



Investor Deck

Based on industry best practices

Investor Deck Slides

Topics and suggested info. Provided in pdf format. Between 10- 20 slides max.

1. Intro / Title slide

- a. Provide company name, logo or team name & URL if any

2. Elevator Pitch

- a. "What, How, Why" – one sentence

3. Company Purpose

- a. Define the company / business in a single declarative sentence

4. Problem / Opportunity

- a. Describe the pain of the customer (or the customer's customer). Or the pleasure you are providing. What is the Problem? Make it Obvious. Who has it?
- b. Outline how the customer addresses the issue today and why the current solutions are inadequate

5. Solution

- a. Demonstrate your company's (validated) **value proposition** to make the customer's life better. Show how your solution is a Painkiller not a Vitamin. Explain the value of the pain you alleviate or the value of the pleasure you provide
- b. Describe why your solution makes your customers happy, does it better, different than anyone else. You can include a customer case study. Provide use cases

6. Why Now

- a. Set-up the historical evolution of your category.
- b. Define recent trends that make your solution possible



7. Market Opportunity / Size: (Bigger is Better)

- a. **Total Market Size** (€ size, units size, growth rates, your niche)
 - i. **Total Addressable Market (TAM):** how big is the universe (top down =based on reports by third parties)
 - ii. **Served Addressable Market (SAM):** how many can you reach with your sales channel (bottoms up= calculate users / usage/ rev€)
 1. Avg Txn = €X
 2. Y customers in our market
 3. Avg customers buys Z times per year
 4. Market Size= €X * Y * Z annually
 5. Market growing @100+% per year
 - iii. **Target market. Serviceable and Obtainable Market (SOM):** who will be the most likely buyers? Identify / profile the customer you cater to. Define your market: what segment are you in. Provide Macro trends and insights
- b. What steps have you taken to validate the market?
- c. Traction: Show customer validation if you have – show that there are real users out there using and loving the solution, even if not paying customers. Monthly growth rate?

8. Competition: (why are you better or different)

- a. List all top Competitors. Who are the competitors? Include URLs. Who might become competitors? Who do you fear most?
- b. List competitive advantages: How do you truly differentiate from them
 - i. Show how you are better or different, if not better or different “niche to win” –
 - ii. Where do you exist in the larger overall competitive landscape? Show your positioning in the competitive landscape

9. Product

- a. Product line up (form factor, functionality,features, architecture, intellectual property)
- b. Development roadmap



- 10. Proprietary Technology / Expertise (Underlying Magic)**
 - a. Describe the technology or magic behind your product. What is your unfair advantage / USP? (Big market lead, experienced team, superior / breakthrough tech, technology, defensible IP/patents, exclusive partnerships)

- 11. Business Model**
 - a. **Revenue Model:** Describe top 1-3 sources of revenue. Revenue and number of customers to date (if any). Prioritize by size, growth and/or potential. What is the current market activity / customer behavior? (Common revenue models: Direct – ecommerce, subscription, digital goods. Indirect – advertising, lead gen, affiliate). Who is your primary customer and how do you make (plan to make) money.
 - b. Show how to get to Break-even (or Profitable) and when
 - i. Pricing model / what are the unit economics
 - ii. Average account size and / or lifetime value
 - iii. Business metrics: Show basic math on conversion rates and / or customer acquisition costs. What is the lifetime value of an average customer? What are your key traction metrics (users / customers/ revenue)?
 - c. **Go-to-market plan & growth strategy:** what are the most important and unique channels and methods you will use to find and win customers. How are you doing it differently than others in the space? Who are the decision-makers for sales conversions and how will you get in front of them? How will you achieve your target growth rates?
 - d. Customer / pipeline list.

- 12. Marketing Plan**
 - a. Describe how you get customers & through which distribution (channels)
 - b. What's the volume, Cost, conversion rate

- 13. Team & Key Stakeholders**
 - a. Founders & Management: Highlight key team members and their prior positions / successes, domain expertise. Demonstrate relevant experience. List each founder name, position and quick



background. Please provide an email address for each founder in the startup. [Founders must have at least 10% equity in the company.](#)

- b. How many total team members does your company have? How many engineers / developers?
- c. Board of Directors / Board of Advisors
- d. Identify:
 - i. Key hires you need but don't have (Job descriptions)

14. Financial Projections, Key Metrics & Milestones:

- a. Show growth potential / Revenues. Three-year forecast with key metrics. Mention key & critical assumptions in your model of expenses, customer conversion, market penetration %.
Highlight total customers, total revenues, total expense, EBTDA (per year)
- b. Cash flow – Unit economics
- c. Cap table – what is the current ownership table. If you have not formed the company yet, describe the planned equity ownership breakdown among the founders, employees and any other proposed stockholders. Include what % of the equity each founder, employee and investor holds
- d. The deal:
 - i. How much money raised / raising? At what valuation?
Who are your existing & notable investors, if any?
Commitments? How much operating runway does this provide?
 - ii. What will you do with the capital?
 - 1. New hires (build product)
 - 2. Marketing & Sales (get Customers / €€€)
 - 3. CapX, Ops & Infrastructure (Scale up)
 - iii. Show Achievable Milestones