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.

Total Available Market

1.9 Billion+

Serviceable Available Market

532M

Market Share

10.6M
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.

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<th>Stats</th>
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<th>Category 3</th>
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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

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<td>Revenues</td>
<td>$71K</td>
<td>$1.5M</td>
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<td>Expenses</td>
<td>$224K</td>
<td>$315K</td>
<td>$1.85M</td>
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<td>Net</td>
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<td>$-244K</td>
<td>$-0.35M</td>
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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?