

# Fundamental Premises of the Pitch Deck

- The slide deck is the first comprehensive prototype of a new venture
  - It should be created, shared, and treated as a work in progress
  - Slides are easier to revise than a lengthy written document
- It's critical to describe *\*all\** aspects of the venture
  - As both a prototype, and
  - A way to communicate to any mentors or investors
- Presenting the business requires providing the right information in the right order
- Identify the path forward to address the question: “What would have to be true for this to work?”

# Slide Template Guidelines

- Use it to define your venture and hone your pitch
  - To answer questions that investors (and others) will have about your business
  - In the order they will ask them
- Goal is to quickly communicate your venture to, and learn from, your audience
  - Be concise but also comprehensive
  - Use image and graphics to visualize your message where ever practical
- Use it to create two decks: a talking presentation and a leave behind
  - The talking deck should have fewer words and be used as a framework
  - The leave-behind deck should be heavier on details and self-explanatory
- When in doubt, vote for simple, clear, and concise

# A Business Plan in 10 Slides

## 10-Page Template

1. Title page
2. Introduction & Elevator Pitch
3. Problem, Solution, Value Proposition
4. Target Market
5. Technology
6. Revenue and Pricing
7. Financial Projections
8. Milestones
9. Team: Management and Advisors
10. Summary and Next Steps

*Optional Slides: (a) 4 P's; (b) User Scenarios;  
(c) Competition*

# Title Page: Your Company

- *Your company name and contact information*
- *Include all names and contact information for the founding team*
- *Include company website (if established)*

# Introduction & Elevator Pitch

- *In < 60 words describe what the company does, for whom, and why it is valuable (i.e., important to that customer).*
- *You can also briefly mention on this slide significant accomplishments/milestones reached (e.g., secured license to a patent, proof of concept completed, prototype completed, tested with customers, etc.)*

# Problem, Solution & Value Proposition

- *Define the problem you will address, using clear and compelling language. Be sure to identify who has the problem and how badly they have it.*
- *Clearly explain how your solution will address the problem you've identified for the target customer (avoid describing the technical features of your solution here).*
- *Identify the value proposition -- how you will deliver value to your customer. What are the costs (e.g. buying, installing, and operating your solution) relative to what they currently use? Be as specific as possible about the relative value of your solution.*

# Target Market

- *Clearly identify who your customer is and how many of them there are.*
- *State how you will reach them.*
- *Identify how much they will pay and how many they will buy.*
- *Identify any key competitors serving these customers today.*

# Technology

- *Answer the following questions:*
  - *What is your technology?*
  - *What does it do?*
  - *How does it do it?*
  - *Will it work (and when)?*
  - *Can you make it (at scale)?*
  - *What does it cost?*
  - *What makes this solution effective, unique, and/or defensible from competitors?*
- *Describe any IP (patents, provisional patents, or trade secrets)*
- *Describe any distinguishing (or inimitable) value of your technology over competing solution.*



# Revenue and Pricing

- *How will you make money?*
- *How much will you make?*
- *How much will it cost?*
- *When will it happen?*
- *When the business is up and running, how many units, subscriptions, etc. do you expect to sell in a given year and at what price?*

# Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue (000s)</b>	<b>\$ 62</b>	<b>\$ 129</b>	<b>\$ 336</b>	<b>\$ 960</b>	<b>\$ 1,600</b>
Customers	500	1200	3000	4000	5000
Units/customer	5	6	7	15	20
Price	\$25	\$18	\$16	\$16	\$16
<b>Expenses (000s)</b>	<b>\$85</b>	<b>\$650</b>	<b>\$250</b>	<b>\$335</b>	<b>\$750</b>
Headcount	10	14	15	27	34
COGS	\$18	\$17	\$15	\$14	\$14
CAC	\$325	\$250	\$200	\$100	\$50
<b>net income (000s)</b>	<b>(\$22)</b>	<b>(\$479)</b>	<b>(\$85)</b>	<b>\$ 625</b>	<b>\$ 850</b>

- *The revenue, expenses, and net income of the venture over the next five years.*
- *Focus on the 3 most important drivers of your revenue and expenses over the next five years?*
  - *How will they grow (or shrink) over the next 5 years?*
  - *What you think will be the main drivers of revenue (e.g., # of customers, price, number of sales representatives) and of expenses (e.g., # of employees, costs of goods sold (COGS), or cost of customer acquisition)*
- *The primary role of this table is to reflect how much money the company will need, how much it will make, and how other key metrics (like customers or employees) impact the financials.*

# Milestones

- *Your milestones represent the most important objectives of your business your first 9-12 months.*
- *The milestones describe how you will address the question: “For this to work, what has to be true?”*
- *The milestones should be connected to the Team and Summary slides.*
- *Typical milestones might be:*
- *Completing a technical prototype*
- *Completing and filing for IP protection*
- *Securing key partner(s)*
- *Getting a first customer*
- *Shipping your first product (or getting your first x users)*



**UC DAVIS**

Mike and Renee Child Institute  
for Innovation and Entrepreneurship

# Team: Management and Advisors

- *Describe your current and planned management team*
  - *List only the people who are moving forward with your venture*
  - *Otherwise list TBD and be prepared to explain what kind of person you need*
- *Describe your current advisors*
  - *List only advisors who have a meaningful impact on your venture*
- *For each of the founders and advisors, describe the skills and experiences that are meaningful to the venture*

# Summary and Next Steps

- *Clearly articulate what you are planning to do in both the short run and the long run*
- *Outline what resources you need to move forward with the next stage of your effort*
- *State what you are asking for from the audience*
  - *If you are pitching to potential advisors or employees or partners, be clear about what you're asking of them*
  - *If you are pitching outside investors, tell them what funding you need and what you will do with it*
- *Drive to set up an outcome – often getting the next (more comprehensive) meeting*

# Optional Slides

1. *Describe the 4 Ps: **P**roduct, **P**rice, **P**romotion, and **P**lace of your marketing plan.*
2. *Describe a “Use Case” scenario*
  - a. *A typical customer’s preferences*
  - b. *How they would use this product*
3. *List any direct competitors as well as competing alternatives (including the status quo).*
  - a. *What makes you different*
  - b. *What gives the company an advantage*
  - c. *Specific features that add substantial value to customers*



**UC DAVIS**

Mike and Renee Child Institute  
for Innovation and Entrepreneurship