

Pitch Deck Template for Technology Start-Up

Value Proposition - Elevator Pitch

- What is the company's vision?
 - summarize who you are, what you do, and why you are going to win.
- Identify the market and the product.
 - max 3 key words, 2 sentences.
- Logo and Image.

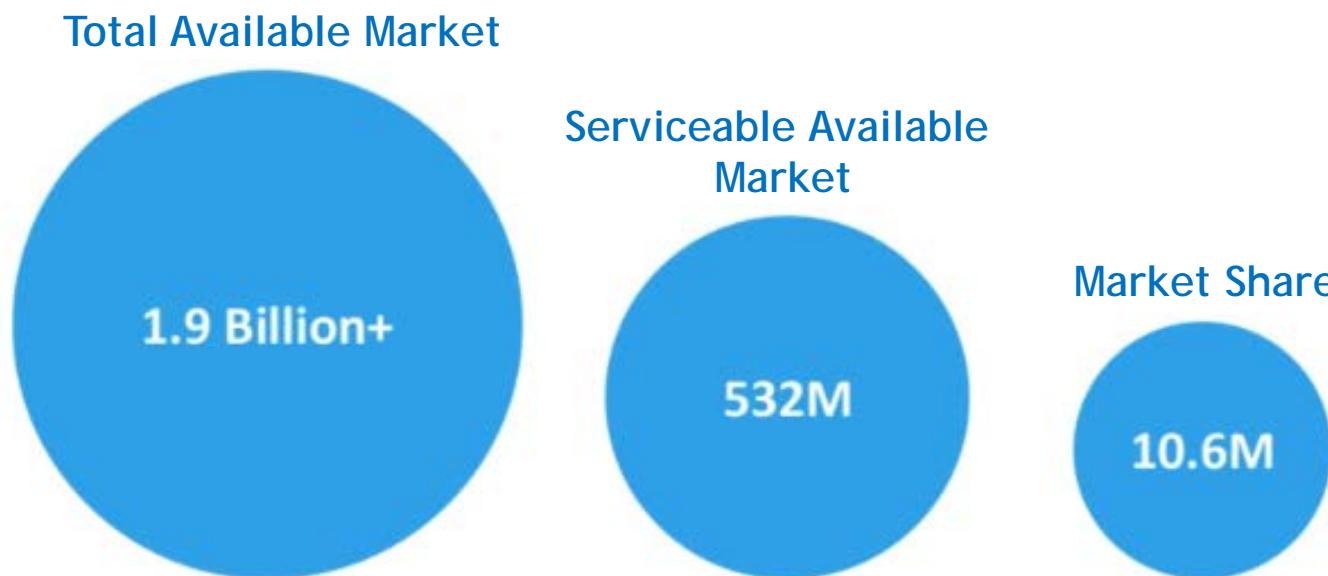
Short, Simple, Memorable

The Problem - Opportunity

- Who has this problem?
- How big of a problem is it?
- Do other solutions currently exist?

Target Market

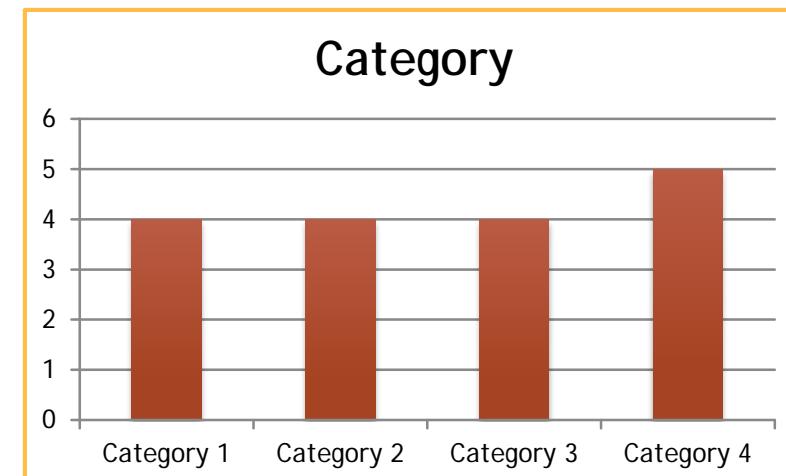
- Who is your target customer & how many are there?
- How much is spent per year in your product category?
- Looking for a very specific and obtainable target customer(s), be REALISTIC with market predictions.



The Solution – Your Product/Technology

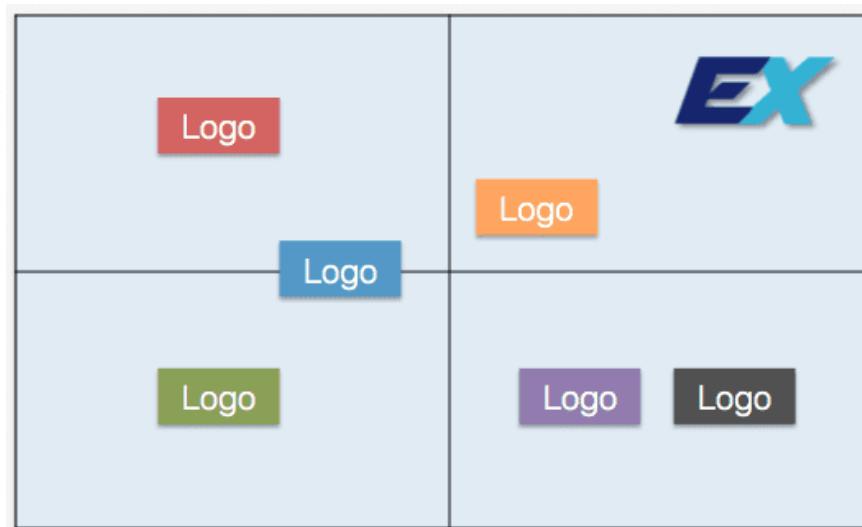
- Describe how to solve the problem with visuals/demonstrations.
- How/why is it different/better? Any data of how much your product is better than other current solutions.
- Demonstrate the proprietary technology with charts & figures.
- IP and licensing status.

Stats	Category 1	Category 2	Category 3	Category 4
Category 1	2	3	4	5
Category 2	3	3	4	5
Category 3	4	4	4	5
Category 4	5	5	5	5



Competition

- Who else is competing for your customers? How big are they?
- Your competitive advantage: how are you different from competitors?



You are stronger than the competition in ...

You are threatened by the competition in ...

Revenue Model

- What is the estimated annual revenue?
- What is your estimated revenue growth rate in the next 5-10 years?
- What is the pricing strategy? Are you competing on price or are you a premium? What is the gross margins?
- Any alternative revenue streams?
- Exit strategy: Do you plan to get acquired, or do you want to grow the company long-term?
 - If looking at acquisition, any companies that would be targets/interested in the product(s) you will offer?

Marketing plan

- How will you acquire customers?
- How much will it cost you to acquire customers?
- Who sells/distributes your product?
- Any existing connections with sales/distributors?
- Is your marketing/sales strategy the same or different as your competition?

Traction - Market Validation

- What information have you collected from potential customers? What customers do you already have?
- What milestones have you accomplished?
 - Technical: any scientific studies, proof of concept, prototype
 - Business: any customer discovery/interview, on-site validation
- What is the next step? Any product roadmap?
- Any strategic partnerships?

Team Members

- Who is the team? What do they do?
- Why are you the right people to build and grow this company? Any previous successes?
- What experience do your team have that others don't?
- Are there any other team members that you still need to add? What positions? Why?

Financial Forecast

- Revenue forecast: yearly summary of all your projected sales
- Cash flow forecast: yearly summary of all your projected expenses
- Major milestones: first product on the market, strategic alliance, regulatory approval

	2016	2017	2018	2019	2020
Revenues		\$71K	\$1.5M	\$5M	\$10M
Expenses	\$224K	\$315K	\$1.85M	\$2.23M	\$2.82M
Net	\$-224K	\$-244K	\$-0.35M	\$2.77M	\$7.18M

Use of Funds - Capital Requirement

- What level of investment are you asking for? What size of equity?
- What do you plan to use that money for? Why do you need the amount you are asking for?
 - **% for Product Development, **% for Marketing/Sales, **% for Operation, **% for Legal/Others
- After you get these funds, how long will they last? How much time before you need to raise more money?
- What is your timeline for investors to get their return?