

# Pitch Deck for Investors

**Pitch deck is an essential part of any startup or project that needs investments.**

[Reference to the article](#)

Imagine that soon you`ll have a meeting with your investor. Make and print 30-40 pages' business plan is not a good idea. Sometimes you have only 5 min to convey the essence of the project and foraging among papers at this moment won't be easy.

Anybody who is looking for an investor needs a short presentation. With its help, you can discuss details during in-person meetings or speak at the startup conference.

Also, such a pitch deck will be perfect for demodays or pitch sessions, when several startups in a quick succession performing for 3-5 min.

Below you can see a plan for your pitch deck. Answer the questions below to make a text for your slides. The structure may change depending on the project, so we describe the general structure and you will decide then what can be used.

## Slide 1

+ project name;

+ describe the project in one sentence.

– Don` t add contacts, data or presentation version here.

This info is no needed on the title slide

## Slide 2

### **Problem**

+ describe the problem your project is solving and for whom.

## Slide 3

### **Decision**

+ describe how your project is solving the problem.

## Slide 4

### **Market**

+ make a market value in monetary terms and also point the source link at the bottom of the slide.

+ describe who is your target audience and clients.

## Slide 5

**Describe the product (if your product is hardware or software)**

- + describe how does it work;
- + list of product options.

Slide 6

### **What product you currently have**

*If you have a prototype product you should show it or spell out its main aspects.*

- + screenshots (if it`s a software product, for example, web or mobile app);
- + the number of registered users;
- + how much your company earns now.

– If there is nothing you can show, you are a new business or you don`t have a prototype product, just don`t make this slide.

Slide 7

### **Competitor analysis**

- + who are the main competitors in your area;
- + list the main competitive advantages.

– If you don`t know or can`t find competitors, you should analyze the market more deeply. Everybody has direct and indirect competitors. Investors are very skeptical of those who think they don`t have competitors at all.

Slide 8

### **Business-model**

- + describe the way you will make money.

Slide 9

### **Marketing strategy**

- + describe how you will promote and attract new clients.

Slide10

### **Your team**

- + show your teammates, tell about their responsibilities and experience.

– Indicate only relevant experience they have.

Slide 11

### **Finances**

- + show your financial model. Charts with all calculations: earnings, expenses, point of return, etc., are preferable.

! This is one of the most important slides in the presentation, so spear much time to

calculating the finances.

Slide 12

### **Investments**

+ indicate the number of investments you need and what for.

Slide 13

### **Contacts**

+ indicate your contact details (name, last name, phone number, email, and website)

## Company presentation

There are many ways for a company to tell clients or partners about their work: website, telephone calls, in-person meetings, or just email. Presentation is one of the ways to tell about your company.

[Reference to the article.](#)

Sometimes we hear this from the client: «Please, email me with your company presentation».

People ask for the presentation because it's easy to find all the information about your offers in one document and they don't need to search it on the website. And also it can be printed to show the director during the meeting.

PowerPoint company presentation is good because:

- slides can be easily and quickly changed depending on the client;
- it can be sent by email and it'll work without an assistant;
- PowerPoint presentation in a pdf format is up to 10 Mbyte, so you can easily email it to the client.

The presentation structure is the main problem when making it. What should we tell the client to spark the interest?

The structure is individual for each company.

It all depends on the presentation target, the audience and company features.

We would be big liars if tell that there is the same presentation structure for both electronic company and tour operator.

At the same time, there are some standards that can be used for many company presentations.

Let's call them «presentation units». We will tell about the units that are most popular according to our experience.

You can choose which to be used or not for your company presentation.

#### Unit 1

+ company name;

+ indicate the main idea of your presentation (for example: presentation about the company, presentation about some service, quotation, company profile, etc.). So, the recipient will understand what it for and why.

– Don't add contacts, data or presentation version here.

This info is no needed on the title slide

#### Unit 2

##### **About the company**

+ briefly (no more than 4 sentences) describe what the company does, how many years it works, how big is it, whom you provide services for;

+ company awards and merits. For example, the company was recognized as the best law company in Ukraine, or you won Cannes Lions.

! If you are making a general presentation and there are many services do be described, it's better to make an individual slide for them.

#### Unit 3

##### **Our services**

+ briefly describe your company services.

– We advise you not to make a detailed description of each service. It's better to make a separate document or a page on your website for it.

#### Unit 4

##### **Portfolio / Products / Catalog**

This unit is very important for interior design studios, clothing and accessories brands, web-studios and other companies that work with visual content.

Photos and pictures quality really influence the presentation success and client's general impression about the company.

#### Slide 5

##### **Our cases**

Cases and portfolios can be joined or separated for two different units.

Cases describe not only the work you did for the client, but show a story about project

success.

For example, your job is brand-building and your portfolio shows the level of your work and your designers` abilities.

Cases show your process of website creation for the client and it`s successful operation after.

Slide 6

### **Our clients / Partners**

+ show your clients' or partners' logo.

– Don't make this slide full of logos, just several famous companies would be enough.

! Sometimes you can make two separate slides: «Our clients» and «Our partners».

For example, your business is a courier delivery.

The slide «Clients» can show the companies you serve, and the slide «Partners» — companies, that helps you with delivery in the regions you are not working in.

Slide 7

### **Our offer**

+ if you have an offer for the company/person, so just make it on a separate slide.

Slide 8

### **Contacts**

+ indicate your email address, telephone number, high-quality photo.

This is a minimum number of units that can help you to make a company presentation.

There is no one commonly used plan for making a presentation. Think a little about what is the most interesting for your clients, what they want to see in this presentation.

## Quotation for sponsor

[Reference to the article.](#)

Most often we need sponsors to make the conference or any other event at a high level.

It`s a good opportunity for providers to expand the budget, for the participants to receive maximum positive emotions with this event, and for the sponsors, it`s a good way to promote yourself, and even find new clients among participants.

PDF format quotation is the main way for communication with potential sponsors.  
Quotation format and clarity will influence the decision of the potential sponsor.

Who would like to sponsor the event with a PowerPoint presentation that looks very old-style?

Quotation design for sponsor  
Slide 1

- + event name;
- + venue and date for the event.

Slide 2

**Information about the event**

- + tell about the event;
- + how many speakers will be there;
- + what subjects will be discussed on the event;
- + are there any activities planned,
- + how many guests you expect.

– Indicate more or less real number of participants. Do not indicate the most optimistic estimates, an experienced sponsor will most likely immediately understand where you overestimated the number of participants.

Slide 3

**Information about the provider**

- + tell who is the event provider;
- + what experience the provider has, how many events already made and what was the attendance.

Slide 4

**Information about the speaker / s**

- + tell who is your speaker, tell about his or her achievements, what is he/she famous for and experience;
- + if there are many speakers, so shortly tell about the experience of each of them  
Don` t make an individual slide for each speaker;
- + add nice photos of your speakers.

Slide 5

**Targeted audience (TA) of the event**

- + describe the TA you expected to see and the targeted advertising you are planning to make;
- + what is the professional occupation of your TA;
- + what are the interests of TA;

+ what is the income level of TA.

! This slide helps sponsor estimate if the TA is in keeping with the TA he or she needs.

Slide 6

### **The service package for sponsors**

+ make a table view document with your offer and prices for sponsors.

! Commonly, there are several service packages for sponsors, for example:

- Primary sponsor, Official sponsor, Sponsor.

Slide 7

### **Media-partners**

+ add your media-partners' logos.

Slide 8

### **Contacts**

+ add a contact name and last name as well as email and telephone.

Event management is one of the most difficult and stressful business. Write perfect texts for your quotation, choose templates on our website and send us the content so that we can beautifully design it. Let the presentation be as perfect as your event.

## Conference presentation

Even the most experienced speakers sometimes afraid to speak at a conference. There are many ways to make a conference presentation. We will describe the one, made by IBM Watson supercomputer.

[Reference to the article](#)

Jeremy Waite - an IBM evangelist made an analysis of his 42 performances for 2015 with [the help of IBM Watson](#). His aim was to understand why some of the performances are more successful than others.

A supercomputer IBM Watson can analyze emotions and interpret a vast amount of chaotic data.

IBM Watson analyzed the audience's feedbacks after the performance and the audience reaction during it, emphasizing successful and unsuccessful moments.

Based on the supercomputer analysis, Jeremy defined some rules for making a conference presentation.

## Criteria from IBM Watson for a perfect conference presentation

1

### **The font is no less than 20 primer**

The audience sitting on the back row can't see the small font on a tiny screen.

2

### **Use the dark background for slides.**

*A note from us: slides with the dark background look rather better on a black surface than on a white one. However, the projector should give a high contrast picture. If the projector brightness is low and there is much light in the room, you should use the white background in slides. Slides' background doesn't matter only if they are showing on a plasma TV.*

3

### **Start your performance with «cold opening».**

It means do not start telling about your achievements, or your high profile clients or any other things «thanks to which the audience should listen to you the next half of hour». You can start with a problem you are trying to solve, market trends review, your true story or reasonable quote.

4

### **Try to point out only one key message on a slide**

People love simplicity, so try to fit a key idea into one sentence. If you cannot do without several sentences, in this case just make them brief and clear, without many words.

5

### **No more than 3 informative objects in one slide if possible.**

Diagram, picture, phrase, chart, etc.- are objects in this case.

6

### **Slides should be switched every two minutes.**

Too many slides that are switching too fast wear down the audience.

*A note from us: if you are demonstrating the result of your project, for example, you show the different angles of the house you built, so in this case, you can switch quickly several slides and the audience will take it well.*



7

**Follow the structure: introduction, main part, final.**

Develop the conflict in the main part. Tell about the difficulties you face on the way to your company or business world as whole.

It can be:

- some doom-laden prognosis in your industry (Soon AI will take over the world);
- the problems you are faced with in your profession (human concentration on one task is constantly decreasing and marketers need to invent some new ways to keep people`s attention)

8

**Try to add some live elements every 6 minutes in between slides**

For example, add a video.

9

**At the end of the presentation should be a call for action.**

A call for an action sum up the whole presentation.

That`s why it`s very important to tell about the way you want to encourage the audience to take action right away.

On the one hand, what can a “dumb computer” know about public speaking?

But on the other hand, the conclusions made after IBM Watson's analysis are good and worth attention. Try to apply these tips to your next conference presentation.