

Our Recipe For Success



Presented by: Shaun

Welcome To Our Guests Or Hosts

Include Such Things As:

Names

Venue

Date

Objective

Tip:

Remember Less Is More Is More On The Page

Let Them Know The Likely Time Taken For The Presentation

Let Them Know That Questions Will Be Taken At The End

Let Them Know That Copies Of The Presentation Will Be Made Available

Give A Breakdown Of What Is Covered

In this presentation we will be covering:

Vision and Value Proposition

The Problem

Target Market and Opportunity

The Solution

Revenue Model or Business Model

Traction and Validation/Roadmap

Marketing and Sales Strategy

The Financials

The Competition SWOT Analysis

Investment and Use of Funds

Exit Strategy

Partnerships

Demo and Screenshots

Show and Tell of Products/Service

The Philosophy

The Core Values

The Company Structure

The Team / Individual Strengths

There will be questions taken at the end of the presentation and copies of the full presentaton will be sent as requested.

Copies available for the Executive Summary, Technical Documentation, Financial Forecast, Cash Flow Forecast, Market Reseach Analysis Carried Out.

What Is Our Vision Proposition

A man in a dark suit and white shirt stands with his back to the camera on a long, narrow wooden plank that extends from the right side of the frame towards the center. He is holding a black briefcase in his left hand. The plank is set against a backdrop of a vast, hazy cityscape with numerous buildings and a winding river or canal. The sky is a pale blue with soft, wispy clouds. The overall scene conveys a sense of high-level perspective and strategic vision.

This is a quick one-sentence overview of your business and the value that you provide to your customers.

Keep it short and simple.

A great way to think about this slide is to imagine it as a short tweet—describe your business in 140 characters or less in a way your parents would understand.

The Problem

Use this slide to talk about the problem you are solving and who has the problem.

Ideally, try and tell a relatable story when you are defining the problem.

The more you can make the problem as real as possible, the more your investors will understand your business and your goals.



Target Market & Opportunity

Use this slide to expand on who your ideal customer is and how many of them there are.

What is the total market size and how do you position your company in the market?

If you can find the data, investors will want to know how much people or businesses currently spend in the market to get a sense of the total market size.

This is where you tell the story about the scope and scale of the problem you are solving. Investors will want to see that you have a very specific and reachable market. The more specific you are, the more realistic your pitch will be.



The Solution

Finally, you get to dive into describing your product or service. Describe how customers use your product and how it addresses the problems that you outlined earlier.

If possible, use pictures and stories when you describe your solution. Showing is nearly always better than telling.

This is classic storytelling where you build up the problem and describe how bad it is for lots of people. Now your product or service is coming to the rescue to help solve that problem.



Revenue Model or Business Model



Now that you've described your product or service, you need to talk about how it makes money. What do you charge and who pays the bills? For some businesses (content sites, for example), advertisers pay the bills instead of users, so it's important to flesh out the details here.

You can also reference the competitive landscape here and discuss how your pricing fits into the larger market. Are you a premium, high-price offering, or a budget offering that undercuts existing solutions on the market?

Traction and Validation/Roadmap

If you already have sales or early adopters using your product, talk about that here.

Investors want to see that you have proven some aspect of your business model as that reduces risk, so any proof you have that validates that your solution works to solve the problem you have identified is extremely powerful.

You can also use this slide to talk about your milestones.

What major goals have you achieved so far and what are the major next steps you plan on taking?

A product or company roadmap that outlines key milestones is helpful here.



Marketing and Sales Strategy

How are you planning on getting customers' attention and what will your sales process look like?

Use this slide to outline your marketing and sales plan.

You'll want to detail the key tactics that you intend to use to get your product in front of prospective customers.



Marketing and Sales Strategy

Finding and winning customers can sometimes be the biggest challenge for a startup, so it's important to show that you have a solid grasp of how you will reach your target market and what sales channels you plan on using.

If your marketing and sales process is different than your competitors, it's important to highlight that here.



Financial Forecasts

Investors will expect to see your financials: sales forecast, income statement (also called profit and loss statement), and cash flow forecast for at least three years.

But, for your pitch deck, you shouldn't have in-depth spreadsheets that will be difficult to read and consume in a presentation format. Limit yourself to charts that show sales, total customers, total expenses, and profits.

You should be prepared to discuss the underlying assumptions that you've made to arrive at your sales goals and what your key expense drivers are.

If you can explain your growth based on traction you already have or compared to a similar company in a related industry, that is extremely useful.

The Competition

Describe how you fit into the competitive landscape and how you're different than the competitors and alternatives that are on the market today.

What key advantages do you have over the competition?

The key here is explaining how you are different than the other players in the market and why customers will choose you.

SWOT ANALYSIS

STRENGTHS WEAKNESSES

OPPORTUNITIES THREATS



Investment and Use of Funds



Finally, it's time to actually ask for the money. Your potential investors do need to know how much money you are looking for.

More importantly, you need to be able to explain why you need the amount of money you are asking for and how you plan on using the money.

Investors will want to know how their money is being used and how it is going to help you achieve the goals you are setting out for your business.

If you already have some investors on board, now is when you should be talking about those other investors and why they chose to invest.

Your Exit Strategy

A person wearing a blue helmet and a dark jacket is paragliding over a vast, hazy landscape. The person is suspended in the air, holding onto the ropes of the paraglider. The background is a soft, blue-tinted view of rolling hills or mountains under a clear sky.

If you are raising money from investors, you'll need to show them how you plan on giving them a return.

You do this in the form of an “exit strategy” slide that outlines who your potential acquirers might be if you manage to grow your company and be successful.

Having an IPO and going public is a viable option for some high-growth startups, while other businesses are more likely to be bought by larger players in your market.

Partnerships

Some businesses have key strategic partnerships that are critical to their success.

This can often be in the form of intellectual property licensing from a university or a key distribution partner who will be taking your product to market.

If your success relies on these types of partnerships, it's important to showcase them.



Demo and Screenshots

If you have a prototype of your product, screenshots of your online service, or any other “show and tell” opportunities.

It's great to include a placeholder slide in your deck where you will actually show your potential investors how your product works and what it does.





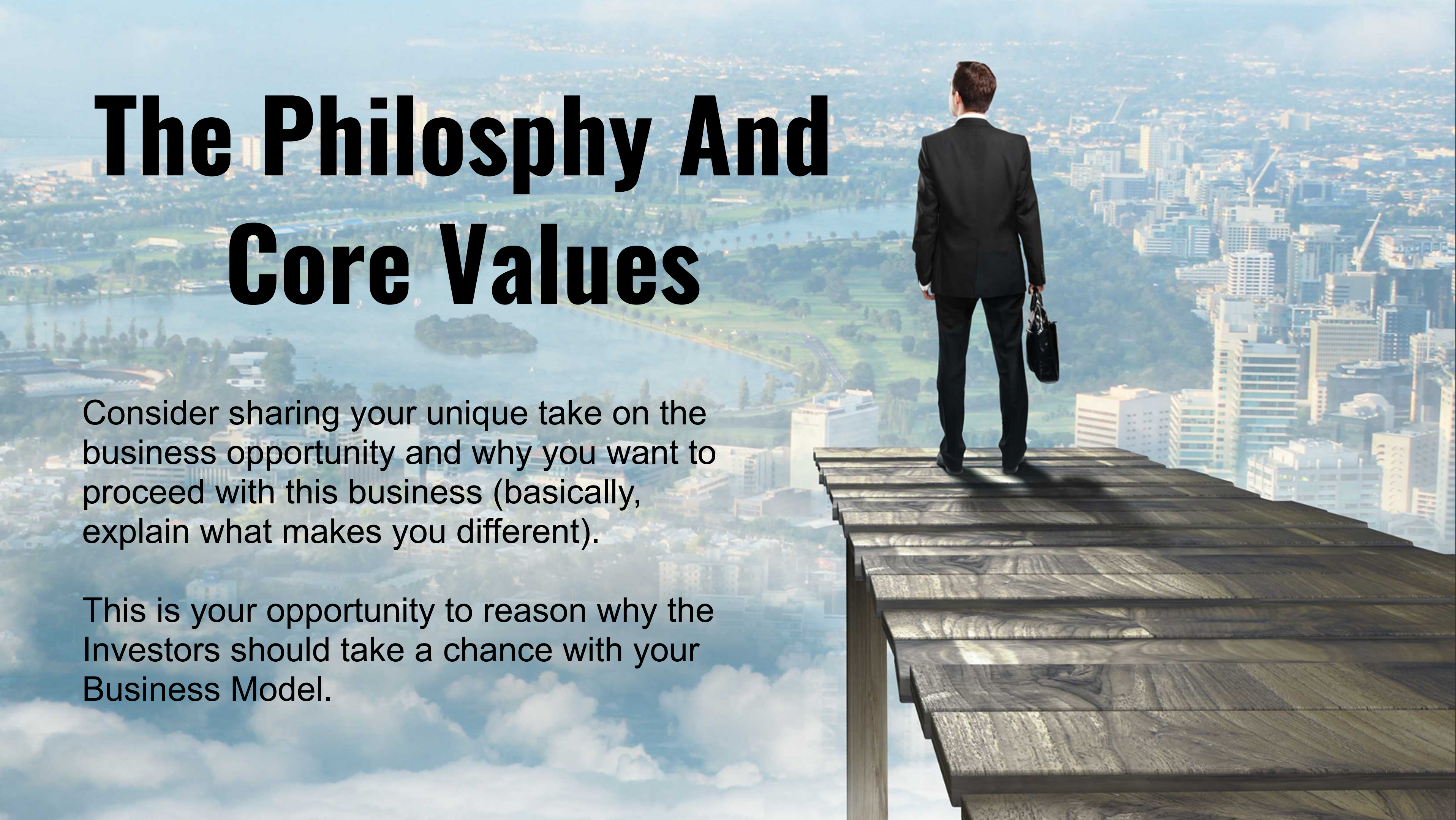
THINK: OUT OF THE BOX!

THAT LIGHTBULB MOMENT

If you have a product to offer bring it along and demonstrate it working.

Explain why you chose your branding and what it represents and how you are able to link it.

The Philosophy And Core Values

A man in a dark suit and white shirt stands with his back to the camera on a long, narrow wooden plank that extends from the right side of the frame towards the center. He is holding a black briefcase in his left hand. The plank is positioned high above a vast cityscape, with a large body of water and green spaces visible in the distance. The city below is densely packed with buildings and skyscrapers, stretching towards the horizon under a clear blue sky. The overall scene conveys a sense of high-level perspective and strategic vision.

Consider sharing your unique take on the business opportunity and why you want to proceed with this business (basically, explain what makes you different).

This is your opportunity to reason why the Investors should take a chance with your Business Model.

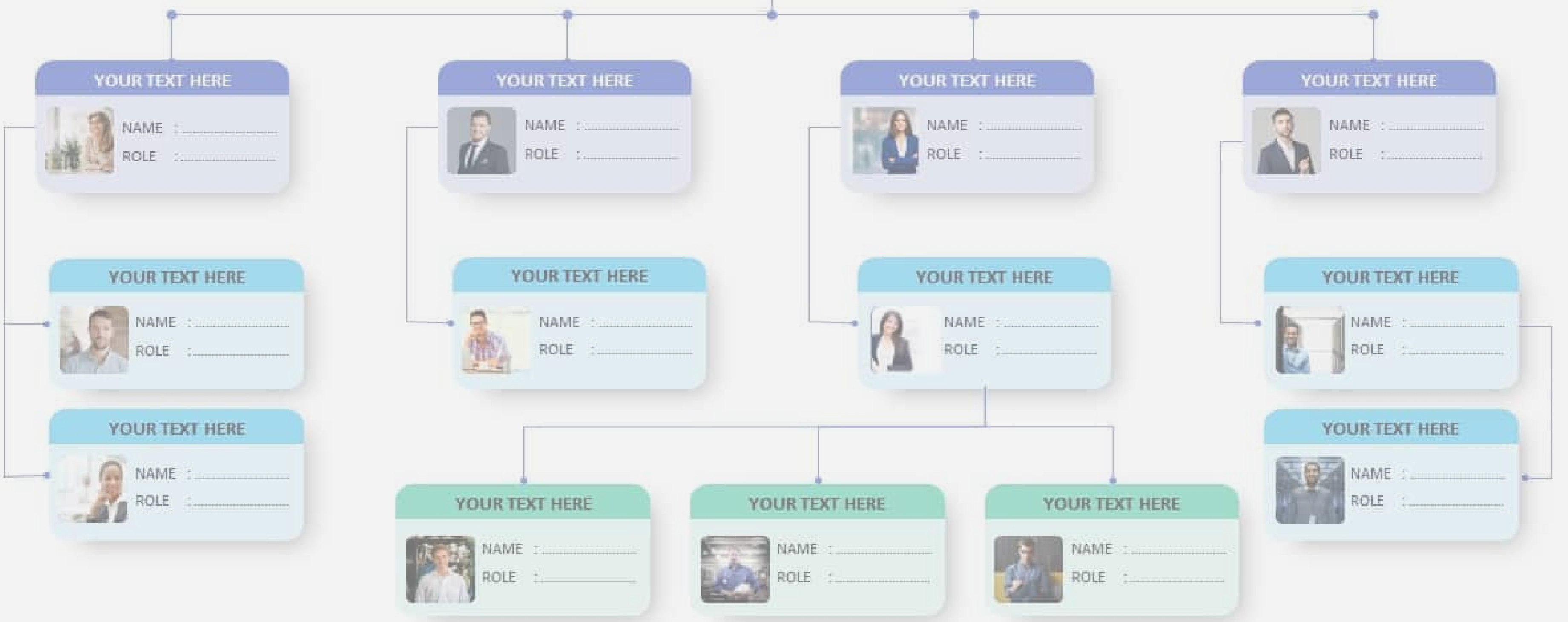
Organizational Chart



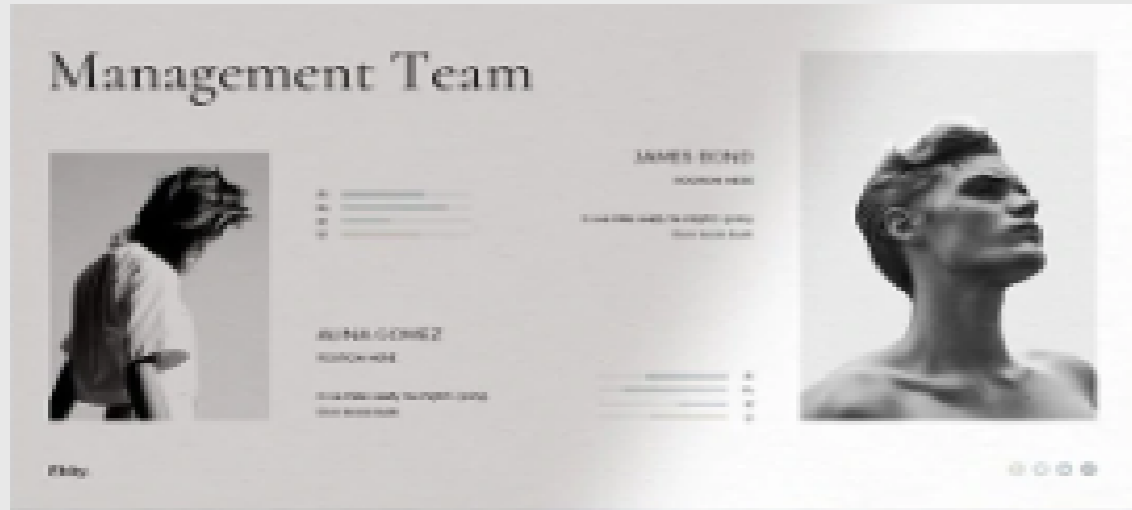
YOUR TITLE HERE

There are many variations of passages of Lorem Ipsum available.

The Company Structure



The Team Members Strengths



***Talk a bit about your team
(if you have one) and the values
you represent.***

***Focus on the Management
Team Structure as Investors
like to know that their
investment is in 'safe hands'***





Thank Your Audience For
Listening And Let Them
Know You Are Ready For
Any Questions

