

# What to put into your VC Pitch deck

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1. What do you do? What customer pain do you address?
  - Short tagline
  - Focus the conversation
  - Get their attention (and we're profitable, have X users, etc.)
2. Who is on your team? How are they relevant? Who is missing?
  - Only hit the relevant experience of your team – do not do a full biography
  - Proactively point out who you are missing or who you plan on adding
  - If relevant, discuss important advisors and board members.
3. Introduce the product and the benefits
  - How does your product uniquely solve the problem?
  - What is your advantage?
  - What are users saying?
4. How big is your market? Why is the market ready now?
  - Identify the segment of the market you believe you can capture.
  - If it is a new market, speak to how it is evolving and the need for it
  - What is changing in the environment such that the timing is right for your company
5. What is your go to market strategy?
  - How are you going to enter the market?
  - What are the trigger points for expansion?
6. Where are you now? How much traction do you have?
  - If you have customers and users, show the growth
  - If you have revenue, speak to this
  - If you have users that sign up and continue to use your product, show a vintage curve. (graph that shows all users in each month and their usage patterns in subsequent months)
7. How do you get big? What is your vision?
  - Investors must see a way that, if all the stars lined-up perfectly, you could be a billion dollar opportunity. They understand that the likelihood may be slim, but they want to see that you can think big and that it could be a possibility.
  - What assumptions have to be true to make this happen?
8. What is the competitive landscape?
  - No matter what, you have competition
  - Be open about the competitors, and of course, tell why you are better
9. Believable financials with key assumptions
  - Earnings statements both historical and forecasted
  - Be sure to include headcount and cash balance for each period
  - Top-line and bottom-line 3 years out
10. The Ask – how much do you want and where will it take you?
  - How much have you raised to date
  - How much are raising in this round
  - Where will it get you?

## APPENDIX

- Be sure to include information in your appendix to answer questions you may be asked.

NOTE: Prepare to go “off-deck”. If a VC is excited about your company, they will ask questions and you have to be nimble enough to take them to the right place that will answer the question (or just skip the presentation altogether)