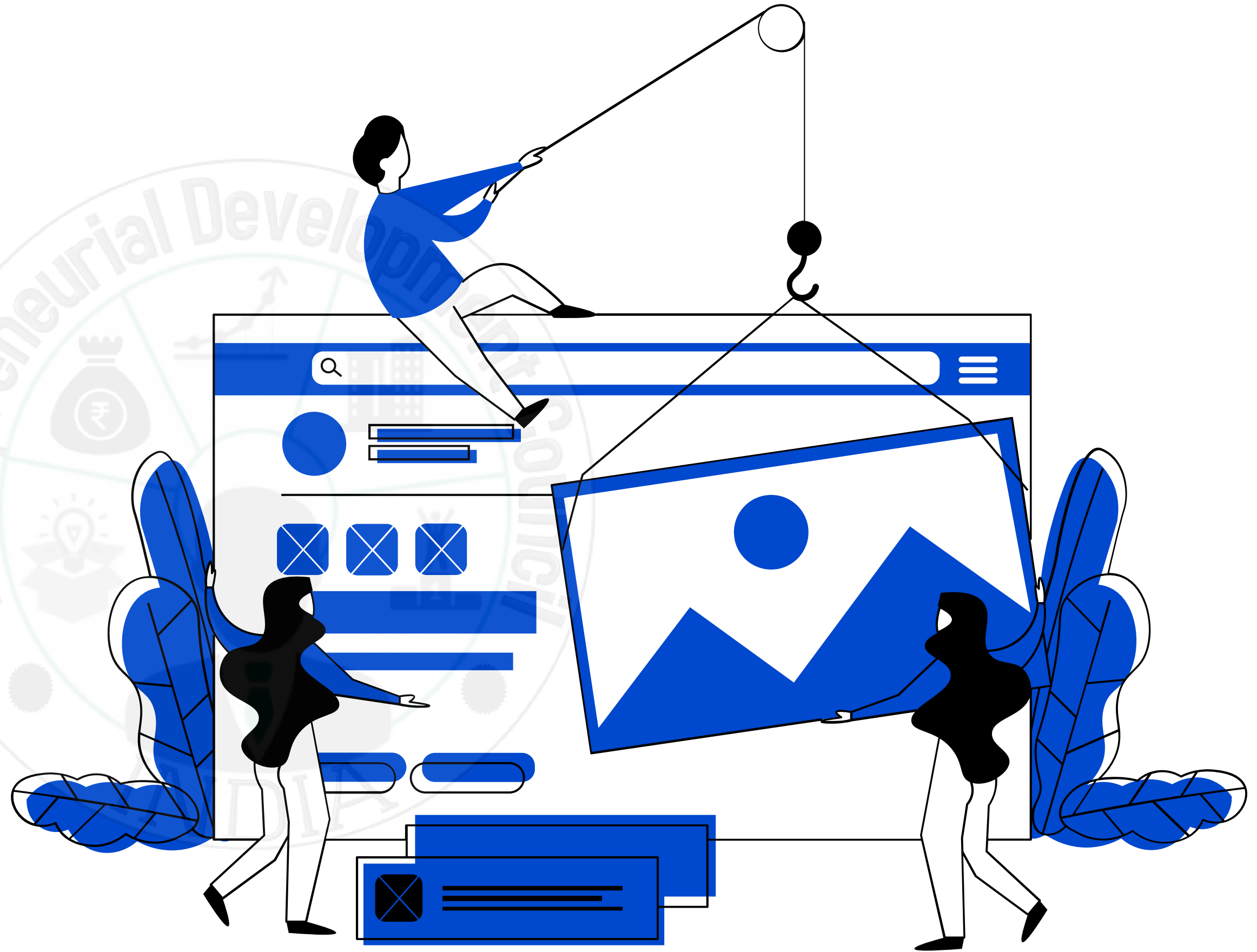


Pitch Deck **PROBLEM** SLIDE

By Chandan Tiwari

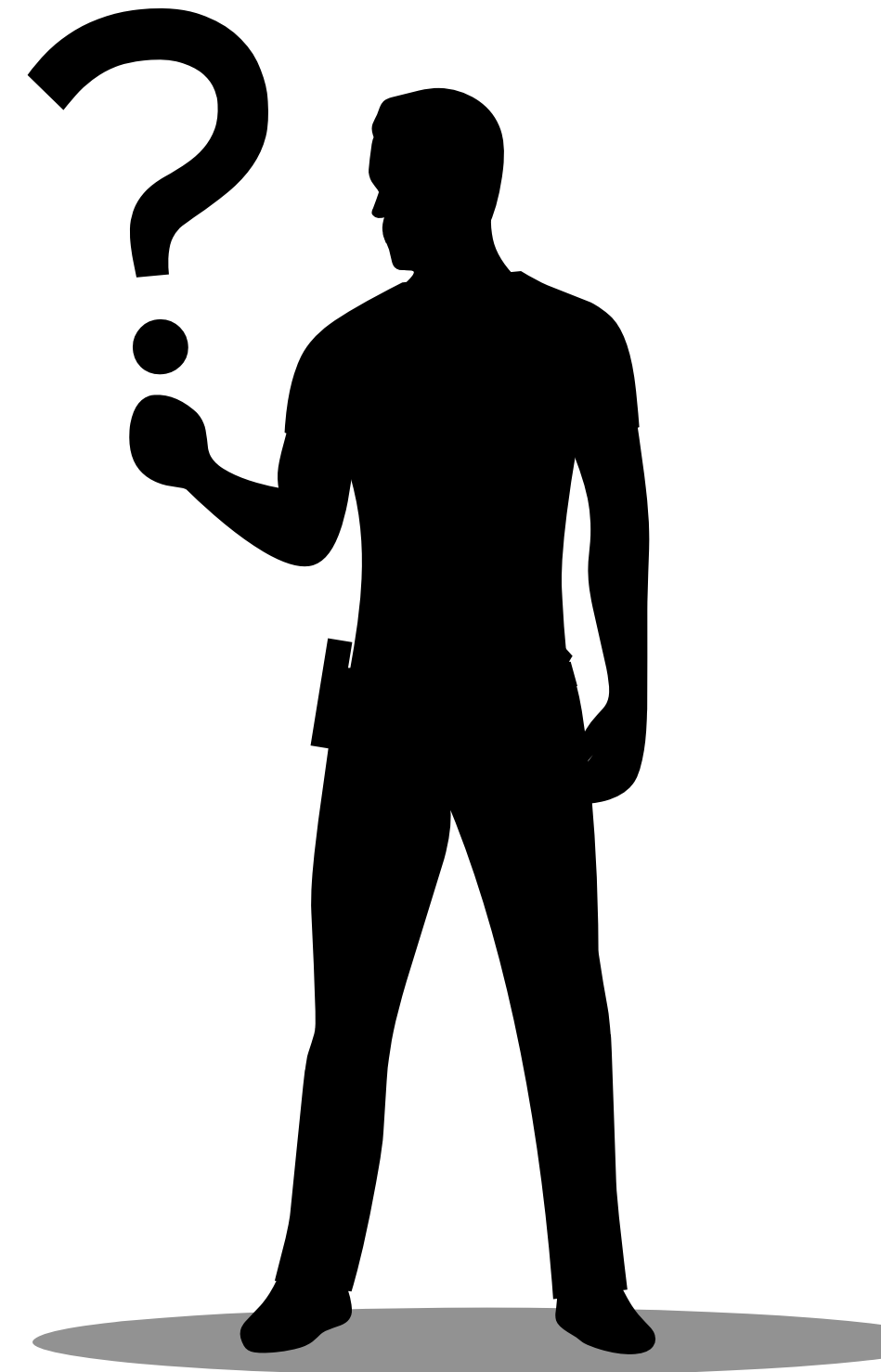


I collected 295 recommendations across 28 pieces of content from investors and 105 from startup consultants – 80 total opinion leaders. We then took these 210 recommendations and then further distilled them down to 8 categories:

Note: I have made these slides to explain to you briefly about the Problem Slide. While you make your pitch deck you need to keep all these points in mind and mention them in only a single slide.

Problem slide is the single slide that you need to put while making your deck

Choose Some Research and content through by Internet



2. Provide Data and Facts

Empathy is all about knowing who the target market is, what their pain points are, and what they want.

Currently, owners have two bad options:



DIY Landlording

(80% choose this)

- Cheap, but lots of work
- High potential for error
- Owner must live near property



Property Management Company

(20% choose this)

- Easy, but expensive (-25% of profits)
- Low transparency
- Notoriously poor customer service

- **Emphasizing relatability**
- **Understanding the target market, their aspirations and what struggles prevent them from achieving them.**
- **Using relatable situations or stories that investors can connect with**

2. Provide Data and Facts

everyone agrees showing data is important, but for the Problem slide, that data should focus on demonstrating the severity and reach of the Problem.

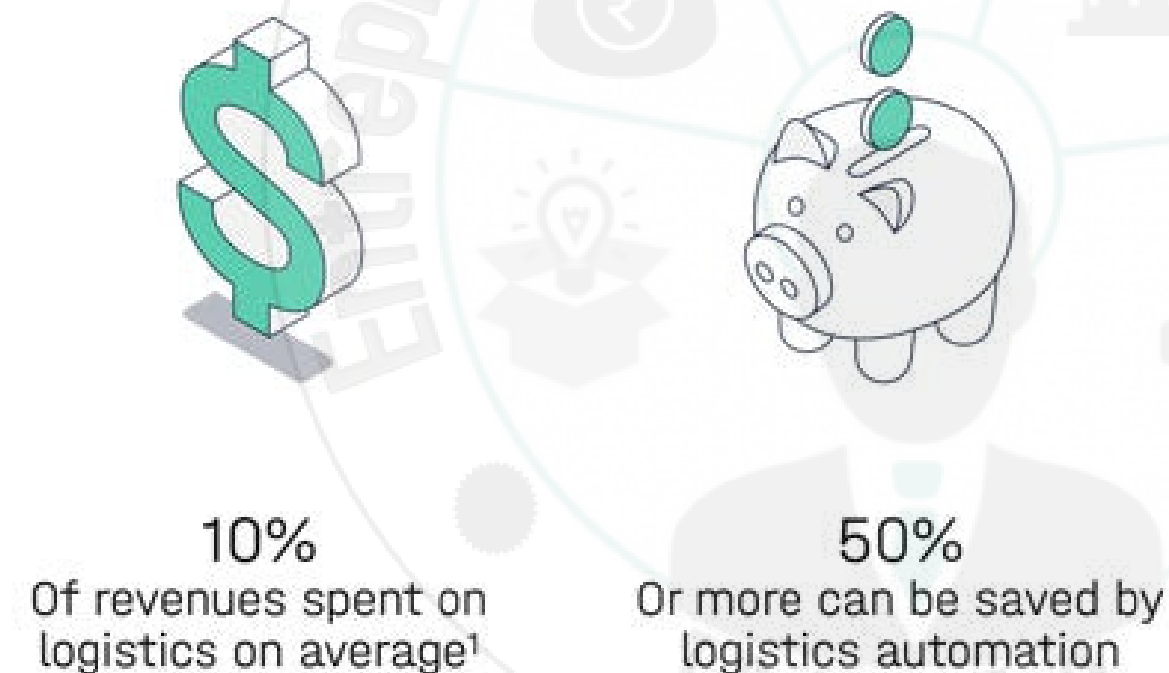
> The problem

Businesses spend 50% more on logistics than they need to

Why?

- > No way to access reliable logistics data
- > No way to analyse the data in time to use it
- > No way to use data insights in their processes
- > No way to rapidly change processes
- > Rising customer expectations

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- **Using big data points**

- **Using 100% verified claims**

- **Avoiding debatable arguments or questionable statements**

3. Use Short and Powerful Writing

Focus on two or three points. Try not to overcrowd this slide with bullets. Short and straight-to-the-point sentences that are devoid of niche jargon will sound more compelling and will help your audience engage with the issue at hand.



Problem:

Taxi-monopolies reduce quality of service



Medallions are expensive,
and drivers underpaid.



Medallions cost ~\$500k,
drivers make 31k



No incentive/accountability
for drivers/clients

- **Writing short and concise copy**
- **Not using jargon**
- **Discussing the Problem in 2 slides or less**

Honourable Mentions
Beyond our top three most common
areas, we wanted to make sure to
mention the remaining 30% of
recommendations.
So, here they are.

4. Show Social Proof

Investors and consultants believe that social proof is a powerful tool that can also be used in creating an effective Problem slide.

5. Demonstrate Goldilocks Specificity

In the story of Goldilocks, the main character tries to find a bowl of porridge with just the right temperature—not too hot, not too cold... just right. Striking the same balance is necessary when writing the Problem slide.

1. Copy should be long enough to provide necessary information, but short enough to accommodate the audience's short attention span.
2. The Problem needs to be big enough to demonstrate commercial viability, but detailed enough to outline a specific target market.

6. Exhibit Commercial Viability

Is the Problem presented relevant enough that a specific target market is willing to pay for the solution? Does the Problem have a potential for further commercial growth?

7. Highlight Poor and Current Alternatives

Are there other solutions that fail to adequately solve the Problem? If so, it's best to include them in the Problem slide according to investors and consultants in our study.

8. Separate the Problem and Solution

Most investors and consultants in our research believe that the Problem slide should only focus on the Problem. Under this category, founders are encouraged to keep the Problem slide only about the problem and to leave any copy about the solution for the Solution slide. That means no teasing the solution in the Problem slide.



All The Best for your
Pitch Deck

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