

# A *pitch deck* guide

# The *structure*

## **1. Introduction**

Intro to your business.

## **2. Problem**

What problem are you solving?

## **3. Solution**

Describe your product/solution.

## **6. Market**

How big is the market potential.

## **5. Traction**

Describe your traction.

## **4. IP / patents**

How do you protect your product/solution?

## **7. Competitors**

How does the competitive landscape look like?

## **8. Go to market**

Describe your sales processes.

## **9. Team**

Describe your management team and BoD, incl. experiences.

## **12. Exit**

Describe the different likely exit scenarios.

## **11. Fundraising**

How much capital, and use of proceeds.

## **10. Financial plans**

How does your financial forecast look like?

# The content

## **1. What is your business?**

Provide a concise introduction to the company, the market it operates in and the product at a high level.

## **2. What problem are you solving?**

In a world full of innovative ideas and unique concepts, it's essential that your idea stands out by addressing a specific and widespread challenge.

## **3. How do you solve it?**

Briefly present your solution approach to the identified problem. Explain how your solution effectively addresses the problem. As investors receive many proposals, it's important to be concise and precise in your presentation.

## **4. How do you protect the solution?**

How do you minimise the threat from competitors? Include your intellectual property such as patents or your unique domain knowledge.

## **5. How far have you come?**

If you have existing customers and revenue, show your development and milestones. Alternatively, show the scientific research behind your claims and include testimonials or other evidence of your traction. Feel free to use graphs and visualisations.

## **6. How big is the market?**

Define the market and its size, preferably with geographical breakdown and market growth, e.g. via a Compounded Annual Growth Rate (CAGR).

## **7. Who are your competitors?**

Show your competitive landscape here. Don't be afraid to mention competitors as it indicates a market need. However, be sure to explain how you differentiate yourself from competitors.

## **8. How do you reach your customers?**

Describe your target audience and the strategies you have defined to reach your customers. Feel free to assess the scalability of each strategy and take geographical/cultural considerations into account.

## **9. What does your team look like?**

Present your team and the individual skills and experience that will enable you to realise your vision. Feel free to split this between your team and your board.

## **10. What are your financial plans?**

Disclose your financial key figures that provide insight to your performance and your runway. Show your historical financial performance and forecast at least 3 years ahead.

## **11. How much capital is needed?**

Describe your capital needs, both now and in the future. Remember to explain what the capital will be used for and what outputs it will create in relation to your milestones (revenue, product development, team).

## **12. How about exit?**

If you are already in dialogue about strategic acquisition opportunities, show it here. Alternatively, describe which exit scenarios you think are realistic for your company.