



# PITCH DECK

TEMPLATE **CUTTING THE WHEAT FROM THE CHAFF**



Funded by  
UK Government



**CORNWALL**  
**COUNCIL**  
*one and all • onen hag oll*



Council of the  
**ISLES OF SCILLY**



**GOOD  
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CORNWALL & ISLES OF SCILLY  
SHARED PROSPERITY FUND

SUPPORTING MEN'S MENTAL  
HEALTH IN CORNWALL



**THE SOLE PURPOSE OF YOUR DECK IS TO GET A**

**MEETING**

**NOTHING ELSE**

DON'T IGNORE  
THE LITTLE  
SIGNS OF





just did it with



Tusker AI

Off the back of this global growth we are raising our first seed round. Interested?

We launched our first title  
with no marketing budget and:

**DRUNKEN  
BEAR GAMES**



**SOLD**

**30K**  
**COPIES**

**OVER**

**12M**  
**HOURS OF GAMEPLAY**

We are getting the band back together  
again and raising a new round. Curious?

We just launched the first  
ever platform devoted  
to Cornwall's emerging  
dark economy and...

...witnessed our  
follower base grow  
4500% in 48 hours

Dark  
Cornwall



# ESTABLISH THE PROBLEM





## Slide objectives:

To demonstrate that the problem you are solving is significant enough in terms of importance, urgency, and size.

To be specific, measurable, and accurate on the those points.

Make the biggest issue your headline. You could even devote an entire slide to it if you have enough conviction behind it.

Define what the impact of this pain is for your target market? What is the cost to them when dealing with this problem:

1. Lost revenue?
2. High customer churn rates?
3. The other games in the genre suck?
4. Not ready for the future?

## Here are a few ideas on how to portray this:

Use images wherever possible to direct the eye and accompany them with impactful, short bullets or sentences.

This should be no more than 1 to 3 slides, max.

If the pain you are articulating is based on primary data you have collected, or it is from secondary sources, make sure you reference it. The former is pretty much always better as it shows that you deeply researched your market and used that data to build your company strategy.





DON'T WORRY  
WE HAVE THE  
SOLUTION

## Slide objectives:

This is where you suddenly announce that you have the software 'paracetamol' to your target market's headache.

This slide will provide your reader with the strongest prompt for them to continue reading your materials. In essence, you need to show that you have a killer solution to the problem(s) previously mentioned



## Here are a few ideas on how to portray this:

However, this is also the slide where the crescendo you have been building has the greatest chance of falling on a flat note. Here are some thoughts on how to maintain the beat:

1. Be really precise about the articulation of your solution: "X solves X" Nothing more. Nothing less.
2. Highlight the top three things your product offers to solve the problem
3. Use a single product shot, not multiple, to maintain reader attention and keep the copy very snappy.
4. Use easy to comprehend language. Practice your pitch with a wide range of people.
5. Keep it to one slide – if you can't convey your company's mission in under 10 seconds, you have a problem.

- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**





WHY DOES

THIS

MARKET



## Slide objectives:

On this slide, you need to show why your solution is the best one in the marketplace.

This is not necessarily a competitor review (that comes later) but rather a statement about how much better/ different your solution is than what is currently practiced or available from others. A Venn diagram or competitive grid is an effective way of showing this:



- Effect on Market Share +



- Efficiency Savings +

- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
- 3. SO, WHY DOES THIS MATTER?**



WHYY YOU

EXIST

TODAY





## Slide objectives:

This slide is all about answering one of the most important (and frequently asked) questions in my repertoire: “Why Now?”. We have spoken a length about this question in previous blogs, but here are some quick ideas:

- What has changed or happened to enable your company to exist, today?
- What has changed in your target market’s business models to facilitate your product?
- Has something become cheap that was once expensive?
- Why is this hard to accomplish? Why has no one else done (or failed) to do this?



## Here are a few ideas on how to portray this:

1. Again, keep it snappy, visual and brief
2. Maybe focus in on three points of differentiation that have the most impact

- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
- 3. SO, WHY DOES THIS MATTER?**
- 4. WHY WE EXIST, TODAY**



# WHAT IS THE TOTAL ADDRESSABLE MARKET?



## Slide objectives:

This topic has been done to death by countless other VC blogs, however, the pieces of advice we would offer are:

1. If it is too small, it will not be interesting to early-stage VCs. If it is too large, it will not be taken seriously.
2. Whilst this is a slide that we often gloss over (we know it is always 'big'), please don't underestimate its significance. It is an important credibility check for investors and a useful test on how you view the size of the opportunity.
3. Make it focused and realistic. If you are developing a new search engine tool, do not estimate your TAM on the market cap of Google. Base it on the number of users/ customers/people using this particular tool in your target market. If the TAM is still embarrassingly massive, why not just state the size of your domestic market and then add the global market as a footnote.



## Here are a few ideas on how to portray this:

1. A pie chart is probably the best infographic to demonstrate your TAM.
2. Feel free to show or discuss your workings/calculations on how you got to your TAM.



- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
- 3. SO, WHY DOES THIS MATTER?**
- 4. WHY WE EXIST, TODAY**
- 5. THE TOTAL ADDRESSABLE MARKET**



LET'S DISCUSS  
TRACTION

## Slide objectives:

Whether you are pre-seed or further along in your business lifecycle, the traction slide remains one of the most critical slides of all. This is your chance to tell the story of your hunt for product-market-fit.

If you are pre-seed, mention how many pilots you have run or how developed your customer pipeline has become.

If you are at the seed stage, talk about current revenue growth since launch and percentage change between these key points in time. Here are some other ideas:

1. Demonstrate that your market is willing to use and pay for your product.
2. Show that interest is growing at a substantial, beyond steady rate.
3. Make sure the data is 100% accurate



## Here are a few ideas on how to portray this:

1. Don't try and massage the numbers by including non recurring/scaleable consulting income. This is valued at lower multiples than subscription revenue.
2. Don't include customers in your revenue line who have only just signed an LOI and not paid you any fees. This is not banked revenue
3. Do include projections and have a thorough spreadsheet that backs them up

- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
- 3. SO, WHY DOES THIS MATTER?**
- 4. WHY WE EXIST, TODAY**
- 5. THE TOTAL ADDRESSABLE MARKET**
- 6. TRACTION**



# THE COMPETITION



## Slide objectives:

Again, this is a well-trodden subject that I will not labour on, however, it is expected piece of content that can be useful for an investor to assess a market, which she or he may not know much about. Help your investors understand your competitive landscape. If they are interested in digging in more, they will need to do this anyway.

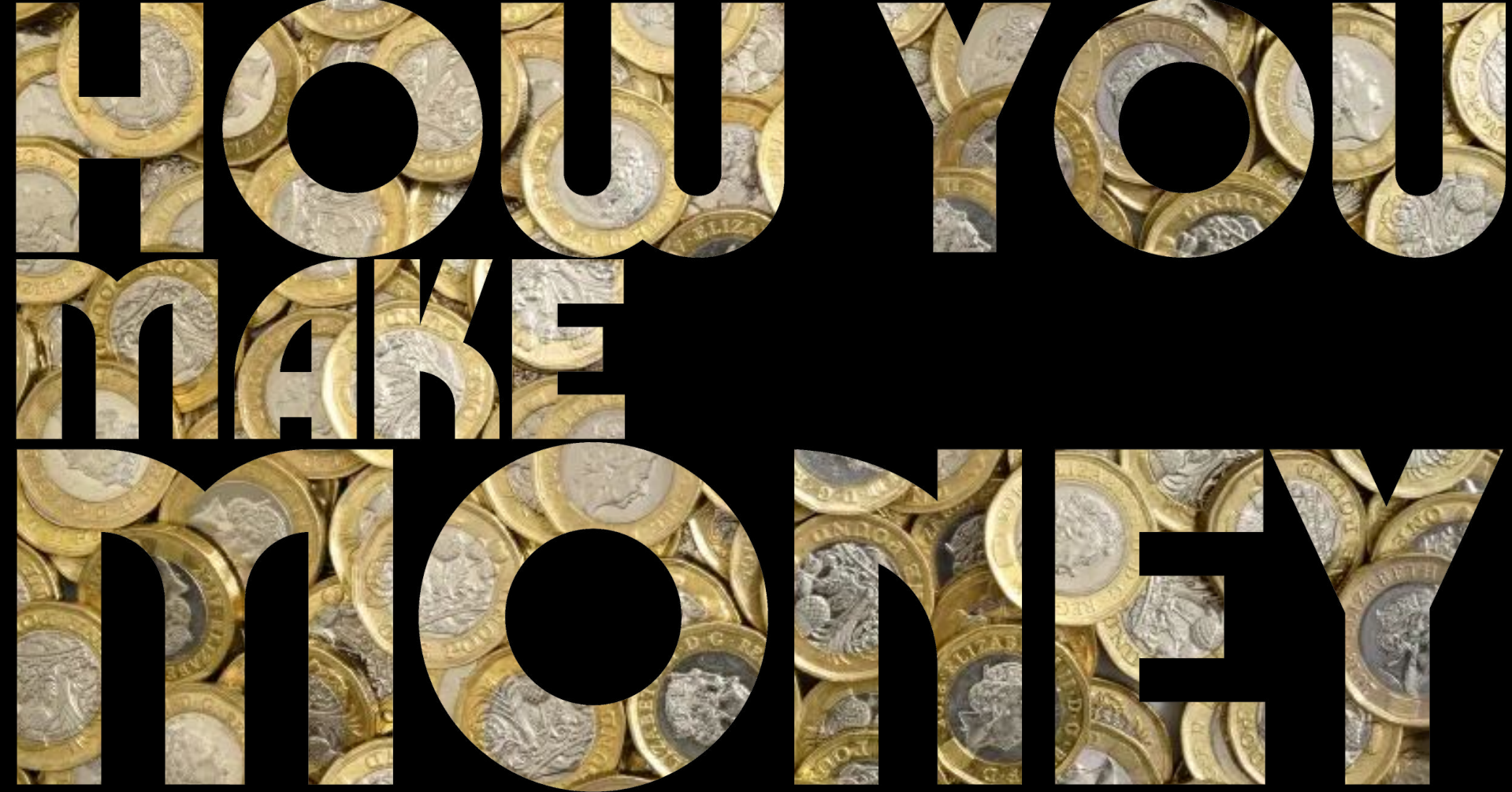
1. We expect you to have more checks in the boxes than your competitors – tell us why.
2. I would recommend focusing on competitors that are easily discoverable by investors and ensure that your knowledge of their current product suite is up-to-date.
3. Make sure you have assessed the global competitive market not just Australasia.
4. Also, be careful to not criticise them too much — you never know if the investor you are pitching has invested in them!



- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
- 3. SO, WHY DOES THIS MATTER?**
- 4. WHY WE EXIST, TODAY**
- 5. THE TOTAL ADDRESSABLE MARKET**
- 6. TRACTION**
- 7. THE COMPETITION**



HOW MANY  
MAKE  
MORE MONEY



## Slide objectives:

We can't tell you how many pitch decks we have reviewed where we are excited about what we have read thus far to only be disappointed with a missing/poorly written business model slide. Some things to cover are:

1. Demonstrate how you make money
2. Tell us about your pricing model
3. Discuss your product up-sell suite

If you are pre-seed and don't have any customers, clearly present a simple and sensible pricing strategy. Also, own the fact that you are nearly always under-selling your products and can always increase prices!



## Here are a few ideas on how to portray this:

1. Use this slide as another place to sell your company – what is the ACV (average contract value) for your product and how this has trended (hopefully it has gone upwards) since you launched.
2. If you are proud of your CAC (Customer Acquisition Cost) then tell us why – what nifty and thrifty ways have you developed to sell to your target market? Are you a growth hacker? If so, tell us how and what you did?
3. Ensure that your pricing model is simple, easy to understand, and appropriate. Don't overcomplicate it and make sure it follows through to your 18-month financial model

- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
- 3. SO, WHY DOES THIS MATTER?**
- 4. WHY WE EXIST, TODAY**
- 5. THE TOTAL ADDRESSABLE MARKET**
- 6. TRACTION**
- 7. THE COMPETITION**
- 8. HOW WE MAKE MONEY**





# WHY



## Slide objectives:

1. This is the most important part of your deck This is all about telling us why you and your team are the most logical and credible people to build this company
2. Briefly mention your backgrounds - just the highlights.
3. Use clear photos that are professional and not your Instagram profile picture.



## Here are a few ideas on how to portray this:

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- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
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- 4. WHY WE EXIST, TODAY**
- 5. THE TOTAL ADDRESSABLE MARKET**
- 6. TRACTION**
- 7. THE COMPETITION**
- 8. HOW WE MAKE MONEY**
- 9. WHY YOU**



# MAKE THE





## Slide objectives:

The most commonly missed opportunity in decks that we review is that the entrepreneur(s) do not ask the investor they are pitching for investment capital. Always, always, always make “the ask”!

1. One line – tell us how much money you need and why.
2. If you are coming to market with your own term sheet (it is ok to do so) state the terms of your raise.
3. Demonstrate what this amount of capital will deliver for your business? More revenue? More product development?
4. Add a few bullets about the use of capital:
  - a. How many people will you hire and what will they be doing?
  - b. How long will the money last you?
  - c. What is your deadline for hitting the goals (hint: 18-24 months)?
  - d. If it sounds right, feel free to briefly cover your cap table and founder ownership The following slide includes our fundraising checklist. Feel free to bring this along to your investor meeting. You don't need to include it in your deck ;)



- 1. ESTABLISH THE PROBLEM**
- 2. WE HAVE THE SOLUTION**
- 3. SO, WHY DOES THIS MATTER?**
- 4. WHY WE EXIST, TODAY**
- 5. THE TOTAL ADDRESSABLE MARKET**
- 6. TRACTION**
- 7. THE COMPETITION**
- 8. HOW WE MAKE MONEY**
- 9. WHY YOU**
- 10. MAKE THE ASK**







**Intellectual property**

 Cards Against Humanity

**Unit level economics**

 Cards Against Humanity

**Founder dilution**

 Cards Against Humanity


**Team awesomeness**

 Cards Against Humanity

**Competition**

 Cards Against Humanity

**How much can I help you?**

 Cards Against Humanity

**Traction**

 Cards Against Humanity

**Audacity of vision**

 Cards Against Humanity

**Comparisons**

 Cards Against Humanity

**X-factor**

 Cards Against Humanity

**Market size**

 Cards Against Humanity

**Use of proceeds**

 Cards Against Humanity










THE

# CHECK LIST



# ASWONVOS USI GALLOS KENEDHLEK

## KNOWLEDGE IS POWER FRAMEWORK

Key criteria	Pre-seed	Seed	Bridge	Series A
 Team	Founder & 1 or 2 key hires	Up to 10 employees	10-15 employees (not all full-time)	Up to 25 employees including sales & marketing
 Product	Not yet released or very early beta)	In market and developing with around 10 customers	A dozen customers plus 2/3 prospects closing in 6 months	Initial product built and cross-sells in development
 Sales	Usually or a couple of unpaid pilots	Mostly sourced and closed by the founders	Dedicated sales team built but not yet at optimal perf.	Sourced and closed by sales team. Customers renewing.
 Revenue	Typically pre-revenue	£100k - £1m in revenue	£750k- £1.5m in revenue	£1.5k- £10m in revenue
 Profitability	Highly unlikely	Clear pathway to profit	Getting closer...	Break-even/early signs
 Amount raised	£400k - £750k	£1m - £3m	£750k - £2m	£5m - £25m
 Pre-money valuation	£400k - £750k	£400k - £750k	£400k - £750k	£400k - £750k
 Runway	12 months	18 months	6-12 months	24 months
 Founder equity	90%	75% - 80%	65% - 70%	55%-60%

# Dark Cornwall



@DARKCORNWALL



Linked **in**