10 Key slides for your investor pitch deck
Tips for a perfect pitch deck

- Does not try to answer all possible questions … Focus on ones investors care about most
- Provides enough information to grab interest and leaves investors wanting more
- Should be able to stand on its own, without presentation
- Is concise (~10 slides), visual and tells a compelling story
Key slides to include in pitch deck

1. Executive Summary and Elevator Pitch
2. Momentum and Traction
3. Market Opportunity
4. Investment Thesis (Problem & Solution)
5. Competitive Landscape
6. Revenue Model
7. Marketing Plan and Growth Strategy
8. Management Team
9. Financials
10. Funding Requirements
Executive Summary

What We Do:

• Example Co solves [problem] by providing [advantage], to help [target] accomplish [target's goal]. We make money by charging [customers] to get [benefit].
• We are focused on the [$X billion target niche] market.

Current Status:
We are [company stage, e.g. pre-revenue, pre-launch, etc.].

Traction to date includes:

• (Month or Quarter 1): X key metric, Y key metric
• (Month or Quarter 2): X key metric, Y key metric

Currently Raising:

• [$X-Y million] seed round.
• Previously raised [$X million] from [investors].
Momentum & Traction

- [Key Metric #1]
- [Key Metric #2]
- [Key Metric #3]

- Growth metrics are key at early stage (e.g., # of customers/users, revenue, CAC (customer acquisition costs), retention rate, ARPU (average revenue per user)
- Highlight press, partnerships and customer success stories and/or testimonials
Market Opportunity

Do research (cite sources) and define:

• Size and scope of your market (dollar size, your place/niche)

• Relevant macro trends impacting market opportunity

• Specific customer profile

• Market potential

Years 1-2 = $XB market
Years 3-4 = expansion into $YB market
Investment Thesis (The Problem and The Solution)

The Problem
• The investor needs to understand the pain point you are trying to solve.
• Why is this important and how does it affect the end user?
• Consider using storytelling during your pitch if appropriate.
• Keep your explanation punchy.
• Use visuals and always keep in mind the point of view of the end user/customer.

The Solution
• Explain how your product is going to improve the market and fix the problem.
• How does the world look after your solution is implemented? Is everyone happy?
• Don’t get too technical on this slide - keep it visual and to the point.
• Consider doing a quick demo if it makes sense, but make sure it’s not too long.
• Don’t get lost in the features and complexities, you will lose the investors.
• Mission: make them understand why your product solves the problem far better than anything else on the market.
[The succinct problem statement you aim to address goes here. Use plain language – no jargon.]

[Customer Tries Something]

[Here’s Their Terrible Pain]

[Existing Solutions Are Broken/Nonexistent]
[The succinct summary of the solution goes here. This often sounds like your company mission.]

- [List a few key benefits and features here.]

1-2 Product Screens

Explanation of Actions Taken

EX

Explanation of Outcomes
We are stronger than the competition in **key differentiators**.

We are threatened by the competition in **honest worries you have**.
[B2B SaaS Business Model]

- Define how you make money
- Describe the pricing model?
- Don’t show too many different revenue streams, focus on one or two
- Explain gross margin profile of your business – focus on the most profitable products and services
- Show revenue, # of customers and conversion rates
- Describe life-time value of an average customer (how many months, how many dollars?)
- If your business has recurring revenues show how the business scales over time
## Marketing & Growth Strategy

**Total Addressable Market:** [$XB market]

**Distribution Strategy:** [Your unique advantage + channels you plan to test]

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<tr>
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<tbody>
<tr>
<td>![Launch web &amp; iOS app]</td>
<td>![X]</td>
<td>![X]</td>
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</table>

**Main Focus:**
- [Launch web & iOS app]
- [X]
- [X]

**Priority Tasks:**
- [Improve signup flow]
- [Finalize user referral process]
- [Accepted to App Store]
- [Drive initial signups]
- [Measure DAU totals]

- [X]
- [X]

**Target Results:**
- [X initial users]
- [Convert X% of existing email list]
- [Understand DAU & optimize]

- [X]
- [X]
- [X]
Management Team

Name, Current Title

- Title or Relevant Function
- Impressive Achievement

Past Company Logo

Name, Current Title

- Title or Relevant Function
- Impressive Achievement

Past Company Logo

Name, Current Title

- Title or Relevant Function
- Impressive Achievement

Past Company Logo
(Showing [X] months trailing.)

### Averages

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<th>Metric</th>
<th>Value</th>
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<td>Meetings/Events Booked</td>
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<td>Rental Rate</td>
<td>$X</td>
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<td>Utilization</td>
<td>X%</td>
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<td>Revenue for Venue</td>
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<td>Commission %</td>
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<td>Gross Revenue</td>
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### Cost

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<th>Cost</th>
<th>Channel/Partnerships</th>
<th>Direct Acquisition</th>
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<td>Cost-per-lead</td>
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<td>Partner Commission</td>
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<td>Service Agent</td>
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<td>Net Revenue</td>
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<td>Margin %</td>
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- **Include 3-5 years of financial projections**
  - P&L (monthly for year 1) and cash flow (monthly for year 1)
  - Show 2 years of historical financials (if you have them) plus at least 3 years of projections
- **Outline key planning assumptions KPIs in your financial model**
  - Revenue forecast (show current sales pipeline, # of customers you are expecting to close in each year, pricing, customer conversion, etc.)
  - Highlight expected market penetration % in each year of forecast
  - Show details of your operating expense projections (compensation, product development expenses, sales & marketing costs, cost of customer acquisition, hardware and software expenses, G&A expenses, etc.)
### Financials/Budget

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Funding Requirements

- We are seeking \[\$X\].
- We aim to [major goals] in the next [timeframe].
Use of Proceeds

- Build team of [X]
- [Biggest product milestone – e.g., launch beta in X months]
- Product/market fit and [X customers/users] in [X] months

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<td>Other (Professional Fees, Rent, Utilities, Travel, etc.)</td>
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About
Westover Strategic Advisors
Who we are

A boutique fractional hire and advisory firm of senior, credentialed professionals

25+ years of experience as CFOs, Controllers, Strategy/Marketing Consultants, Senior HR and IT Professionals

Broad industry experience across all industries – from VC backed, early stage start ups to privately held family owned businesses and large multi-national public companies

Connected team with strong network of advisors and investors
We help small to medium size companies address business issues and accelerate growth.

**FINANCE**
- Financial planning
- Capital raising
- Accounting services
- Cost control programs
- Financial modelling

**MARKETING**
- Market research
- Product development
- Lead generation
- Customer engagement (acquisition/retention)

**HUMAN RESOURCES**
- Talent acquisition
- Comp & benefit plans
- Performance management
- Executive coaching

**SOCIAL RESPONSIBILITY**
- Help clients become socially responsible companies
- Strategy development for charitable giving
- Employee engagement programs
- Program implementation service

**INFORMATION TECHNOLOGY**
- IT strategy Development
- System Architecture/Integration/Outsourcing
- IT infrastructure/security Management
- M&A Due Diligence
- Requirements planning & project management
How we can help

- Need an experienced advisor who has demonstrated success addressing similar issues, but can’t justify the cost for full time hire?
- Need to fill a senior position temporarily while you’re looking to hire for a specific role?
- Getting pressure from investors to build out your team?
- Need to connect with investor community?

Experienced fractional hires (CFO, Controller, CMO, CHRO, CIO)

- Need specific functional experience to lead special projects or complement existing teams (e.g., preparing for acquisition or a new product launch)?
- Need experienced staff to jump in and lead an important project?
- Juggling day-to-day challenges and need to free up in-house resources to focus on core business?
- Looking for experienced, fresh perspective and/or a business advisor, if you’re stagnant or facing a critical business decision?

Project-based, advisory consulting

www.westoverstrategy.com
Why use fractional resources?

A fractional hire is often used if you can’t justify the costs for a full time, on-staff senior executive, but you need that level of experience and expertise. This strategy is particularly helpful for new and emerging companies, as well as established companies with special projects – such as preparing for acquisition or a new product launch.
Firms we have worked with

Cary Street Partners
Shell Oil Company
Gartner
ExxonMobil
Genworth
Altria
State Farm Insurance

SunTrust
Groovin' Gourmets
drivefactor
punch

COVIdiEN
BBDO
BIC
Emmis
Citizens Financial Group, Inc.

Wish Wish
Pfizer
Greenwich Associates

Viacom
Perrier
Envirowash

Prentice Hall
Nielsen

MedCPU
PwC
Schering-Plough

Texas Commerce Bank

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