



1) Intro

Your company logo and a short description of what you do in 5-7 words. Keep it short and sweet. You can also use a hero image to illustrate your product in action (optional).



2) The Problem

Describe the pain of the customer (or the customer's customer) Outline how the customer addresses the issue today. Who has the problem? What is it that you are trying to solve?

Problem Describe the pain of the customer (or the customer's customer) Outline how the customer addresses the issue today. COMPANY NAME	Reason 1 Lorem ipsum dolor sit amet et isi corondrum Reason 1 Lorem ipsum dolor sit amet et isi corondrum Reason 1 Lorem ipsum dolor sit amet et isi corondrum
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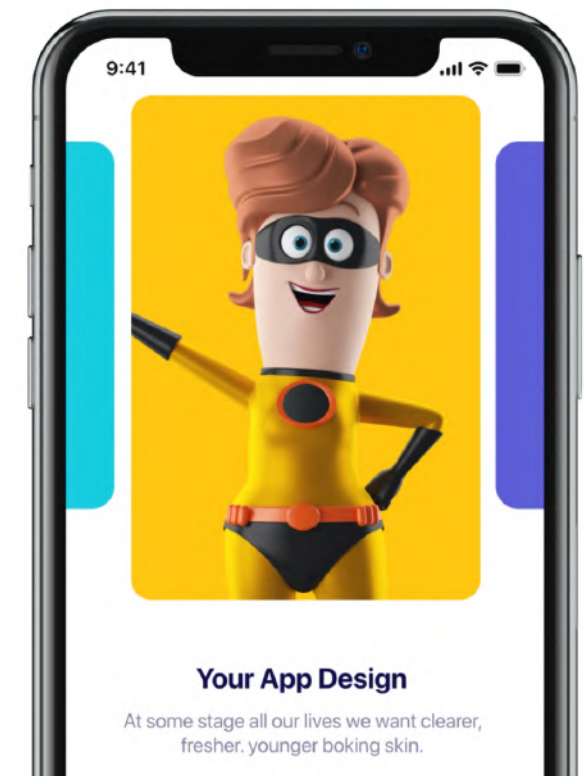
3) The Solution

Give your company's value proposition to make the customer's life better. How do you solve the problem?

Solution

Demonstrate your company's value proposition to make the customer's life better. Show where your product physically sits Provide use cases.

COMPANY NAME



Your App Design

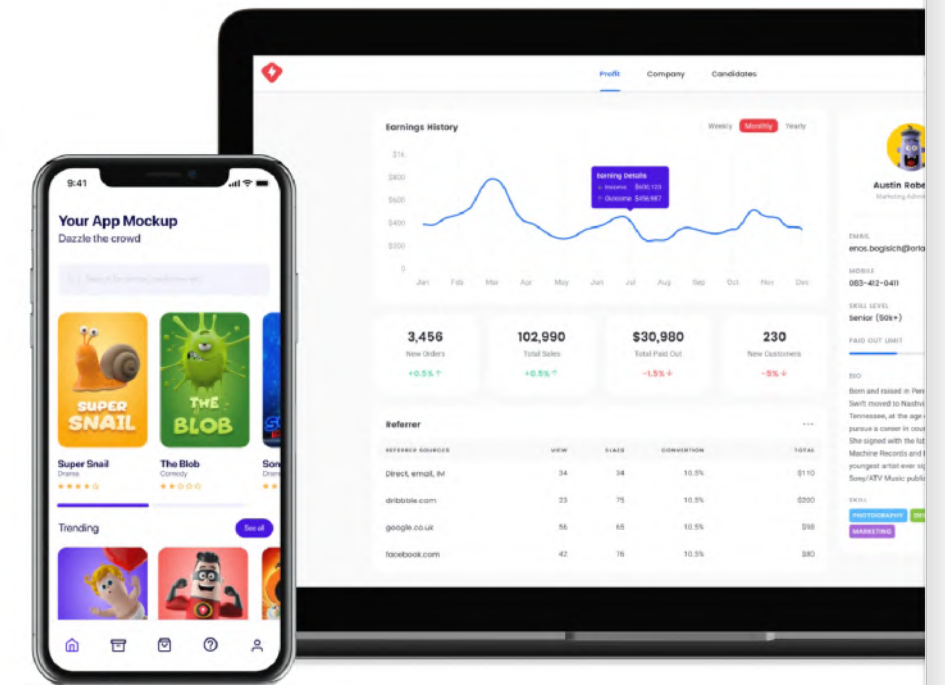
At some stage all our lives we want clearer, fresher, younger looking skin.

4) The Product

Show your product and make it as real as possible. Provide use cases and show the most important screens and interactions. Your product shots needs to look stunning.

Product

Show where your product physically sits Provide use cases.



COMPANY NAME

5) Why now

Explain how your category or market has evolved and make clear why now is the perfect time to jump in. Which recent developments or trends make your solution possible?

Why Now

Set-up the historical evolution of your category
Define recent trends that make your solution possible

Reason 1	Reason 2	Reason 3
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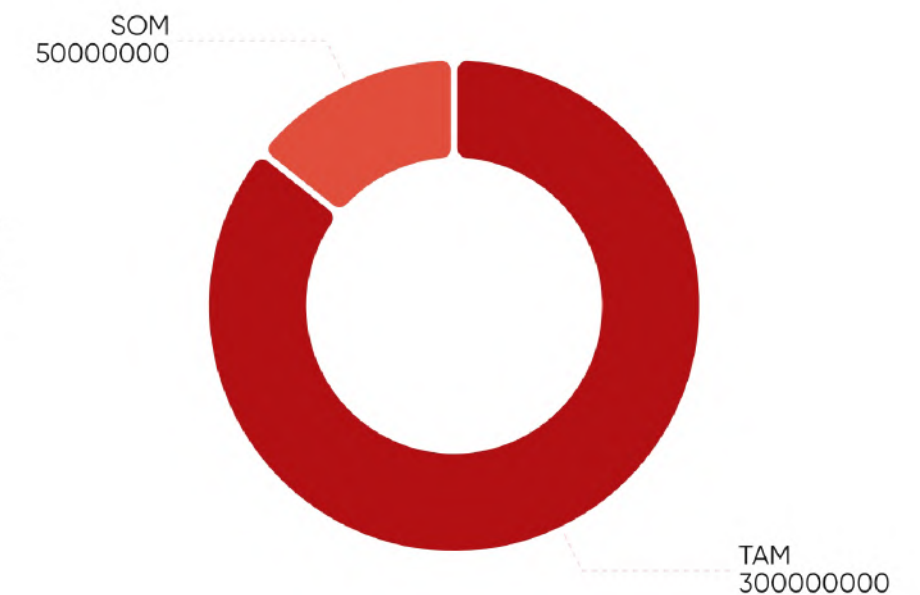
COMPANY NAME

6) Market Size

Identify/profile the customer you cater to Calculate the TAM (Total Attainable Market - bottom-up) and SOM (Share of Market Goal). This can be tricky for some markets and products. For a detailed explanation [read this excellent article](#).

Market Size

Identify/profile the customer you cater to Calculate the TAM (Total Adressable Market - bottom up) and SOM (Share of Market Goal)



COMPANY NAME

7) Competition

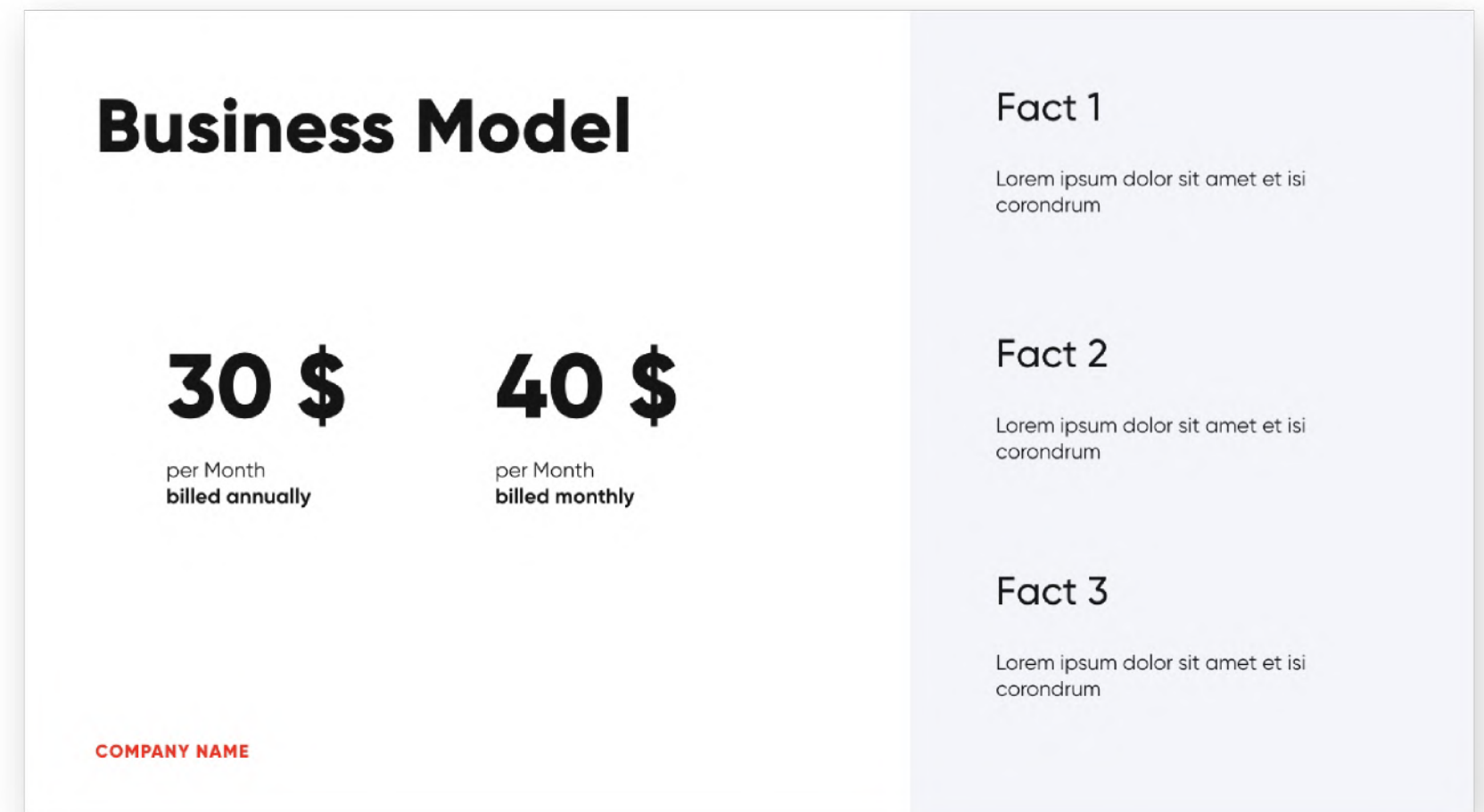
Do you know all the players in your market who serve the same customers and maybe even solving some of the problems you're tackling? If not it's time to go back and do some research. Once you have identified the major 3-5 players you want to compare their solution to yours and demonstrate their blind spots and weaknesses.

Competition				
	You	Competitor 1	Competitor 2	Competitor 3
Benefit 1	✓	✓		
Benefit 2	✓		✓	✓
Benefit 3	✓		✓	
Benefit 4	✓	✓		

COMPANY NAME

8) Business Model

It's time to get specific about how you're going to make money. How much will it cost? What exactly are you selling, what are the economics? Keep it simple and easy to understand. This is a key slide and you will lose if people don't get it.



9) Marketing Strategy

How are you going to enter and win the market? What are the exact steps you will take to get your product or service known and bought? Sales team, partnerships, paid advertisements? Write it down. But keep it short and to the point, remember?

Go To Market Strategy

Explain how you're going to enter and win the market.



Digital Marketing

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corondrum



Sales Team

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corondrum



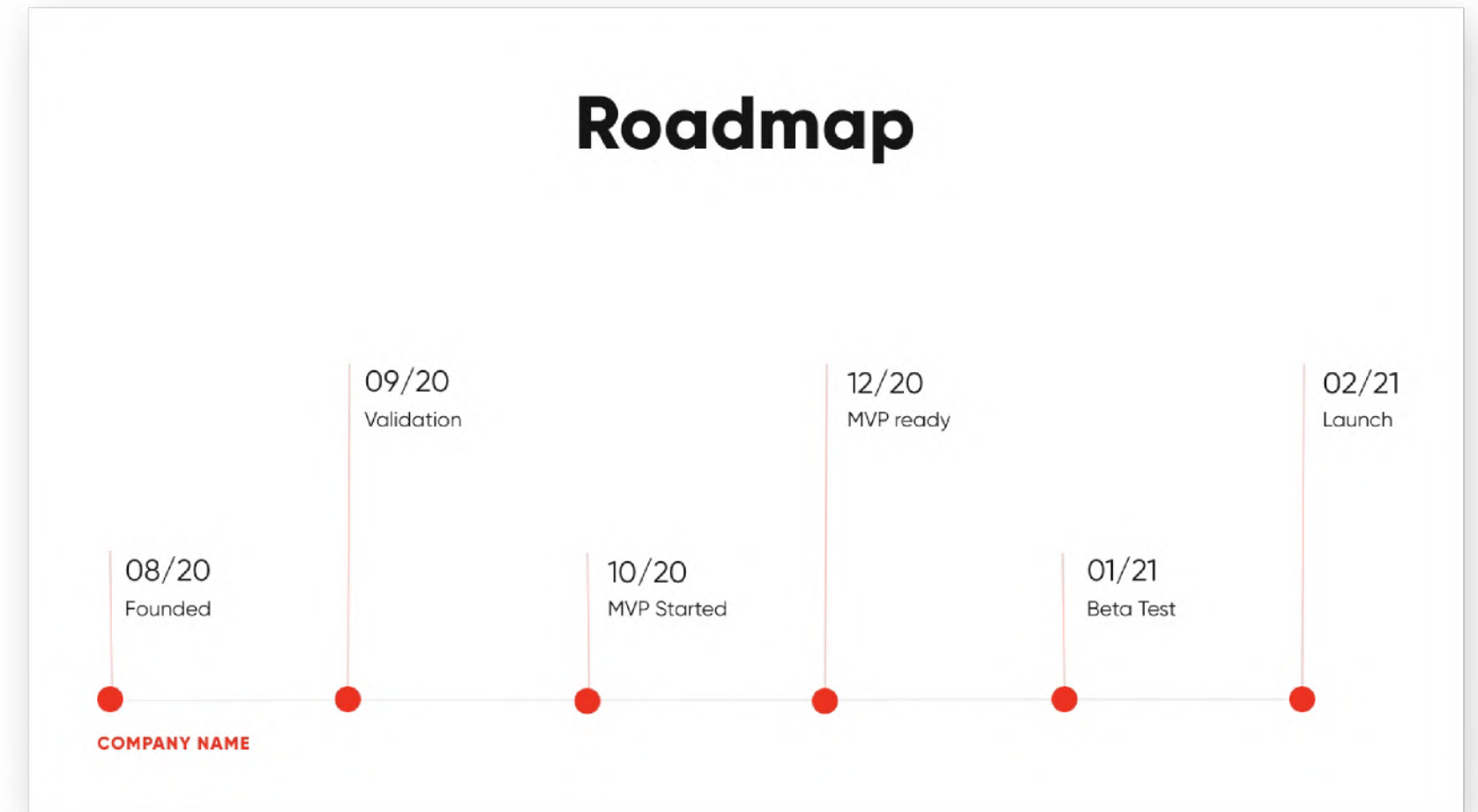
Partnerships

Lorem ipsum dolor sit amet et isi
corondrum

COMPANY NAME

10) Roadmap

How do you eat an elephant? Piece by piece... Show that you have the ability to break down the journey into smaller sub-steps and milestones. Show them your 6 to 12-month roadmap of what they can expect to see from you. Also, show what you've accomplished so far.



11) Magic Ingredient

What's the underlying proprietary technology which will give you an unfair advantage above the competition.
What makes your company unique?
Show what makes your business magic!

Magic Ingredient

What's the underlying proprietary technology which will give you an unfair advantage above the competition. What makes your company unique?

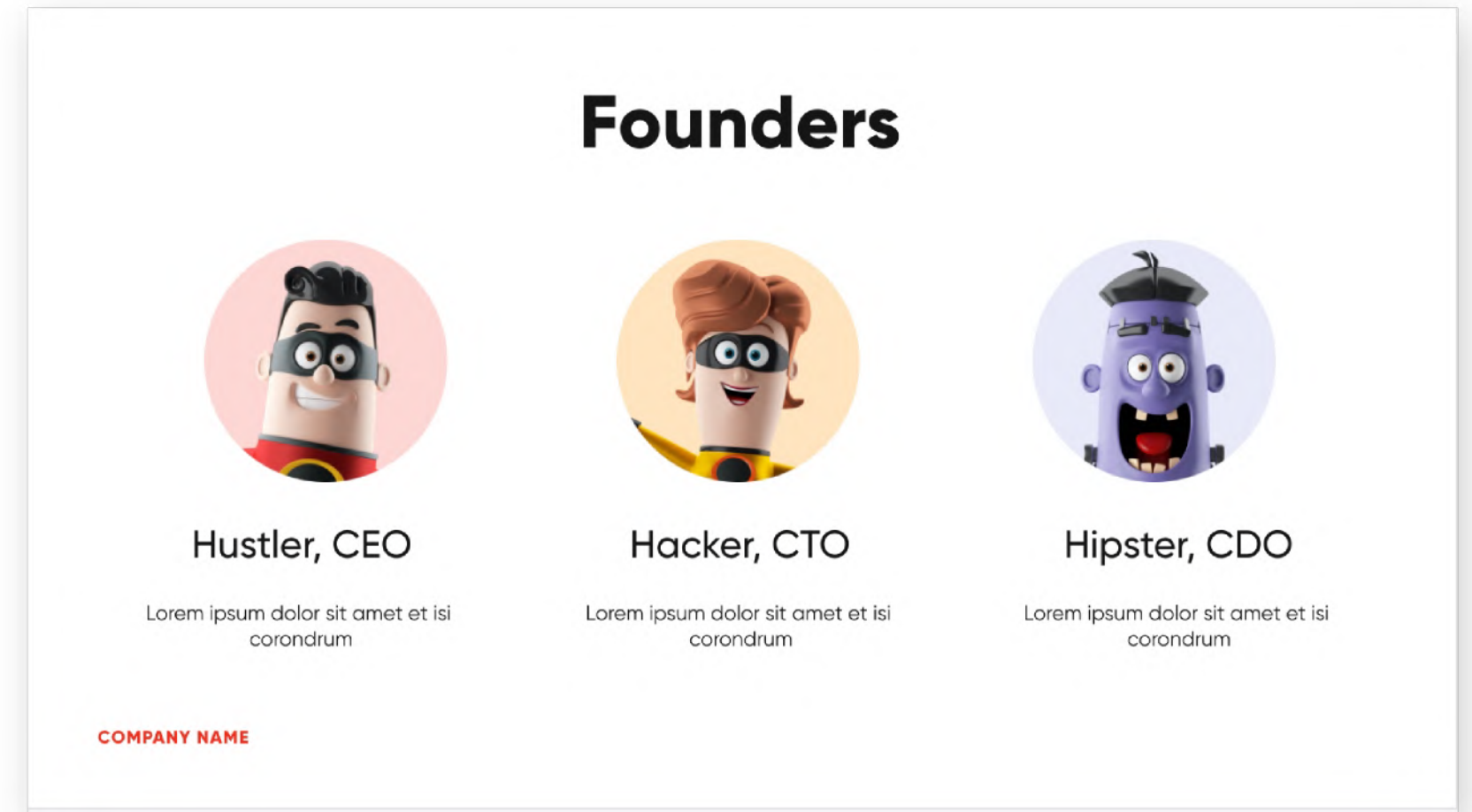


COMPANY NAME

12) Founders & Team

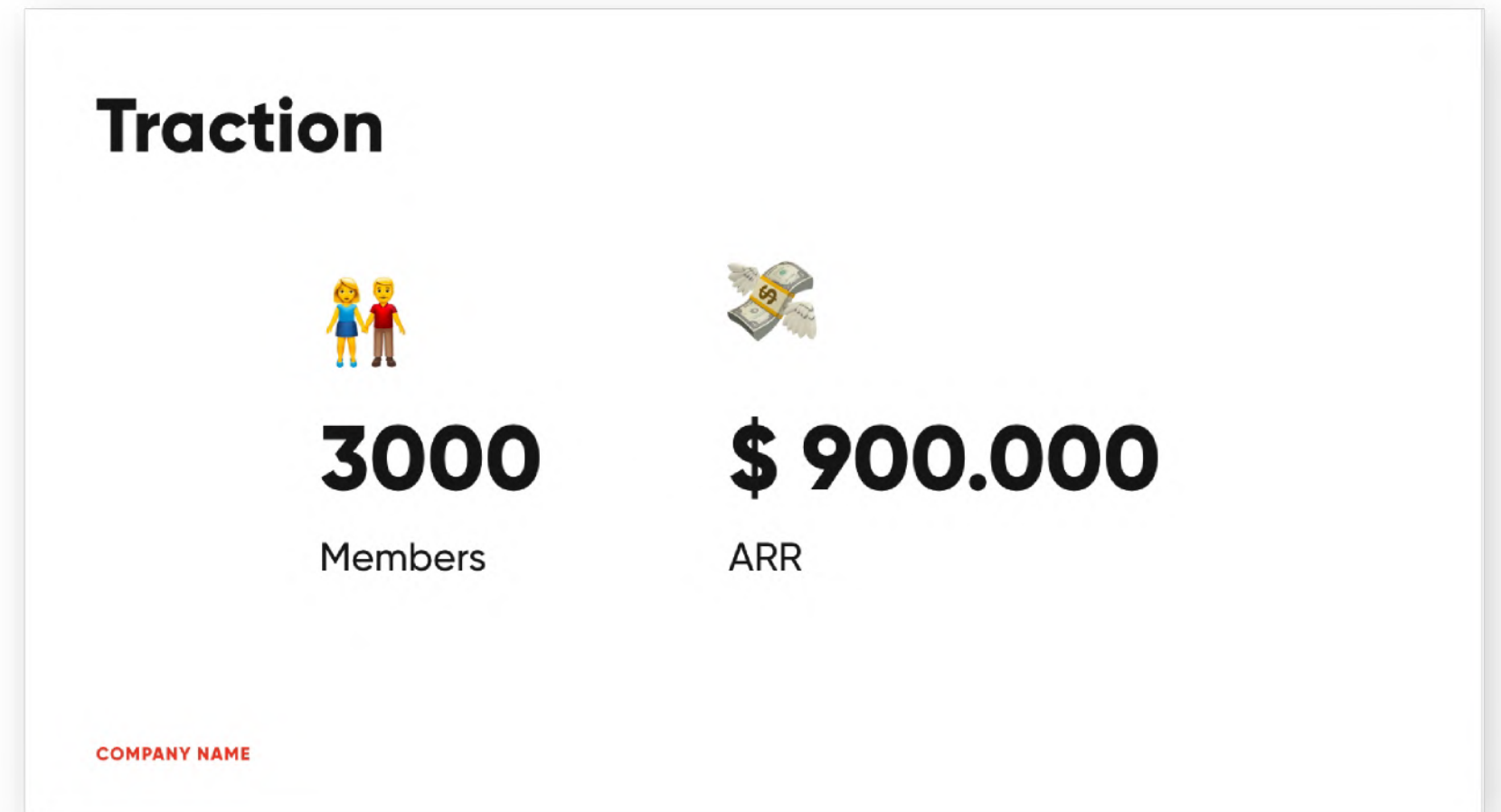
The greatest idea is worth nothing if you can't execute it. That's why you must make it clear that YOU and your team are the perfect fit to do the job. Investors love founding team consisting of ...

- **hustler** (business person / CEO)
- **hacker** (technical person / CTO)
- **hipster** (designer / CPO)



13) Traction

This slide is so important. It shows what you have already accomplished. What metric can you choose to lead with here? Which number or achievement will impress investors most? Think about it, this slide can be the tipping point.



14) The Ask & Use of funds

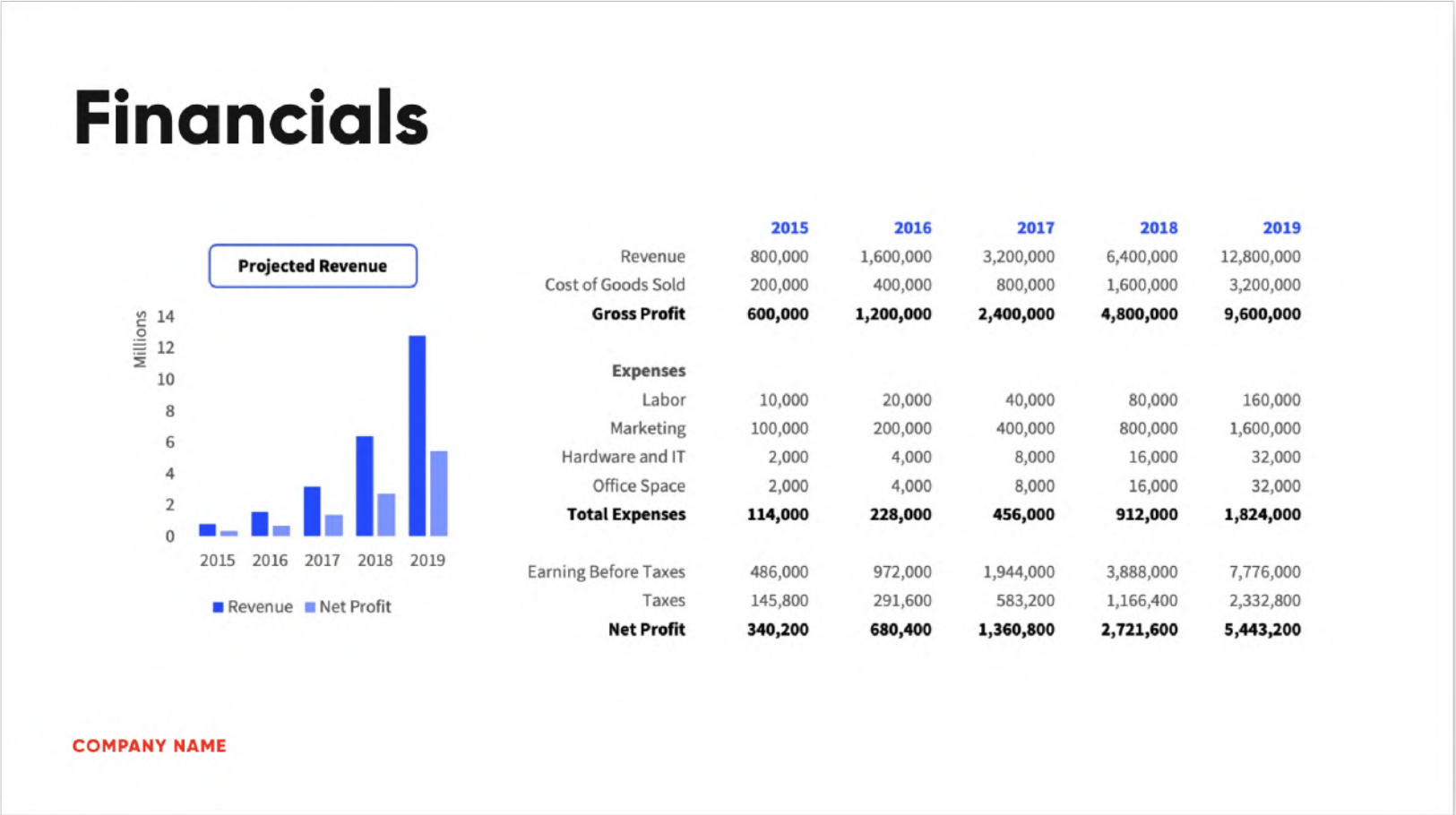
What are you pitching for, what do you want? Be very specific in terms of capital and allocation of that capital to show how you'll put that money to good use (and make the investors very rich and happy)

The Ask & Use of Funds



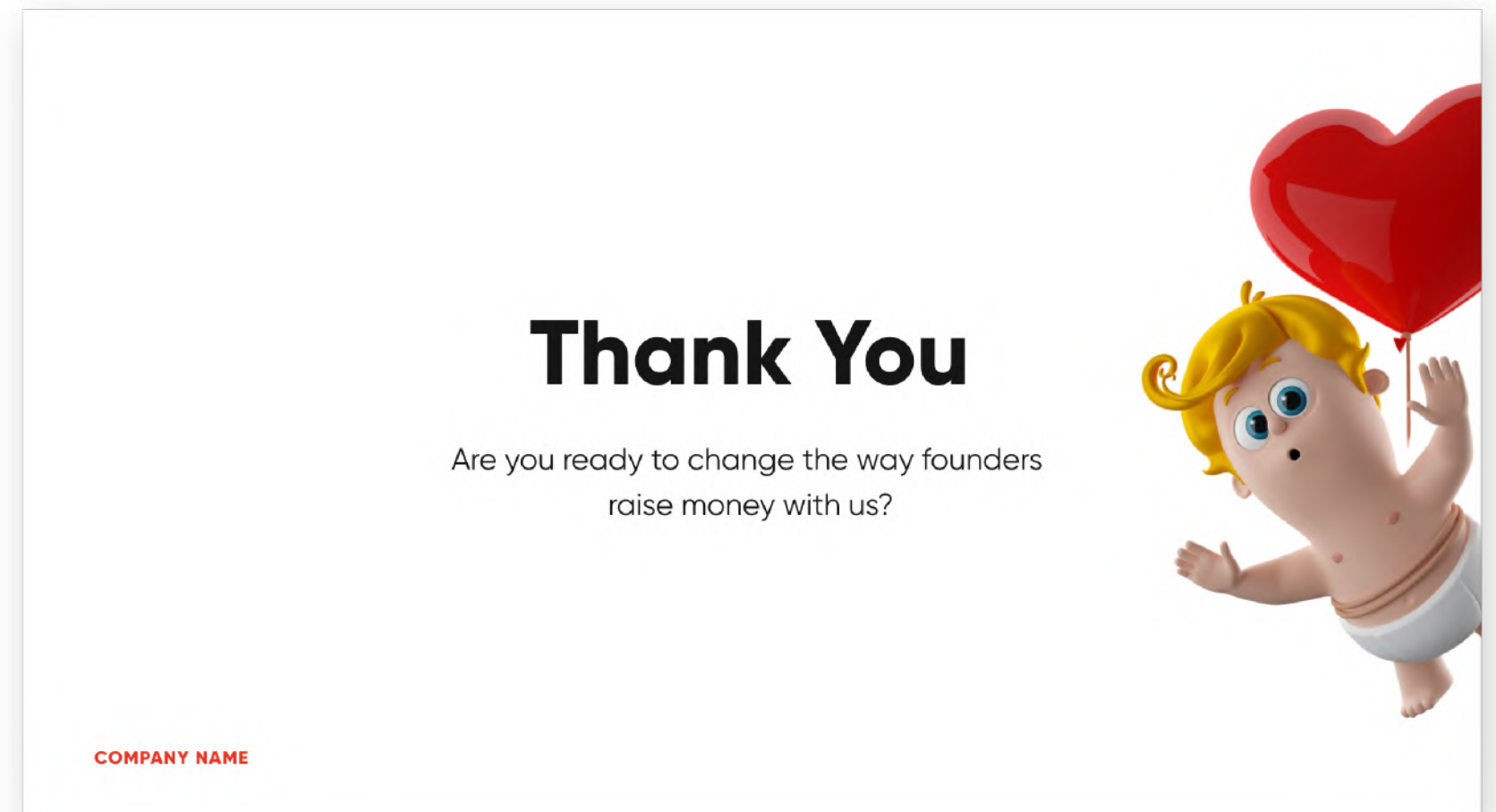
15) Financials

Show your current financial situation and outlook with predictions for an optimistic but not unrealistic case. Distill it down to the most important data and don't show a 200 line spreadsheet with 6 tabs.



16) Thank You Slide

The last slide should contain your logo and a summary or statement to remind them who you are and thank them for the attention and ask for questions (make sure you have enough time afterward and not in a hurry for another meeting or flight to catch).



Conclusion

Your pitch deck can help you raise hundreds of thousands or even millions for your start-up ... or be the nail in the coffin of your presentation if it's really bad. It must be your highest priority and should be treated exactly like that. So what's your pitch-deck going to look like?



Questions or Feedback?

Email me at:
sebastian@superfounder.io

Need help with your pitch deck?

Book your FREE strategy session:
[Click here](#)

Or go to this URL:
<https://calendly.com/sebastian-scheerer/strategy-session>