

# 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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