



Pitch Deck Outline



OVERVIEW & TIMING

You will get 4 minutes to pitch, followed by 2 minutes of Q&A.

1. Cover (10 secs.)
2. Problem (30 secs.)
3. Solution (45 secs.)
4. Traction (30 secs.)
5. Business Model (30 secs.)
6. Market Opportunity (15 secs.)
7. Financials (15 secs.)
8. Team (30 secs.)
9. Competition (15 secs.)
10. Funding (10 secs.)
11. Summary (10 secs.)
12. Judges Q&A (2 mins.)*

*Separate from your 4-min. pitch



COVER

- Announce your big idea - your one liner / tagline.
- What's the one thing you do better than anyone else? You have **10-seconds** to set the hook with your audience.
- Summarize the highlights of your business/investment opportunity as a teaser for what's to come later in your pitch.
- Don't leave readers guessing what it is you actually do until the end, the audience will appreciate knowing upfront what you are building.
- Be very clear and to the point!



PROBLEM STATEMENT

- WHAT is the problem you are solving?
- WHO are you solving it for - who are the actual buyers of your product/service?
- WHY are your target customers/users frustrated with current available solutions?



SOLUTION

- How are you solving the problem?
- How are you addressing a major unmet need?
- What are the benefits of your solution for your customers and users.
- Show how your product/service works in ideally three or less simple points.



TRACTION

What is your current customer/partner pipeline? How will you acquire and retain customers? Provide tangible proof (measured in users and sales) that customers love your product and are happy to pay for it.

- Customer Acquisition Cost (CAC) ratio and Customer Lifetime Value (LTV)
- Number of downloads / unique new active users
- User Retention rates and Churn Rate
- NPS Scores

What is your growth strategy? What is your projected growth rate, and what data and evidence can you show to prove it?



BUSINESS MODEL

- How will you make money?
- What are your unit economics?
- What is your cost structure - how much did it cost to create the product vs. recommended retail price (RRP)?
- What are your profit margins?
- How will those margins lead to sustainable growth?



MARKET OPPORTUNITY

How much revenue could you generate if you were able to dominate your target market. You will want to show a market opportunity of at least \$1B or more for a venture backable business and you will need to back this up with credible sources of how you came to those conclusions.

- Top-down: Highlight total addressable market (TAM) and what percent of TAM you can grab, serviceable addressable market (SAM)
- Bottoms-up: Apply your business model pricing to assumed customers acquired



FINANCIALS

- Show your current best estimates of how much money you will make in the next 3-5 years.
- You will need to be able to credibly back-up your assumptions with data!
- Make sure you are able to justify your projections, and have a credible answer as to explain where the data and numbers originated.



TEAM

- Who is part of your core full time team?
- Show that your team has the experience and expertise to transform your opportunity into a large, profitable business.
- Make sure to highlight your team's strengths, use logos as a visual of places worked and schools attended.
- Note any awards, patents, or notable prizes that have been received by a team member.



COMPETITION

- Who are your competitors in this space?
- Why and how is your product a better alternative, specifically *from the perspective of your customers and users?*
- Even if you may not have direct competitors, you should still highlight the current alternatives your customers are using to currently solve for the problem.
- If you do not show a good range of major competitors/alternatives this will be seen as a red flag to VCs.



FUNDING STATUS

- What stage are you at (pre-seed, seed, Series A)?
- How much money have you raised to date?
- How much money do you need and what is the estimated runway the funding will last?
- How do you plan to deploy the funds into your business? How will this funding contribute to your growth/scalability?



SUMMARY

Restate the highlights of your business/investment opportunity as a closing statement.

Highlight key takeaways you want the audience to remember!

Make sure to **ADD CONTACT INFO** - how and who to get in touch with:

- Full Name
- Email
- Website URL
- QR Codes to scan with phone are also helpful



THANK YOU!
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