

Open with Founding Story/ Personalized Problem:

Use the personal story of a specific customer or your own personal story to describe the frustrations in the market and identify the problem. Then illustrate the solution - Graphically illustrate the solution in personalized terms and tell us what you do.

Product/Technology (Tell us what you do.)

A succinct one line description of what you do, what problem you solve and who you do it for.

Examples: Retel "empowers restaurants and retailers using security cameras". Everlater makes it "easy and fun to share travel experiences". TimZon is "the easiest way to share visual feedback". Good, crisp, concise and you know what they do immediately.

Value Proposition (What value do you deliver to your customers?)

Summarize why a consumer should buy your product or use a service. This statement should convince a potential consumer that one particular product or service will add more **value** or better solve a problem than other similar offerings.

Market Size (What is the opportunity here?)

Prove the market and economic opportunity. What is the potential market / addressable market? Explain how the business can scale.

Customer Segments (Who buys your product?) & **Channels** (How do you reach your customers?)

Who are your customers and why would they buy your product? How does your product get to your customer?

Revenue Model (How will you make money?)

Show how you plan to monetize and the revenue model for the business.

Financial Projections (Break-even point?)

Cost Structure and projections - when will you break even?

Competition (Who are your competitors?)

Show your competitive advantage. Focus on your advantages over competitors. Use competitors as proof of the market opportunity. Articulate your differentiators clearly.

Team (Why you?)

Demonstrate why you've got the right team. Keep the slides visual - personalize the team. Highlight direct experience in the space and why you're uniquely placed to solve the problem. Outline why you work well together. Talk about why you'd be a worthwhile investment.

Status and Milestones (Where are you currently and where do you plan to take this?)

Show your progress / traction, milestones and achievements. Include a slide with numbers of signups, traffic through the system, number of beta users etc. and logos of customers using the product, if you have them.

Summary slide

Sum up why you're excited. Include clear contact information. This should be a very visual slide reinforcing your logo and key message.