

THE ANATOMY OF A PITCH

Include these 9 slides to explain your business to investors



Slide #1 - The Problem

- Explain the problem or opportunity in simple and clear language.
- Adding a story can emotionally connect investors to the problem you're solving.

Slide #2 - Your Solution

- In clear language explain your solution to the problem or opportunity.
- Explain how the problem is currently solved and how your solution is different.

Slide #3 - Validation

- Show research that proves people will pay for your solution. Validation can be surveys, market research, pre-orders, waitlist signups, etc.

Slide #4 - Business Model

- Explain how your business plans to make money.
- Share the costs associated with creating your solution. It's important to include the cost of acquiring customers.

Slide #5 - Prototyping / Sales

- Describe the current version of your product or service.
- If you're already making sales share the revenue and profit numbers.

Slide #6 - Intellectual Property

- Explain how you plan to protect your product or service from copycat competitors. Patents, trademarks, marketing, relationships, and expertise are common ways to defend your business.

Slide #7 - Milestones / Road Map

- Explain where you're trying to take the business and how far along you currently are. This can look like investment raised, specific relationships with vendors, variations on your product, etc.

Slide #8 - Team

- Share the people that are helping you bring your solution to market.
- Explain why you and your team are the right people to tackle this problem or opportunity.

Slide #9 - The Ask

- Be clear about what you want from investors and what you'll do if you get it. This is likely investment, feedback, partnerships, etc.

***Email us to get feedback
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