

# Essential Elements for Crafting Impactful Pitch Decks

Summary by



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Defining B2B SaaS: Joyce explains their specific interest in B2B SaaS, covering enterprise, government, and non-profit sectors.

Investment Focus: Five B Capital is currently deploying out of their second fund, indicating a strong track record in VC.

Pitch Deck Objectives: The purpose of a pitch deck is to clearly communicate the startup's activities, current status, and future goals.

Pitch Deck Structure: A formulaic approach to pitch decks is suggested to reduce friction and make the startup's case clear.

Key Pitch Deck Contents: The pitch deck should contain problem statements, solutions, market size, and business models.

Articulating Business Model: Clarity in the business model, including potential revenue streams, is crucial.

Demonstrating Traction: Showcasing traction through revenue or customer insights is recommended.

Marketing and Sales Strategy: Detailing customer acquisition and competitive edge is vital.

Financial Projections and Metrics: Providing realistic financial projections and relevant metrics is key.

The Funding Ask: Clearly state the funding amount, its use, and business growth plans.

Examples of Effective Pitch Decks: Joyce references successful pitch decks like Onfleet's 2021 Series A round for illustration.

Problem and Solution Clarity: Onfleet's pitch deck effectively articulates the problem and its solution.

Illustrating Traction: Onfleet demonstrates its traction through customer logos, quotes, and growth metrics.

Clear Business Model Presentation: Onfleet's business model is presented with pricing tiers and features.

Importance of Financial Metrics: Financial metrics are crucial, especially in the current challenging capital-raising environment.

Top Financial Metrics for Evaluation: Metrics like the Rule of 40, Burn Multiple, and CAC Payback Period are emphasized.

Tailoring Metrics to Business Stage: Startups should choose metrics appropriate for their stage and business model.

Concluding Remarks: Joyce concludes by reiterating the importance of these elements in a successful pitch deck.