Pitch Deck Template

An entrepreneur's guide to building a pitch deck
THE NEWTOWN PARTNERS PROCESS

Step 1: Send your pitch deck (as per this guide) to pitch@newtownpartners.com.

Step 2: Newtown will review your pitch and if there is a potential fit with one of the Newtown funds request a meeting.

Step 3: Meet, pitch and be prepared to answer questions.

The **next steps** are dependent on investment interest, startup stage and traction, and will be discussed with teams on a project by project basis.

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PITCH DECK TIPS

- Treat this template as a checklist. The amount of information under each point will vary depending on how you want to tell your story.
- The design of your pitch deck is important! Brand it.
- Visualize key information.
- Keep it concise and simple, one topic per slide and a total of 10-15 slides. Slide titles should be able to summarize the content on each slide. Think of your pitch deck as your 30 second advert.
- Reserve detail for an appendix.
SUGGESTED FLOW

1. Problem
2. Solution
3. Product
4. Timing
5. Market Size
6. Business Model
7. Competition
8. Team
9. Financials
10. The Deal

FYI only slide, not a slide for your deck
PROBLEM

What is the challenge being addressed?

PAIN POINTS
What are the current pain points for customers? What is the market need?

CURRENT SOLUTION
What is the current solution for customers and why is it failing?
SOLUTION

What is your value proposition?

RELEVANCE
How does your product/solution solve the problem and make customers’ lives better? Be objective.

DIFFERENTIATION
What specific benefits do you deliver? Why should customers buy from you rather than the competition?

USE CASES
What are the use cases? Illustrate your value proposition.

Tip
Your value proposition should be easy for investors to repeat internally.
Define the product, its features, functionality and roadmap.

- **STATUS**: Is the product live or in development?
- **TECHNOLOGY**: Do you have any proprietary technology?
- **ROADMAP**: What is the development roadmap?

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Why now?

**MARKET TRENDS**
What is the history of your category? Why is the market ready for your solution?

**MARKET VALIDATION**
Do you have any traction? What are your current user metrics?
MARKET SIZE

Who and where are your customers? How big is the market?

Target customer profile
Identify your target customer profile.

Market size
Calculate the size of the market: TAM (top down), SAM (bottom up) and SOM.
How much of the market do you currently have and how much will you acquire?

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How do you **create, deliver & capture value?**

**Gotomarket strategy**
How does your product or service deliver on your value proposition? What is your operating model? What is your sales and distribution model? What is your pricing strategy?

**Revenue model**
How do you monetize? Clarify distinct revenue streams (current and planned). What is your customer lifetime value or average account size?
Who are your competitors and what is your competitive advantage?

COMPETITIVE POSITIONING
Where is your business positioned in relation to the competition?

KEY DIFFERENTIATORS
What sets your product/service apart? Show your differentiation.
TEAM

Who are the **people** behind the idea?

**Founders and management**
Who are they and why are they the right people to tackle this problem? Do they have the necessary experience and skills to execute?

**Directors and advisors**
Who are they and what value do they bring?

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What have you **accomplished** so far? Depending on your stage consider including the following to **show your progression**:

- Projected financials for 2-3 years (high-level)
- P&L / Income statement
- Balance Sheet
- Burn rate
- Cash Flow
- Cap Table

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THE DEAL

What are your capital requirements?

Capital
How much capital do you need?

Deployment plan
How will this capital be allocated? “Think of your runway in terms of experiments to run, not time.”

Contact info
How do we get in touch?

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