

15 slides is all you need

1. **Cover Page/Introduction**
2. **Overview**
3. **Problem**
4. **Market**
5. **Team**
6. **Technology/Solution**
7. **Business/Revenue Model**
8. **Target Customers**
9. **Go to Market**
10. **Competition and Sustainable Competitive Advantage**
11. **Financials**
12. **Milestones**
13. **Summary / Deal Terms**
14. **Supporting Information**
15. **Q&A**

Company Name

Brief Business Description / Tag Line

Presenter Name and Contact Info

Overview

- Who are you?
- What is your role at the company?
- Why are you here? (i.e. how much you are raising?)
- How long have you been in business?
- How much have you raised and from whom?
- What are some major milestone reached so far?

An investor wants to know why he/she should be listening to you. This is a good place to summarize the status of your company

The Problem

- What is the problem you are solving?
- Describe the pain points you are addressing
- Quantify the pain and how deep it is
- Why does the problem exist?
- Why has no one solved this before?
- What barriers exist?
- Why are you addressing them?
- What advantages do you have in solving this problem?

You want an investor to understand that your company is solving a problem that really exists and that you have the qualifications to solve it

Technology/Solution

- What stage are you at?
- Pictures of your product / technology in action
- Screen shots of your software (if applicable)
- Infrastructure before/after your technology is implemented
- Visual/chart on how your technology works
- Say what your primary product does
- Say how this is an improvement
- Is your technology defensible – Patents/IP?

You will want to focus more on what your solution does vs. how it does it. Talk about the benefits - not just features, and don't go too deep on technical details unless the investor shows a real interest or asks.

Market Size

- How big is the problem you are solving?
- Can you quantify it?
- Use a 'Bottoms up' approach
- Are there any references?

Investors want to know that this is a good opportunity that they can build a big business around. You need to show that the market is significant enough.

Team

- List key team members and brief history
- Highlight former work together and the length of the professional relationships
- Highlight former startups or corporate experience
- Emphasize successes and/or relationships obtained that can be leveraged as potential customers, advisors, or future acquirers.
- Especially highlight experience in venture backed companies with successful sale/IPO
- Are there any gaps in your team that this funding will help to fill?
- Indicate total number of people working on this full time

In this slide, you want to show why you are relevant. Link the team's skills/experience to the problem you are solving. No need to go too deep except to answer above points plus any name-brand affiliations that add credibility. Add Board Members and existing investors to add credibility and references.

Target Customer

- Who are your customers?
- Define verticals
- Identify existing clients
- What is your Customer Acquisition Cost?
- What is the Lifetime Value of your customers?
- How profitable are these customers?

Investors want to know who is buying your product and why. They also want to understand the economics of the customer and how much they are worth. Investors are interested in companies who have momentum.

Business/Revenue Model

- What is your pricing model?
- Is there a recurring revenue or one-time sale?
- Are you pricing your product or service properly with enough margins?

Investors want to know how you make money. They also want to understand the economics especially if there is a recurring revenue.

Go to Market

- How will you reach your customers in an economical way?
- What is your distribution strategy?
- What channels will you use?
- Are there key partnerships you have locked up?
- How are you planning to build momentum?

No investor likes to spend money going to market the old-fashioned way (paying for awareness and a large direct sales force) – What resources/partnerships can you use to get there faster/cheaper??

Competition

- Who are your main competitors?
- What are your main competitive sustainable advantages?
- How are they currently addressing the problem you are solving?
- In which key ways is your product superior?
- Where are your competitors in the development stage? (behind you in development or major established market players?)
- What direction are they moving with their technology?
- What IP protection do you have or do they have?

An investor wants to know that you know the space very well, they are depending on you to be the expert. You need to be up and to the far right (referring to X/Y graph)!

Financials

- Provide financial information for current year and previous year
- Provide 3-5 year forward looking projections
- Provide top line revenues, costs, and margin figures
- Summarize how you plan to execute on this plan

An investor wants to know that you understand how much cash is required to break-even and that this is a good business that they will be able to make money through their investment.

Milestones

- What stage are you at?
- How much have you raised to date?
- Who have you raised from?
- What have you accomplished with the funding raised so far?
- How much are you looking for now?
- What milestones will you achieve with the funding you are looking for?
- How long will those funds last (24 months, to profitability, etc.)

An investor wants to know you are scrappy and that you have skin in the game. He/She also wants to know whether or not there will be additional rounds of financing.

Summary/Deal Terms

- What are the terms of the deal
- What you are doing
- What problem you are solving and why it is such a big problem
- Why your solution is the best solution
- Why your team will be the one to succeed
- Why is this investable

Explain the terms of your deal and recap the key elements of your presentation that would lead the investor to believe this is a great opportunity to invest in and to bring you back for a second meeting. Don't be afraid to ask for the next meeting.

Additional Supporting Info

- Detailed Financials
- Detailed competitive landscape
- Detailed value/customer, cost/customer
- Technology/IP
- Etc...

In case investors have more in-depth questions, you should have extra information available in the appendix section

Questions?