• Values refer to Silicon Valley market and vary according to country and industry.
• Source of values: Mastering the VC Game (Jeffrey Bussgang, General Partner at Flybridge Capital Partners)

Typical Ownership:
Venture Capital: 20 – 30%
(Angle: 1 – 10%)
What you should prepare:

<table>
<thead>
<tr>
<th>1) To get a meeting</th>
<th>2) To use in a meeting</th>
<th>3) To send as a follow up after the meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One-pager</strong></td>
<td><strong>Pitch Deck</strong></td>
<td><strong>Leave Behind Deck:</strong></td>
</tr>
<tr>
<td>• The objective is to pique enough interest to land a meeting. This should not require voice-over</td>
<td>(Presentation 10-15 Slides)</td>
<td>Slightly customized presentation deck based on feedback from your first meeting</td>
</tr>
<tr>
<td><strong>One-liner pitch</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• (See: Give Us Your Best One-Sentence Pitch)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• ~30 Seconds</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>One Paragraph Pitch</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• (See: How To Perfect Your Pitch)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• ~2 minutes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Example Pitch Decks: [Airbnb](https://www.airbnb.com); [Best Pitch Deck Examples on SlideShare](https://www.slideshare.net); [Mint.com Pre-Launch Pitch Deck](https://www.mint.com)
One Pager Should Have

The company in a nutshell: 1-2 sentences.
* You immediately set stage for what it is you do

Why is this team a good team to do this?
* Talk about your technical and biz expertise

Traction: # customers and revenue

Product: screen shots, quick demo,
* remember wifi may not always be working well, you don’t want to drag on

Marketing and distribution: here’s how we plan to acquire customers.
* We hire salespeople from __ (university, company)

Unit economics
* Avg customer will pay $_

Market Opportunity – size of industry, how much of it you can capture. Who are key players?
This template includes the main points to be covered in a pitch.

• Create your own deck and **TELL YOUR STORY** through the suggested topics.

• This is a **checklist**, define the appropriate amount of information to present for each situation and adapt it to assure your success!

• Design matters! Your deck should be branded.

• The title of each slide should summarize that slide. If you can’t summarize a slide in a title you are trying to say too much

• Practice the pitch in front of a live audience, multiple times

• The pitch deck should complement the verbal presentation with graphs, images, videos, demos, etc. It shouldn’t just be the same text you are speaking.

• Investors don’t invest in presentations but rather in the companies & people. The presentation’s main objective should be to get investors excited and interested
What are the current market needs?

• This is the beginning of your story. Clearly identify the problem (current or emerging) that you are going to solve or the opportunity you are going to pursue.
• Give context to your product (why was it created?). The investor should understand the need for your product/service.
What is the product/service and how is it going to address the problem?
Be brief and objective:
• If the audience does not understand what you do they will not follow the rest of the pitch
• The investor should be able to quickly and easily repeat this information to his or her partners
• Too much time on this you will give the impression that you don’t dominate the content
• Reserve detailed materials and links to any relevant demos for the appendix, in case the investor wants to know more.
Pitch Deck: TEAM

Prove with your team’s track record that you are the best equipped to create this product or service.

- VC’s give as much importance to the team as to the technology!
- Mention 3 or 4 key players in company and their relevant accomplishments
- Acknowledge any gaps in the team and planned future hires
Who/where are your clients? How big is your market?

- SIZE matters!
- Define how much of the addressable market you currently have and how much you plan to acquire.
- Why do you believe customers will adopt your product or service? Validation is particularly important for new products or companies going into new markets.
- Show numbers and explain your assumptions
- Provide macroeconomic context when appropriate
How do you acquire customers? How do you monetize?

- What is your revenue stream? What is your operating model?
- Explain through case study or examples how the company meets its value proposition.
- Include relevant KPIs.
- Clarify distinct business lines.
Pitch Deck: FINANCIALS

What have you accomplished so far?
VCs want to see the evolution of a company, not a snapshot. According to your company’s profile and strengths, consider including:
• Projected Financials for 3-5 years
• Revenue breakdown/ Revenue CAGR (Highlight growth drivers )
• EBITDA / EBITDA % (These percentage ratios show an investor how your financial performance is improving over time)
• Burn rate / costs/ costs breakdown
• Cash flow
• Remember: Financial projections (as opposed to financial results) should be pretty high level.
Pitch Deck: COMPETITORS

Who are they and why are you better?
- Focus on your competitive advantages
- Show your differentiation within the competitive landscape
- If possible, add customer testimonials
- Competitors can signal market validation; remember that execution is most important

<table>
<thead>
<tr>
<th>You (Put Logo Here)</th>
<th>Online Access</th>
<th>Over 100 Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitor A</td>
<td>5 Locations</td>
<td>50% slower service</td>
</tr>
<tr>
<td>Competitor B</td>
<td>No Locations</td>
<td>100% slower service</td>
</tr>
<tr>
<td>Competitor C</td>
<td>No Locations</td>
<td>100% slower service</td>
</tr>
<tr>
<td>Competitor D</td>
<td>No Locations</td>
<td>100% slower service</td>
</tr>
</tbody>
</table>
How much investment do you need and what will the proceeds be used for?

- Why do you need money? Why now? How are you going to make use of these proceeds?
- Demonstrate that you are asking for the right amount of money to get the company to a meaningful milestone.
- The focus should not be about your exit strategy. Your pitch should be about building a successful company, not just something someone else might want to buy.
- The investor should feel a sense of urgency to invest now; ideally this urgency should be customer-driven as opposed to company-driven.
- Remember: Investors can offer more than money.
Pitch Deck: APPENDIX

Slides that provide more detail to the existing deck, should investors have specific questions.

• Examples: case studies, important industry KPIs, more detailed product or financial information.
## Links to recommended resources

<table>
<thead>
<tr>
<th>About Fundraising</th>
<th>Link</th>
<th>About Pitching</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mastering the VC Game – Jeffrey Bussgang</td>
<td><a href="http://www.slideshare.net/bussgang/">http://www.slideshare.net/bussgang/</a></td>
<td>How To Perfect Your Pitch; - fox business</td>
<td><a href="http://video.foxbusiness.com/7761734/?category_id=1292d14d0e3afdcf0b31500afefb92724c08f046">http://video.foxbusiness.com/7761734/?category_id=1292d14d0e3afdcf0b31500afefb92724c08f046</a></td>
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<tr>
<td>Understanding Venture Capital (DFJ) – Simonolson</td>
<td><a href="http://www.slideshare.net/simonolson/understanding-venture-capital">http://www.slideshare.net/simonolson/understanding-venture-capital</a></td>
<td>How to tell your story in 2-4 minutes and win - venturebeat</td>
<td><a href="http://venturebeat.com/2012/01/05/how-to-tell-your-story-in-2-4-minutes-and-win/">http://venturebeat.com/2012/01/05/how-to-tell-your-story-in-2-4-minutes-and-win/</a></td>
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<tr>
<td>Venture Capital Fundraising Methodology – Ihmedved</td>
<td><a href="http://www.slideshare.net/jhmedved/venture-capital-101">http://www.slideshare.net/jhmedved/venture-capital-101</a></td>
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