

Pitch Deck Tips

PRODUCT

A good product will be a direct response to a customer need or desire. If the value is well articulated and the customer is passionate about your new solution, the reason to buy will be compelling. Consider deterrents also – are their high switch costs and is the solution easy to use and understand? (1. Your logo and 1 sentence about what is your product. What do you propose? How does it work? 2. What opportunities do you provide for people to be faster, happier, safer more cost-effective. 3. More details about your solution, you can give screenshots or dashboard to explain in details. 4. Visualize your story. When did you start? Don't forget this is the success story slide.)

CUSTOMER

The ideal customer wants something the market hasn't yet delivered. The size of this market should match your ability to compete and ability to deliver justify solving the problem. Validate you can control means of customer acquisition along the way.

(1. We gave hard data! Share your metrics to tell us about the traction you have conversion rates, the if users, you have churn, clients, pipeline, etc. Success so far?)

FINANCE

Look for opportunities to maximize returns without excess capital risk. Look for opportunities to start cheap and to realize higher margins through focused efforts and economies of scale. Avoid locking up too much capital. (1. How do you get paid? What is the price? What is the opportunity for growth and how can you scale beyond your current scope, industries, technology, etc.?)

COMPETITION

Avoid being marginalized by excessive undifferentiated competition. That drives margin compression, commoditization and market consolidation.

Look for inefficient markets where there's still 'play' and find ways to develop a sustainable competitive advantage. (1. Tell us about the market you operate in, what is it like, what is the size and potential, show us that you know the market. 2. Who else is in the market and what is your difference? The best way is to give a chart focusing on 4 major functions and benefits)

TEAM

Just because an opportunity exists, doesn't mean your team is likely to succeed. Does your team have an inherent competitive advantage for the endeavor? Do you possess deep knowledge, technical skills to deliver, & access to key partners and resources? (1. It's all about the team, don't forget! Make it more personal. Tell us your backgrounds and how you as a team are going to change the world. 2. Please give your contact in order people not forget about you and can easily contact you. If you have IOS or Android app don't forget to mention about them.)