

## 1. BE INTERESTING

Your goal is to get them to open their minds not their checkbooks...that comes later. Your slides should be engaging, but more importantly your presentation should make people sit up and take notice. This doesn't mean your best Billy Mays impersonation, it means make them listen, make them learn, and make them want to know more.

## 2. LESS IS MORE, DON'T DILUTE

Shoot for 10ish powerful or high impact slides as opposed to 20ish mediocre slides... and don't try to cram too much information in! Fewer slides allows the impact of each slide to sink in and form a complete and memorable picture. Too many slides or too much information is unmanageable and ultimately makes your pitch forgettable. There is a little flexibility to this if you're sitting down with investors as opposed to delivering a quick pitch to an audience.

## 3. SHOW AND EXPLAIN, NOT TELL

So you have your figures and fancy charts, now what? Rather than trying to impress a room of savvy investors by pointing out how great the numbers are, explain what they mean. Why does it matter that your adoption rates are so good, your product is so much more effective, and your recurring revenue is growing so quickly? Explain what this means for your customers, your business and your investors?

## 4. MAKE THEM FEEL IT

The problem and the solution are your two most important slides in the deck. Make the audience feel the pain of the problem and experience the joy of the solution. If there isn't someone in the audience who wants to hug you, you haven't done this well enough. Don't get bogged down in the details and nerd out on your tech (too much). Stay focused on communicating the value of your product in a clear and meaningful way.

## 5. THINK STORY, NOT PITCH

Telling stories is great, but your whole pitch should be a story. A story about how the investor funded your startup and changed the world. The mechanics of a good story work great for pitching, but above all else, be clear and coherent! From slide 1 to slide 10 there should be a clear narrative that conveys where you're going and how investors can help you get there.

## 6. SHOW YOUR GUTS

Demonstrate that you live in reality and understand the competitive landscape of your market...and then reveal your plan for dominating it! Acknowledging the uphill battle shows competence, and a thoughtful approach to gaining market traction and keeping it, will show that you have what it takes to succeed. Tell the audience who your competitors are, what it's going to take to beat them, and why you're the ones who can do it.



**If you're looking for a formula, we like this one...**

**1 - INTRO** Logo, tagline, and basic company contact info

**2 - PROBLEM** Demonstrate the pain point and opportunity to solve it

**3 - SOLUTION** Clearly communicate the value proposition and the customer impact

**4 - DEMO** Demonstrate how your product works with a video, mockup, or live demo

**5 - DIFFERENTIATION** Explain your advantages over the competition and plan to beat them

**6 - MONETIZATION** Explain how your business makes money and becomes profitable

**7 - TRACTION** Explain your current status in the market

**8 - OPPORTUNITY** Demonstrate the size of your market and your potential

**9 - TEAM** Explain why you are the right people to make this happen

**10 - ASK** Tell investors how they can help you succeed

**OPTIONAL 11 - FINANCIALS** Present your current and projected revenue and costs

**OPTIONAL 12 - DISTRIBUTION** Explain your marketing and sales strategy

