

Recommended Presentation Template*

Slide One: Company Purpose

- Explain your unique value proposition preferably in one short sentence.
- Weak example: "We make the best damn widgets money can buy."
- Strong example: "(Company Name) makes widgets obsolete."

Slide Two: The Problem

- What is the problem that you're trying to solve?
- What is the pain of the customer?
- How does the customer handle this today?
- Personalize this if possible.
 - How did the problem affect you personally?

Slide Three: The Solution

- What is your solution?
- Why is it better than other options?
- How will your product be used?

Slide Four: Why Now?

- Put your current/proposed product in historical context.
- Why wouldn't it have worked before?
- Why will it work now?
- What recent technological (or other) trends and advances make it possible or more likely now?

Slide Five: Market Size

- What is the profile of your target customer?
- What is the Total Addressable Market and how do you define it?
- What is the proposed market growth rate?
- What part of the market can you reasonably obtain?

Slide Six: The Competition

- What are your key competitive advantages?
- Make a chart with the competition in columns and features in rows.

Slide Seven: The Product

- Explain the product, including key features and functionality.
- Technology and any intellectual property.
- Explain the product development roadmap.
- Discuss any customer feedback to date.

Slide Eight: Customer Acquisition

- What is the customer acquisition strategy?
- Define the acquisition channels.
- What is the expected cost to acquire customers?
- Describe any customer traction to date and how you gained those customers.

Slide Nine: Business Model

- What is the expected business model?
 - How will the company earn revenue?
- What financial and operational metrics are notable and what are they?
 - Unit economics including products costs.
 - Customer acquisition cost.
 - What is the expected customer lifetime value?
 - Customer retention, engagement, and churn metrics
 - Overhead

Slide Ten: The Team

- Specialties and key responsibilities of each member.
- List any previous industry experience.
- Include any previous startup experience.
- Board of Directors/Advisors

Slide Eleven: Current Situation

- List all key accomplishments to date.
- State of the product
- Customer acquisition progress.
- Staffing
- Near term goals

Slide Twelve: Financials

- P&L with monthly columns going back one year or since inception
- Current and expected monthly burn rate
- History of previous fundraising
- Cap table

Slide Thirteen: The Deal

- The proposed deal structure for the financing
- Fundraising progress to date and status

Slide Fourteen: Use of Funds

- What key milestones will the investment allow the company to achieve?
- What resources (people, assets) will the company need to achieve them?
- How long is the money expected to last?
- What is the timeline with key milestones?

*Adapted from Howard Love's book, "The Start-Up J Curve."