

The Pitch Deck



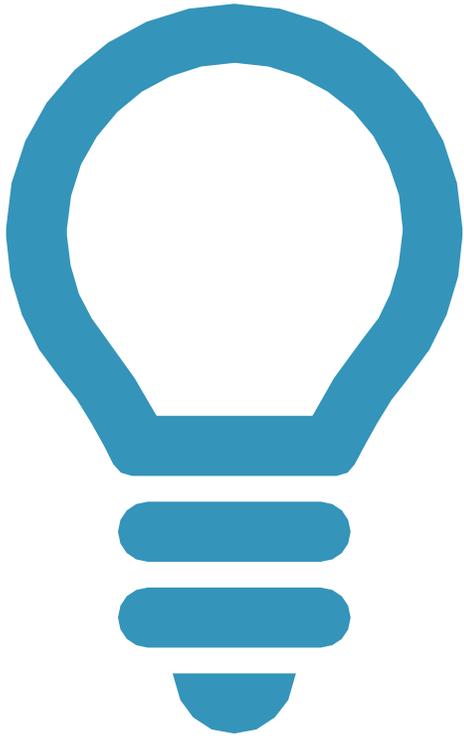
The Dreaded Pitch Deck

1. Entrepreneurs may not be good at pitching their crazy idea.
2. They may be busy building their crazy idea or selling their products, and they do not have time.
3. They do not have confidence that anyone will invest in them.
4. They do not want to give up any part of their “baby/company”.
5. They are not good at PowerPoint.

Creating an Effective Investor Pitch Deck

I have gone through all the investor feedback from our practice pitches this year, as well as what I have learned through networking with investors and entrepreneurs throughout my career thus far.

I have grouped the feedback into 10 items.



Definition of an Entrepreneur

A person with a
Crazy Idea,
No Cash, and
Not Willing to Accept “No”
as an answer...

1. Elevator Pitch

- ❖ Hook your audience in the first 3 slides
- ❖ Get your pitch down to 5 minutes
- ❖ Share the Problem and Solution within the first 1-2 slides.

2. Problem

- ❖ Why does your product/service not already exist?
- ❖ Emphasize how pervasive it is
- ❖ Convey the crystallized problem and solution

3. Solution

- ❖ Explain what the product/service does in a clear and simple way
- ❖ Show how you are providing a good solution that is not already out there
- ❖ Make sure to state your progress-to-date

4. Market Size

- ❖ Share the size of the market opportunity upfront
- ❖ Define who your audience is for this service
- ❖ Differentiate who is the customer vs who is the end user

5. Business Model

- ❖ What is the revenue model?
- ❖ Show a breakdown of the numbers
- ❖ What is the distribution channel?

6. Competition

- ❖ Convey who your competitors are
- ❖ Differentiate between your product/service and what is currently out there
- ❖ Why are you better than the competition?
- ❖ ****The Investor Pitch is not a Sales Pitch***

7. Marketing Plan

- ❖ Research the churn rate of competitors for a planning perspective
- ❖ Why is this going to appeal to your audience?
- ❖ How are you going to market?

8. Team

- ❖ Share the passion or personal story behind the startup
- ❖ Who is on your team?
- ❖ What did you do before this?
- ❖ ****What are they really looking for?***

9. Traction

- ❖ Give an idea of current run-rate
- ❖ Explain any partnerships/backing you may have
- ❖ Share current sales or leads

10. Needs

- ❖ Make your raise amount and purpose of use definitive
- ❖ Share useful stats like the pre-money valuation of the company & internal rate of return
- ❖ What is your current burn rate?

One More
Item *Unique* to
The Lion's Den DFW

A person with a
Crazy Idea,
No Cash, and
Not Willing to Accept “No”
as an answer...

Everything so far, is to convince an investor to invest in your **crazy idea** with their financial investment.

But if you convince God that
your company is also focused
on **making a difference for
His Kingdom,**

Then He will invest in your
crazy idea **more than you can
ask, think, or imagine!**

Why?

Because He has the **resources**,
the **authority**, and the **desire**
to do it according to His will.

Let's face it.

For your *crazy idea*,
it will take a *miracle*!