



WESTOVER
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10 Key slides for your investor pitch deck





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Tips for a perfect pitch deck

02

- 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





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Key slides to include in pitch deck

03

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





Example Company



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].

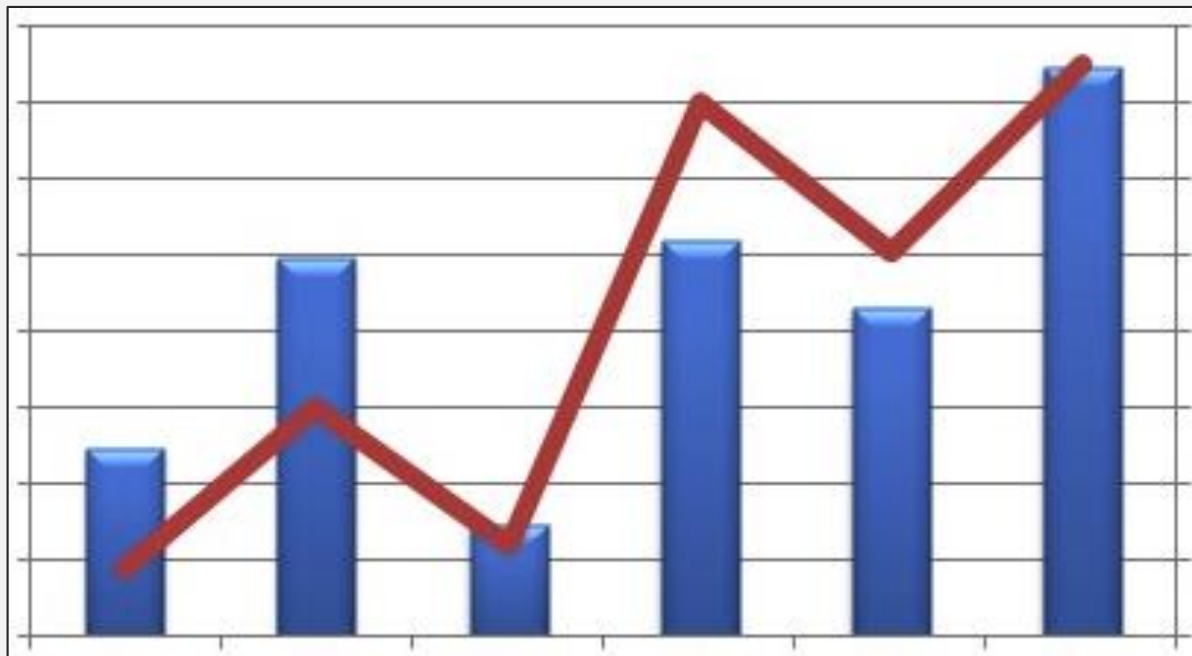
Team Experience

Logos of Past Companies
& Top Schools

Pilot Customers/Partners

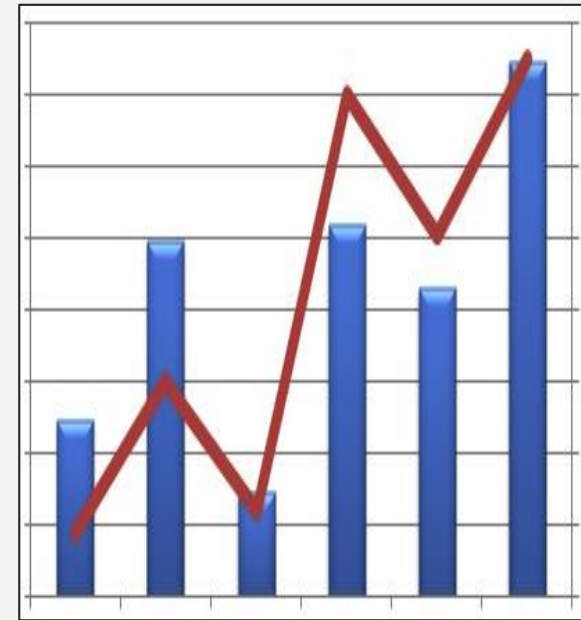
Logos or Other Proof of
Early Traction

- [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



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]

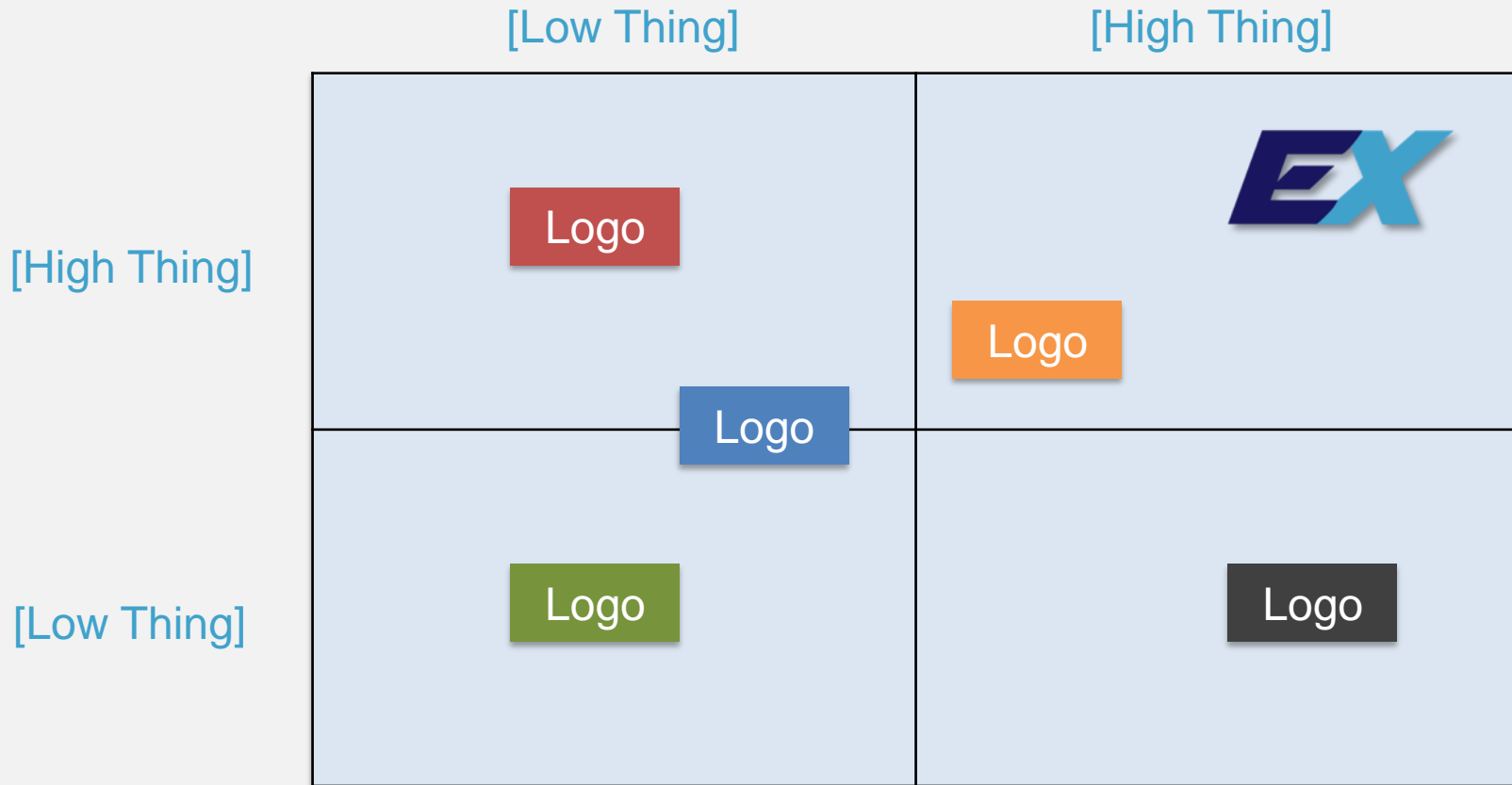


[The succinct summary of the solution goes here.

This often sounds like your company mission.]

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





We are stronger than the competition in **[key differentiators]**.

We are threatened by the competition in **[honest worries you have]**.

[B2B SaaS Business Model]



[Sales Strategy: Free trial and bottom-up selling]



[Pricing: \$X to \$Y per user per month]



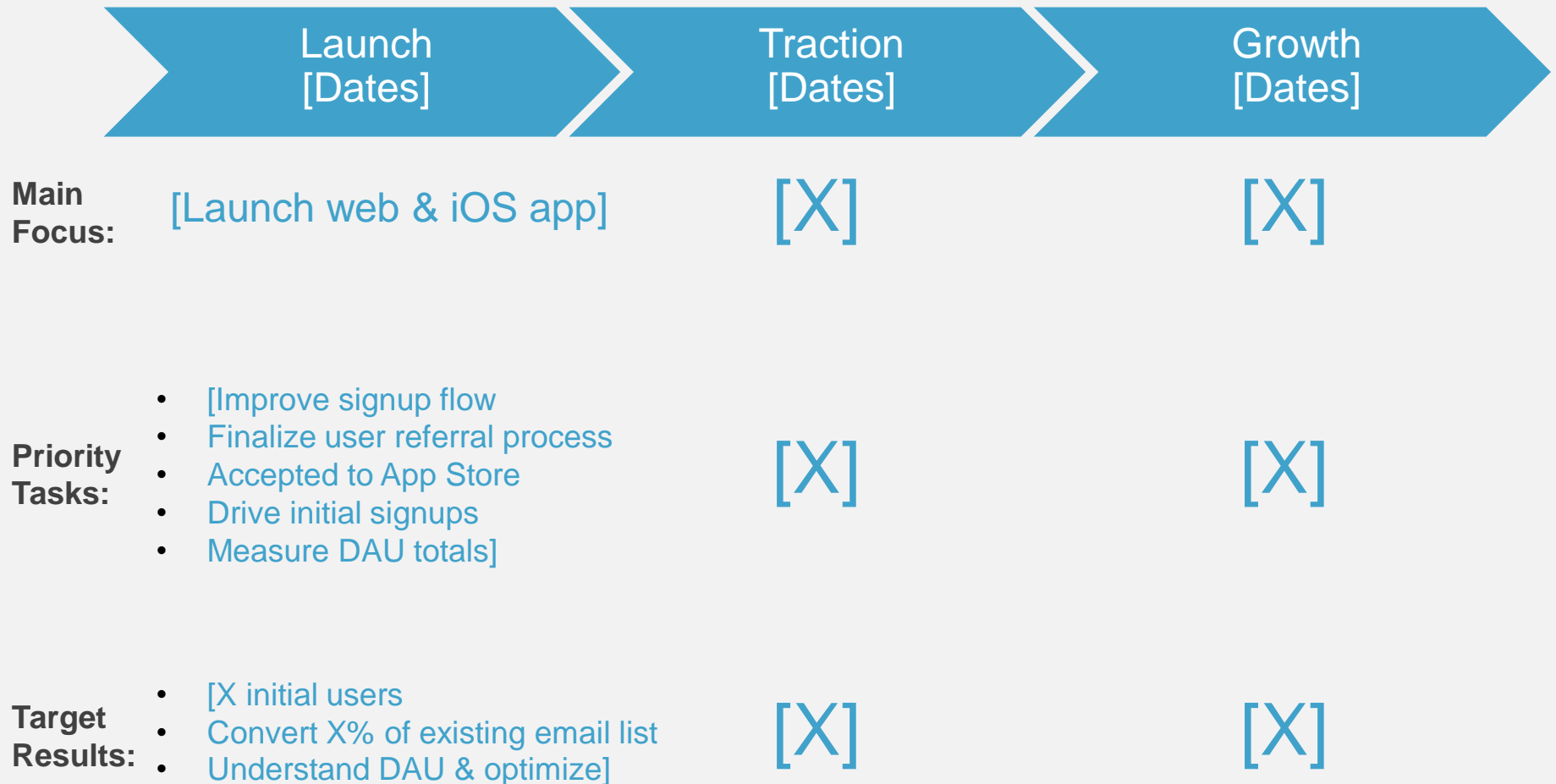
[Operating Margins: Over X%]

- 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



Total Addressable Market: [\$XB market]

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





Headshot

Name, Current Title



Headshot

Name, Current Title

Past Company
Logo

- Title or Relevant Function
- Impressive Achievement

Past Company
Logo

- Title or Relevant Function
- Impressive Achievement

Past Company
Logo

- Title or Relevant Function
- Impressive Achievement

Past Company
Logo

- Title or Relevant Function
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(Showing [X] months trailing.)

Averages

Meetings/Events Booked	X
Rental Rate	\$X
Utilization	X%
Revenue for Venue	\$X
Commission %	X%
<i>Gross Revenue</i>	<i>\$X</i>

- **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.)

Cost

Cost-per-lead
Partner Commission
Service Agent
<i>Net Revenue</i>
<i>Margin %</i>

Channel/Partnerships

--
\$X
\$X
\$X
X%

Direct Acquisition

\$X
--
\$X
\$X
X%



Financials/Budget

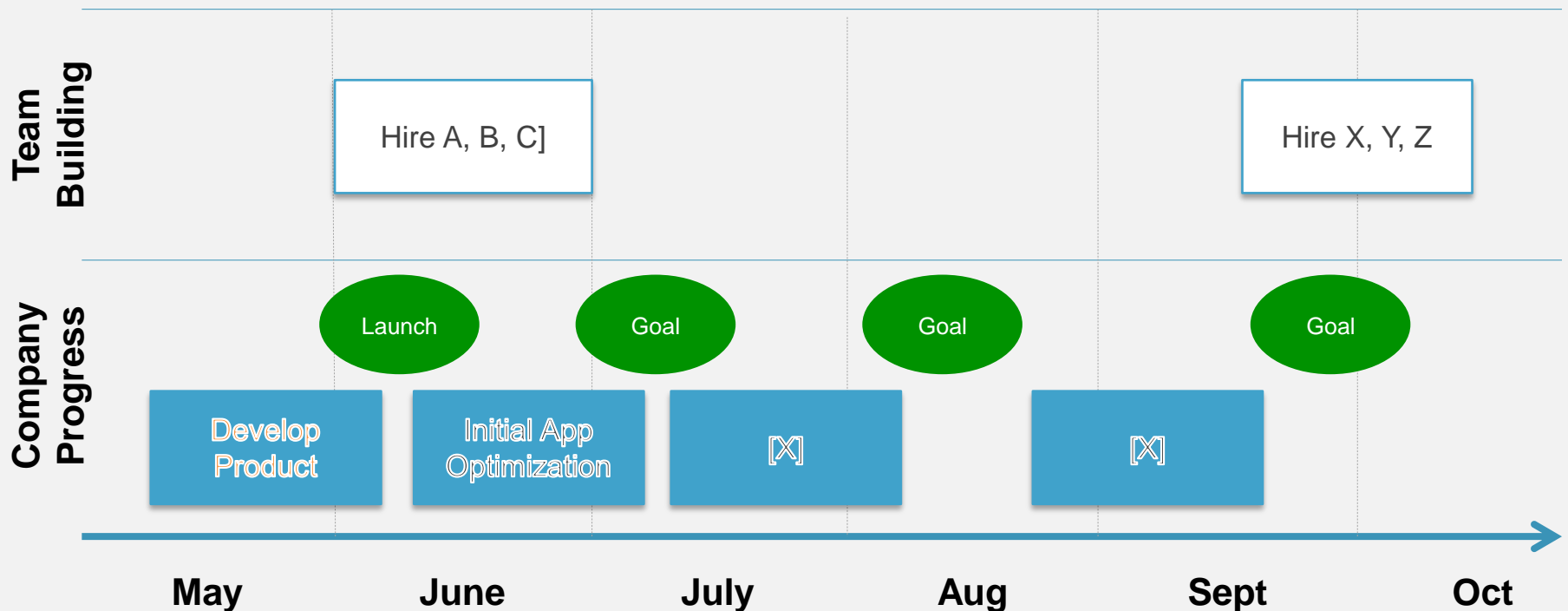
<u>Revenue</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Year1</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Year2</u>
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<i>Total Revenue</i>	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>Cost of goods sold</u>										
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<i>Total COGs</i>	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>Gross Profit</u>	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>Gross Margin</u>	X%	X%	X%	X%	X%	X%	X%	X%	X%	X%
<u>Expenses</u>										
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<i>Total Expenses</i>	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>EBITDA</u>	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)
Other Income (Loss)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)
<i>Net Income (Loss)</i>	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)



Funding Requirements

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





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About Westover Strategic Advisors





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Who we are

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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



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What we do

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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



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How we can help

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- 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



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Why use fractional resources?

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CMO

Chief Marketing
Officer



CFO

Chief Financial
Officer



CAO

Chief Accounting
Officer



CHRO

Chief Human
Resources Officer



CIO

Chief Information
Officer



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.



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Firms we have worked with

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Cary Street Partners



Shell Oil Company





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