

INNOVATION CLUSTER - PETERBOROUGH AND THE KAWARTHAS

“INVESTOR PITCH” SLIDE TEMPLATE

(FOR HELPING CLIENT COMPANIES PREPARE THEIR PITCH TO ANGELS AND OTHER INVESTORS)

1. Title slide

This slide is important because this is where the “elevator pitch” is given. It sets the context for what will follow for the audience. An elevator pitch is a short summary used to simply define the company, product, or service offering as well as its value proposition or unique selling proposition: the unique thing that a company offers that its competitors can't/ don't. The name reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes. Investors often judge the quality of an idea by the quality of its elevator pitch and will ask entrepreneurs for their elevator pitches in order to quickly weed out bad ideas and weak teams.

2. Problem being solved

This tells the investor the space the company is in.

3. Size of problem being addressed/ total addressable market

Also called the “total available market”, TAM is a term used to reference the revenue opportunity for a product or service. TAM helps to prioritize business opportunities by serving as a quick indication of the underlying potential of a given opportunity. One approach is to estimate how much of the market a company can gain if there were no competitors. Another approach is to estimate the market size that could theoretically be served with a specific product or service. TAM can be defined as a global total (even if a specific company could not reach some of it) or, more commonly, as a market that one specific company could serve (within realistic expansion scenarios). This focuses strategic marketing and sales efforts and addresses actual customer needs. This information needs to be presented to keep and hold the investor's attention. The investor needs to understand what the size of the total market opportunity is in order to evaluate the size of their investment, their exit potential etc. Without this, companies stand no chance!

4. The solution/ underlying magic/ technology

What does the company have that this market with this problem wants? This is where IP issues are usually discussed. This slide is a very high level treatment of the product (...sometimes a couple of slides are useful here when more time or space is needed to convey the product, but this SHOULD NOT be a product tutorial).

5. Go To Market strategy

This slide/s needs to follow a specific theme based on the company's specific stage in its lifecycle. Some examples include:

- a. **VAT:** what have you done to VALIDATE the idea (i.e., research to show that more than just the founders think this is good); demonstrate ACCEPTANCE (that more than just family are willing to pay for the product); and what is your path to achieve TRACTION.
- b. **EGS:** what/when/where are you going to ENTER the market (and who are the target segments?); what are your plans to GROW beyond entry; and how/when do you plan to SCALE.
- c. **PSS:** what are your plans to PROMOTE your product (ad words, SEO, traditional advertising, ...); how are you going to SELL (web, inside, outside, channels, ...); and what is your SUPPORT strategy.
- d. **Why Now:** this is a popular question, and really works for products defining a new market.

6. Competition

This slide needs to define the competitive landscape. What is the company's sustainable differentiation. Who should the company be worried about, etc.

7. Business model

This slide should explain how the company will make money.

8. Projections and milestones

For the next 4 quarters, plus 2 to 3 years, if possible. This should present a mix of revenue, costs (including customer acquisition costs), EBITDA, # customers, cumulative cash flow and, if it's a SaaS (Software as a Service) business, some SaaS metrics. As its name suggests, EBITDA stands for "Earnings Before Interest, Taxes, Depreciation, and Amortization". It is created by considering a company's earnings before interest payments, tax, depreciation, and amortization are subtracted for any final accounting of its income and expenses. The EBITDA of a company gives an indication of the operational profitability of the business, i.e. how much profit does it make with its present assets and its operations on the products/ services it produces and sells.

9. Team

This slide needs to explain who makes up the team – now and/ or in the future - who's going to make all this happen.

10. Financing

This slide needs to explain how the company has been financed so far, the financial ask of this presentation, as well as how proceeds will be used to achieve market objectives.

11. Summary and call-to-action

A quick 2 to 3 key points, including contact information, should be presented on this slide – which should be left up when the Q&A session starts!

NOTES

1. Companies are encouraged to create a pitch that follows this model, and only then tweak it.
2. The objective of the pitch is not to sell a deal, convince someone how great the product is, or explain the company from top to bottom. Each pitch should have one simple objective: to secure a follow-up meeting.
3. Keep all presentations to no more than 10 content slides, no more than 20 minutes, and a font size of 30. Ten is the optimal number of slides in a Power Point presentation because a normal person cannot comprehend more than ten concepts in a meeting. If you must use more than ten slides to explain your business, you probably don't have a business.
4. Using a font no smaller than thirty points guarantees that the presentation will be better because it requires the presenter to use only the most salient points and to know how to explain them well.