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.
Once in band camp...
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

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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

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Don’t Overcrowd Slides

Don’ts:
- Too many bullets
- Too much text
- Extensive graphics
- Too many slides
- Fonts too small
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
<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="P" /></td>
<td><img src="image2" alt="P" /></td>
<td><img src="image3" alt="P" /></td>
<td><img src="image4" alt="M" /></td>
<td><img src="image5" alt="C" /></td>
</tr>
</tbody>
</table>

**Existing alternatives:**

**Key Metrics**

**High-level concept:**

**Channels**

**Early Adopters:**

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image6" alt="M" /></td>
<td><img src="image7" alt="M" /></td>
</tr>
</tbody>
</table>

**PRODUCT**

**MARKET**

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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!

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