

Essentials for Founders: Effective Pitch Decks



Summary by



InhouseVentures

- **Know Your Stage:** Tailor your pitch deck to your company's stage, from pre-seed to Series C, as expectations vary.
- **Understand Your Audience:** Differentiate between institutional investors and angels; they have varying expectations for detail and depth.
- **Narrate Your Story Consistently:** Ensure your pitch deck conveys a coherent story about your business's purpose and vision.
- **Problem Clarity:** Define the problem your business solves, demonstrating its significance and persistence.
- **Solution Presentation:** Describe your solution, emphasizing its feasibility, differentiation, and viability.
- **Evidence of Traction:** Use data to show market fit and potential for growth.
- **Team's Strength:** Highlight your team's expertise and execution capabilities.
- **Conciseness is Key:** Make your pitch deck as concise as possible; overload of information can be counterproductive.
- **Avoid Assumptions:** Don't assume the investor knows your product or market; explain clearly.
- **Initial Goal of the Deck:** The deck should intrigue investors enough to take a meeting, not provide exhaustive information.
- **Problem Presentation:** Clearly articulate the problem and its scale, ensuring it's relatable and significant.
- **Differentiated Solution:** Show how your solution stands out from existing ones and is tailored to address the core problem effectively.
- **Feasibility and Viability:** Demonstrate that your solution is practical to implement and has the potential for profitability.
- **Traction Indicators:** Showcase improvements and market fit to validate your business model.
- **Timing and Market Readiness:** Explain why now is the opportune time for your solution.
- **Highlighting the Team:** Emphasize why your team is uniquely qualified to execute the plan.
- **Demonstrate Execution Ability:** Prove your team's ability to overcome challenges and achieve goals.
- **Clear Business Model:** Explain how your business will be sustainable and profitable.
- **The Ask:** Clearly state your funding requirements and what you plan to achieve with it.
- **Authenticity and Clarity:** Be genuine and clear about your business, its goals, and its potential.