



Technology Start-ups Lecture 3

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<https://pitchdeck.improvepresentation.com/what-is-a-pitch-deck>

CISC 879 : Technology Start-ups



The Pitch Deck Format

1. INTRODUCTION

Who are you and why you're here?
Keep it short and sweet.

2. TEAM

Show the people behind the idea
and briefly describe their role.

3. PROBLEM

What problem are you trying to solve?
Is it really a problem?

4. ADVANTAGES

What makes your solution special?
How are you different from
others?

5. SOLUTION

Describe how are you planning
to solve the problem.

6. PRODUCT

How does your product or service
actually work? Show some examples.

7. TRACTION

Traction means having a measurable
set of customers that serves to prove
a potential.

8. MARKET

Know, or at least attempt to predict,
the size of your target market.

9. COMPETITION

What are the alternative solutions to
the problem you are trying to solve?

10. BUSINESS MODEL

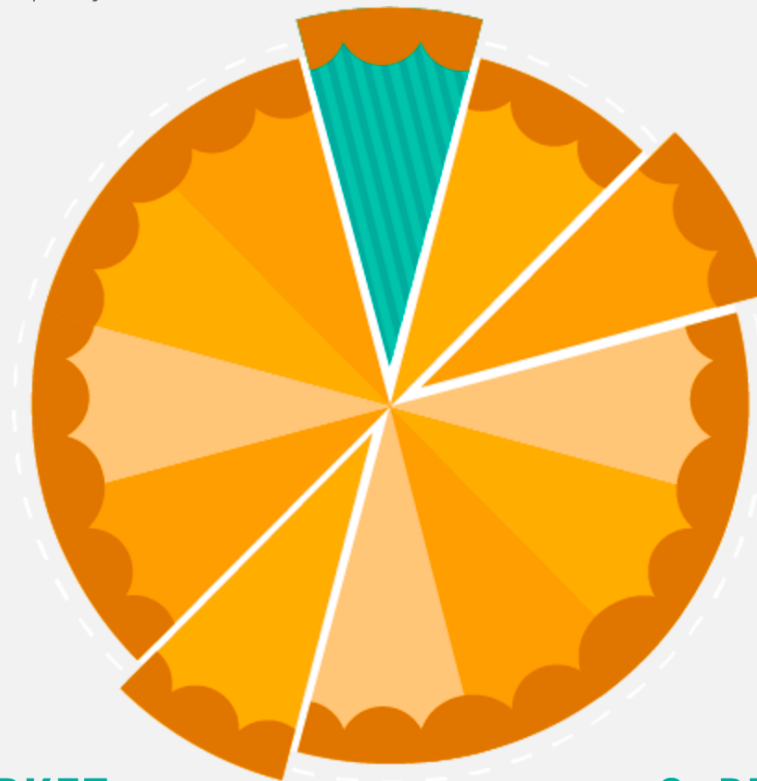
How are you planning to make
money? Show a schedule when
you expect revenues to pour in.

11. INVESTING

What is your planned budget? What
kind of money are you looking for?

12. CONTACT

Leave your contact details and let people
know how to reach you quickly.





Tell a Story



Once in band camp...

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One Idea Per Slide



For example, don't include Problem & Solution on one slide!



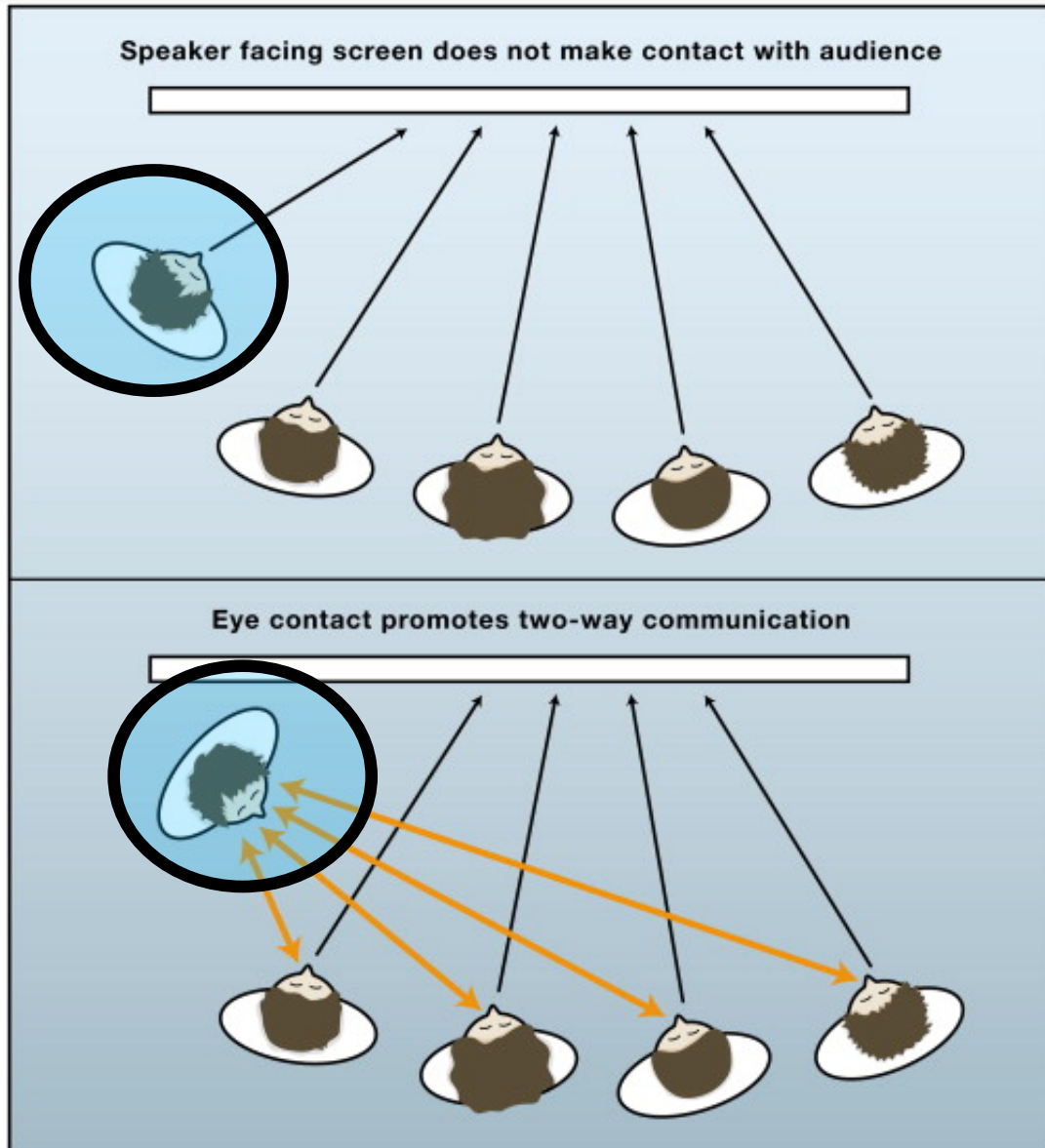
Good First Impression



- 2-3 minutes to lose or gain attention
- Don't read off slides
- Look interested (fake it if you have to)



Face the Audience



Scenario 1
Bad

Scenario 2
Good



Team Slide



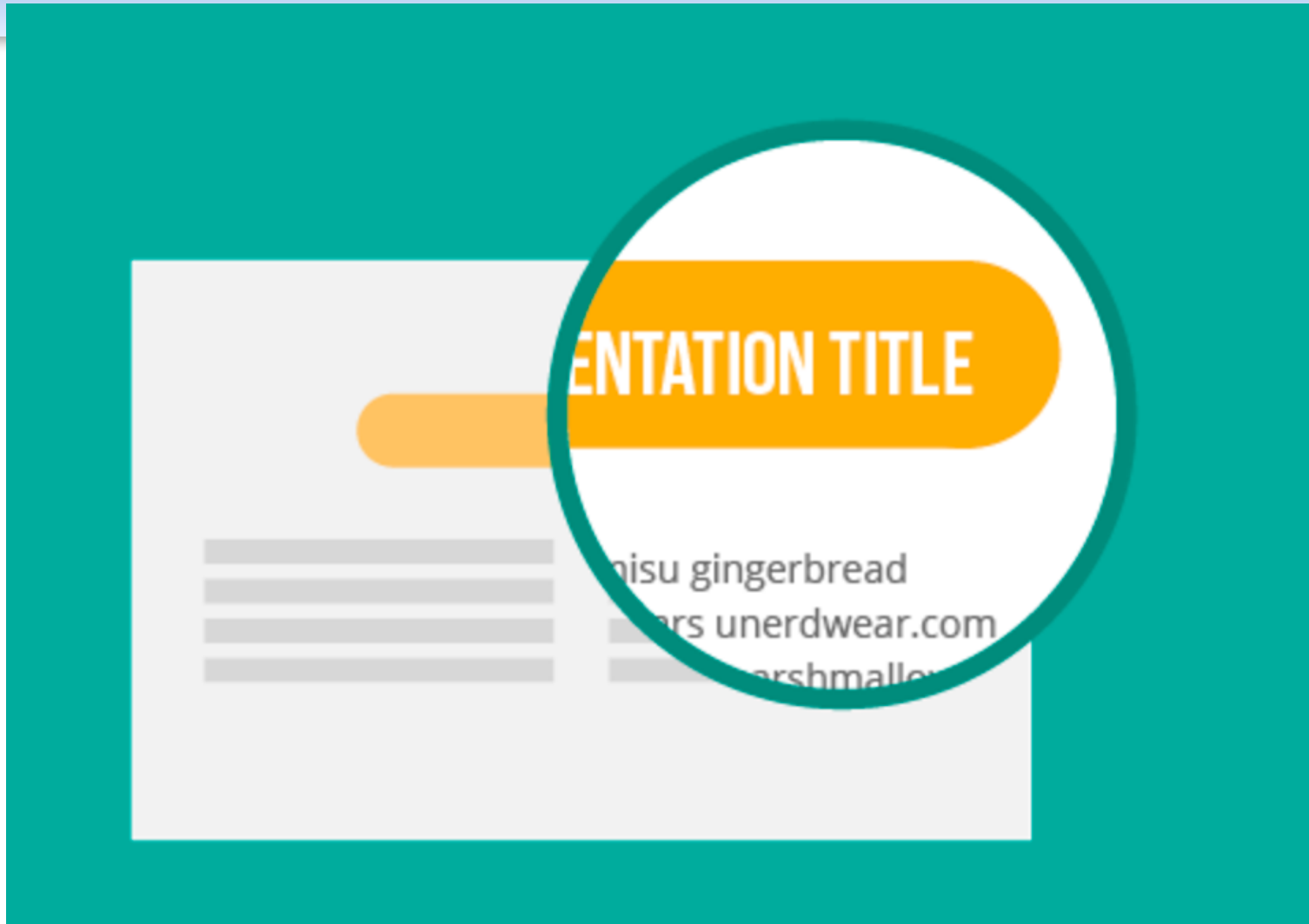
Under each:

- Position
- Skills
- Experience

<https://es.slideshare.net/AlexanderJarvis/50-folds-investible-founding-teams-alexander-jarvis>



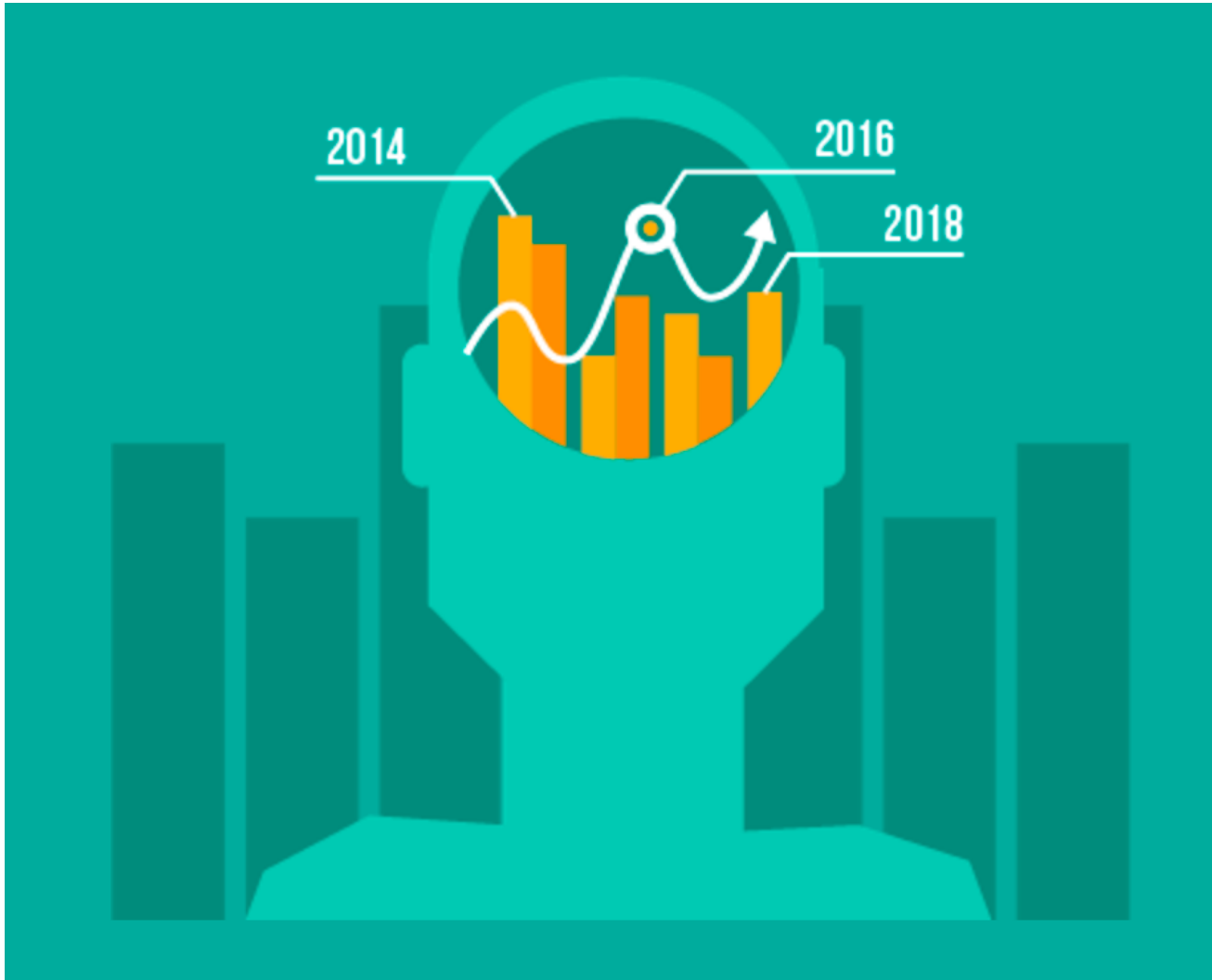
Consistency Across Slides



Note: Spend a bit of money for professional designer!



Know Your Metrics (KYM)



- Acquisition
- Traction
- Retention
- Demographics
- Projections



Don't Overcrowd Slides



Don'ts:

- Too many bullets
- Too much text
- Extensive graphics
- Too many slides
- Fonts too small



Time Your Talk!



Practice, practice, practice!



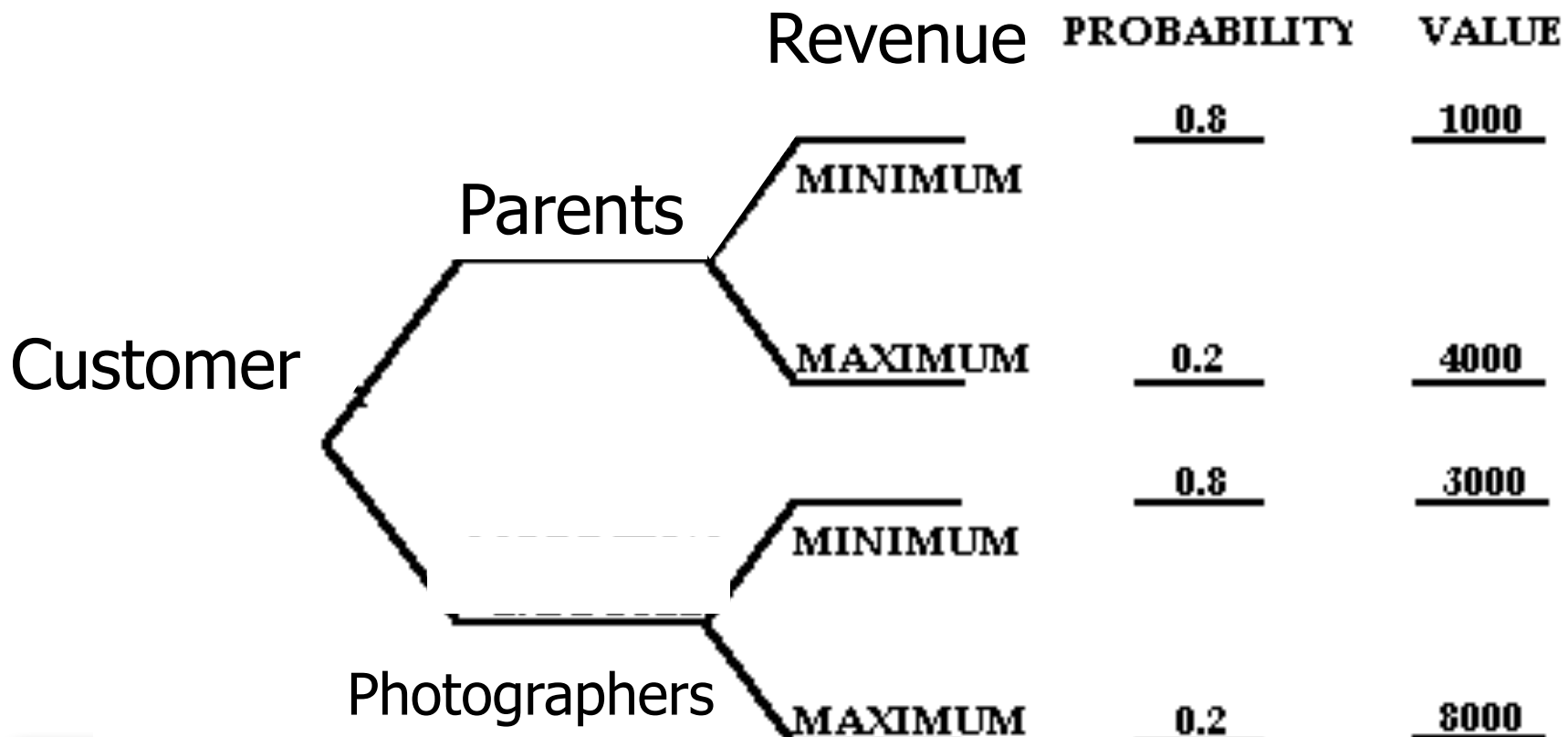
Chapter 4

Prioritize Where to Start



What is Risk?

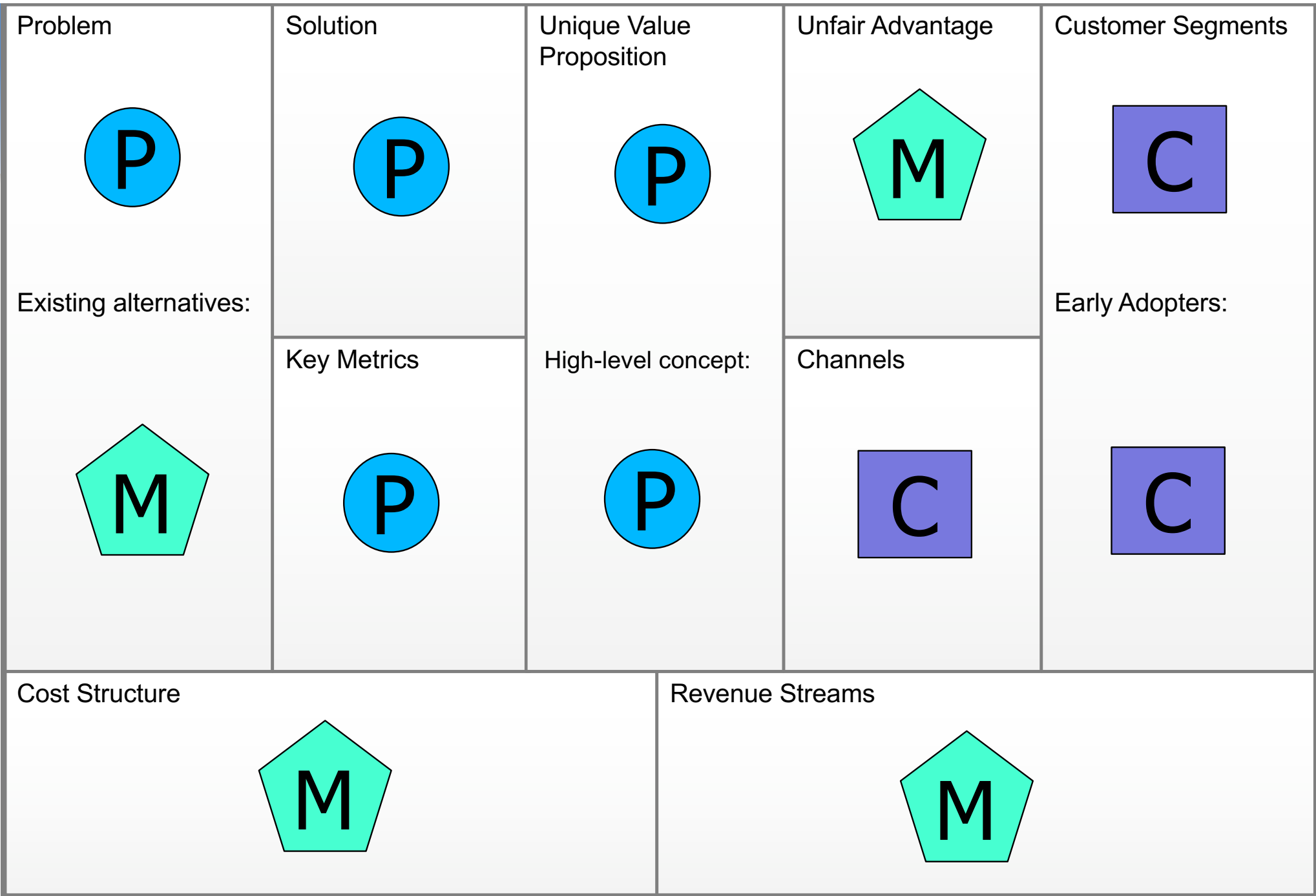
- Quantify probabilities of specific outcomes
- Quantify loss (revenue, costs, etc.) if you are wrong





Different Risks

- Product Risk (P)
 - Get the product right
- Customer Risk (C)
 - Building path to right customer
- Market Risk (M)
 - Building a viable business



PRODUCT

MARKET



Universal Risks

1. Customer Pain Level
 - Prioritize Customer segments that will need your product the most
2. Ease of Reach
 - Easiest to reach customers are best
3. Maximize Price/gross margin
4. Market Size
5. Technical Feasibility*

* For class, this should be higher!