

PITCH DECK: 14 SLIDES



Venture logo, name, your name, title, contact info

Note:

- *This pitch deck is a suggested template of key areas to cover and should be changed with idea/ co. specifics and look & feel, but it is a universal format*
- *Tell a good story*
- *Use key words and relevant images*



ONE-LINE PITCH

Short and simple description of the defined offering –
capable of being understood by everyone.

< Your Company Name >

is building

< specify your key offering >

that enable(s)

< define your target market >

to

< outline the problem you solve >

by

< describe your 'secret sauce' >



EXAMPLE

GreenBat Inc.

is building

a home battery solution

that enable(s)

residential homes and SMEs

to

efficiently harness and store wind and solar energy

by

making fuel cell technology affordable




PURPOSE

“We are in the business of...”

Great co’s have a simple, single purpose that drives them toward success.
Not a tag line but a single idea that defines the company's reason for existing.

 “We organize the world's information and make it universally accessible and useful”

 “Our core purpose is to make people healthier and to enhance and protect their lives”



PROBLEM

Describe the current problem in the market...

What is the pain you are trying to alleviate?



SOLUTION

How do you alleviate this pain?



PRODUCT

Describe the innovation

Outline of your Product/ Service

Example / Demo / Screenshot

Good Product

≠

Good Business

≠

Good Investment



WHY NOW ?

What are the driving forces in the market that make this solution relevant at the moment?

Reasons validating the product/ service

Why is there a good window of opportunity right now?

What has changed?

Why the stars are aligning for this business/ product to be successful



MARKET POTENTIAL

Market size? Total Addressable Market

Market potential



COMPETITION

Key competitor matrix

Who else does what you do?

Differentiation? – What do you do differently?



TEAM

Key players in the venture/ organisation

Short summary of credentials



TRACTION MILESTONES

Show upward momentum through things like:

- Users
- Business Plan Progress
- Customer Validation Proof Points
- Intellectual Property Elements
- Road to MVP Milestones
- Team Buy-In
- Time Plan & Budget
- Press/ Awards



BUSINESS MODEL

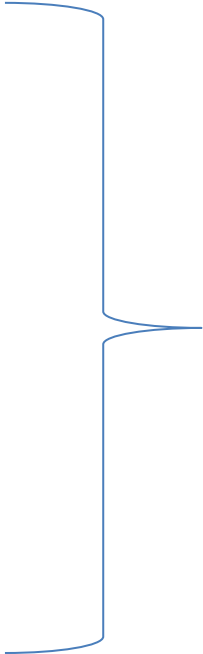
How will you make money... Exactly?

Key drivers of the business

How do you track this?

Revenue drivers

Outline scalability elements



ASSUMPTIONS



FINANCIALS

Financial Forecast – Summarised (ZAR / US\$)

\$'m	CURRENT	YR 1	YR 2	YR 3	YR 4	YR 5
Revenue	\$100k	\$1m	\$3m	Etc.		
Costs	\$300k	\$2.5m	\$3m			
EBITDA	(\$200k)	(\$1.5m)	-			



REQUIREMENTS

What is “The Ask?”

Specific funding amount and equity/ terms on offer.

Use of Funds.

Other co-investors?

