

## Pitch Deck Outline

Investor Problem:

Money not returning enough relative to risk.

What they care about:

1. What's the upside return?
2. What's the risk?
3. Will this add to my legacy?

### Part 1: Intro + Problem/Solution

**“This is who we are and this is the problem we’re solving...”**

**Slide 1: Who are you and what do you do?**

“Name of Company”

“Tagline of Company”

(picture of logo)

**Slide 2: What's the problem you solve?**

The Problem

“People want XYZ but...”

- “Problem 1”
- “Problem 2”
- “Problem 3”

“But they can't find an easy solution...”

(picture of problem)

**Slide 3: What would be a “theoretical” best case scenario solution for this problem?**

General Solution

“This solution should be...”

1. "Feature of solution"
2. "Feature of solution"
3. "Feature of solution"
4. "Feature of solution"

"This solution should have..."

1. "Feature of solution"
2. "Feature of solution"
3. "Feature of solution"

"This solution is ethical because..."

1. Benefit to the world
2. Benefit to the world

Slide 4: What is your specific solution? (And why does it match the "best case scenario" option?)

Our Solution

"Name of Company"

We "solve X problem"

By "doing XYZ"

For "Customer profile."

(picture of happy customer or world where problem is solved)

## Part 2: Market Opportunity + Traction

**"Now that we know we have the solution... let's talk about the upside..."**

Slide 5: "How much CAN I make? How big is the market?"

Massive Market

Global Market: \$

US Market: \$

Growing at X% YOY

(graph of market trending upward)

Slide 6: "How do you tap into this market?"

Product Portfolio

Product 1: Avg. Price \$

Product 2: Avg. Price \$

Product 3: Avg. Price \$

(pictures/graphics of each of your products)

Slide 7: "But will anyone actually buy this?"

Amazing Traction!

Current Contracts: #

AR: \$

Revenue Run Rate: \$

Subscribers: #

Average Monthly Subscription: \$

Average Customer Acquisition Cost: \$

Social Media Followers: #

Orders: #

etc.

Slide 8: "But will they continue to buy? Is this sticky?"

Customer Loyalty

Contracts lasting: x years

Lifetime Value per customer/business/government: \$

Monthly Churn less than X%

Referral percentage: X%

Testimonials: "XYZ"

(graphic testimonial)

Slide 9: "Is it scalable? AND... is it profitable?"

Scalable Business Model

On \$X+ Revenue...

1. Gross Margin: %
2. Product 1 Margin: %
3. Product 2 Margin: %
4. Product 3 Margin: 40%

### Part 3: Use of Capital + Execution Strategy

**"So... What does this mean for the future? Why do we need this capital?"**

Slide 10: Why now?

Converging Trends: Why are we so successful?

1. Trend #1 (statistic/evidence)
2. Trend #2 (statistic/evidence)
3. Trend #3 (statistic/evidence)

(turn this into a graphic if possible)

Slide 11: "Can you scale? Will the CPA explode when you scale?"

Predictable Customer Acquisition

We only use ROI-positive, easily-trackable, and predictable user acquisition strategies...

CPA

Average: \$

Referrals: \$

Existing Relationships: \$

Facebook: \$

Instagram: \$

YouTube: \$

Podcast: \$

SEO: \$

Google Search: \$

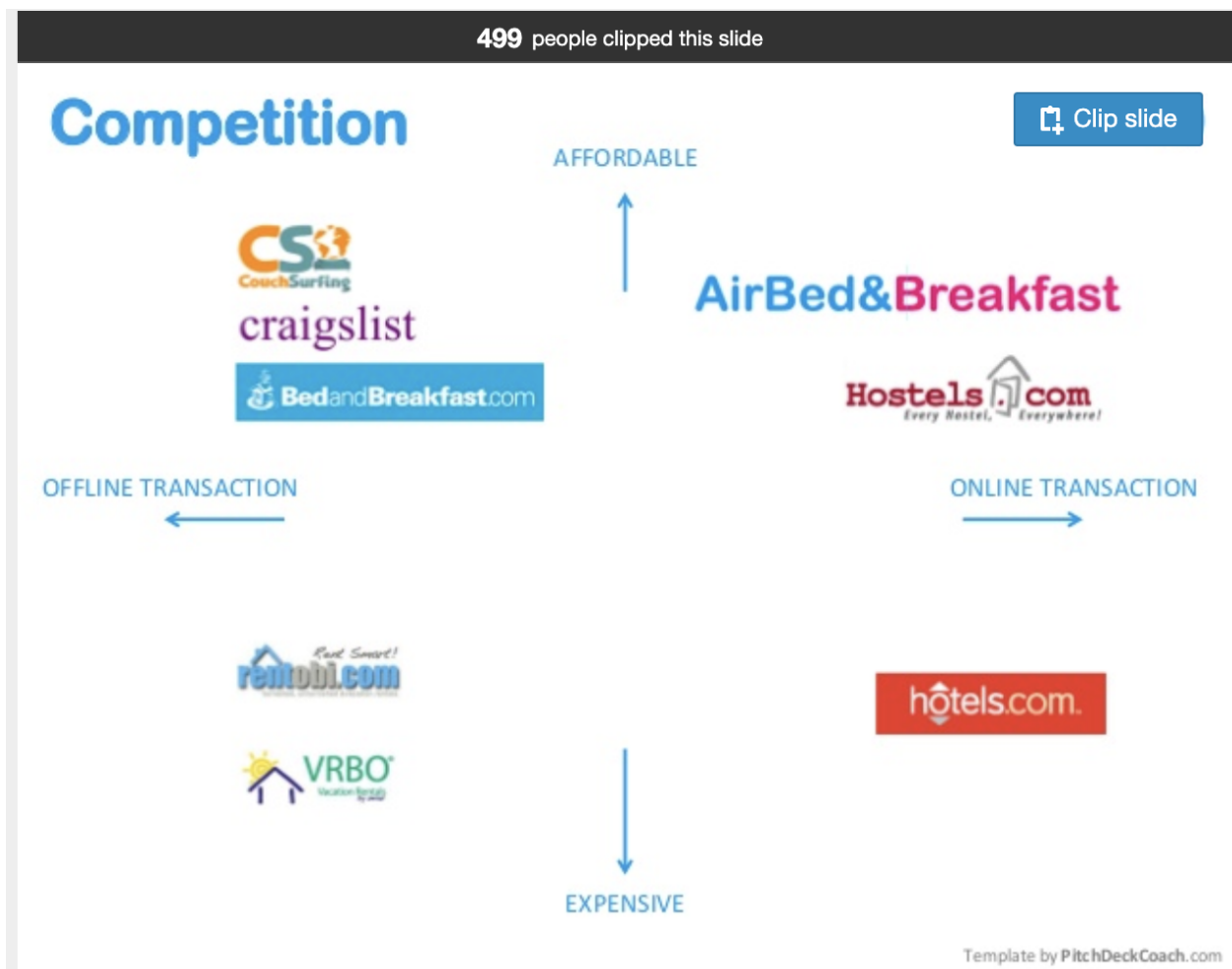
Social Media: \$

Boots on the Ground: \$

Cold Calling: \$

Slide 12: "But who could potentially kill you?"

Competition



(Make a graphic with all the logos of your competitors on access to quality and deliver speed... you being the best)

Slide 13: What makes you superior to your competitors? Why do you have an unfair advantage?

Competitive Advantage

Advantage 1:

Advantage 2:

Advantage 3:

Slide 14: This sounds good, but why should I trust your team?

Why Us?

Your team + their track record

Slide 15: How fast will this grow? Let's see numbers...

Projections

By 2022...

\$XM Revenue

\$XM EBITDA

#+ subscribers/customers

By 2024...

\$XM Revenue

\$XM EBITDA

#+ subscribers/customers

(Make a graph shooting upwards)

(Notes: Need an accountant to create a pro-forma)

Slide 16: When will I make money? How long will my money be tied up?

## Exit Opportunities

### 1. Acquisition

- Potential Buyer #1
- Potential Buyer #2
- Potential Buyer #3
- Potential Buyer #4

### 2. IPO

Slide 17: Okay I'm sold. How much do you want? And how will you use it?

### Investment Details

X Million Series ?

70% for XYZ

20% for XYZ

10% for XYZ