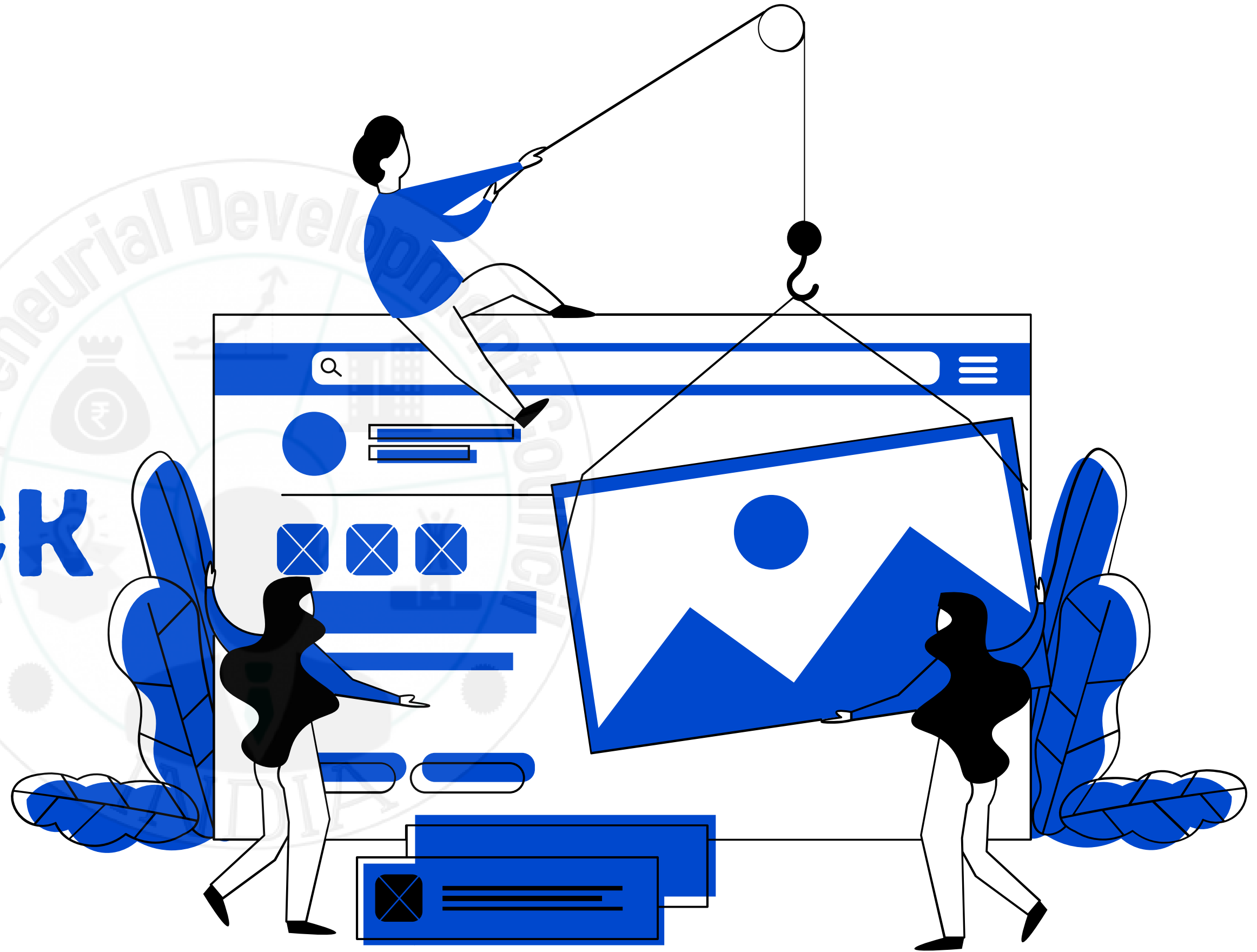


What is **PITCH DECK**

By Chandan Tiwari





A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Prezi, used to provide your audience with a quick overview of your business plan. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.



**Slides of a
Pitch Deck**



1. Introduction

Who are you and why you're here? Keep it short and sweet.

2. Team

Show the people behind the idea and briefly describe their role.

3. Problem

What problem are you trying to solve? Is it really a problem?

4. Advantages

What makes your solution special? How are you different from others?

5. Solution

Describe how are you planning to solve the problem.

6. Product /Service

How does your product or service actually work? Show some examples.

7. Traction

Traction means having a measurable set of customers that serves to prove a potential.

8. Market

Know, or at least attempt to predict, the size of your target market.

9. Competition

What are the alternative solutions to the problem you are trying to solve?

10. Business model

How are you planning to make money? Show a schedule when you expect revenues to pour in.

11. Investing

What is your planned budget? What kind of money are you looking for?

12. Contact

Leave your contact details and let people know how to reach you quickly.



Pitch Deck Do's

1. TELL A STORY & ENGAGE PEOPLE EMOTIONALLY

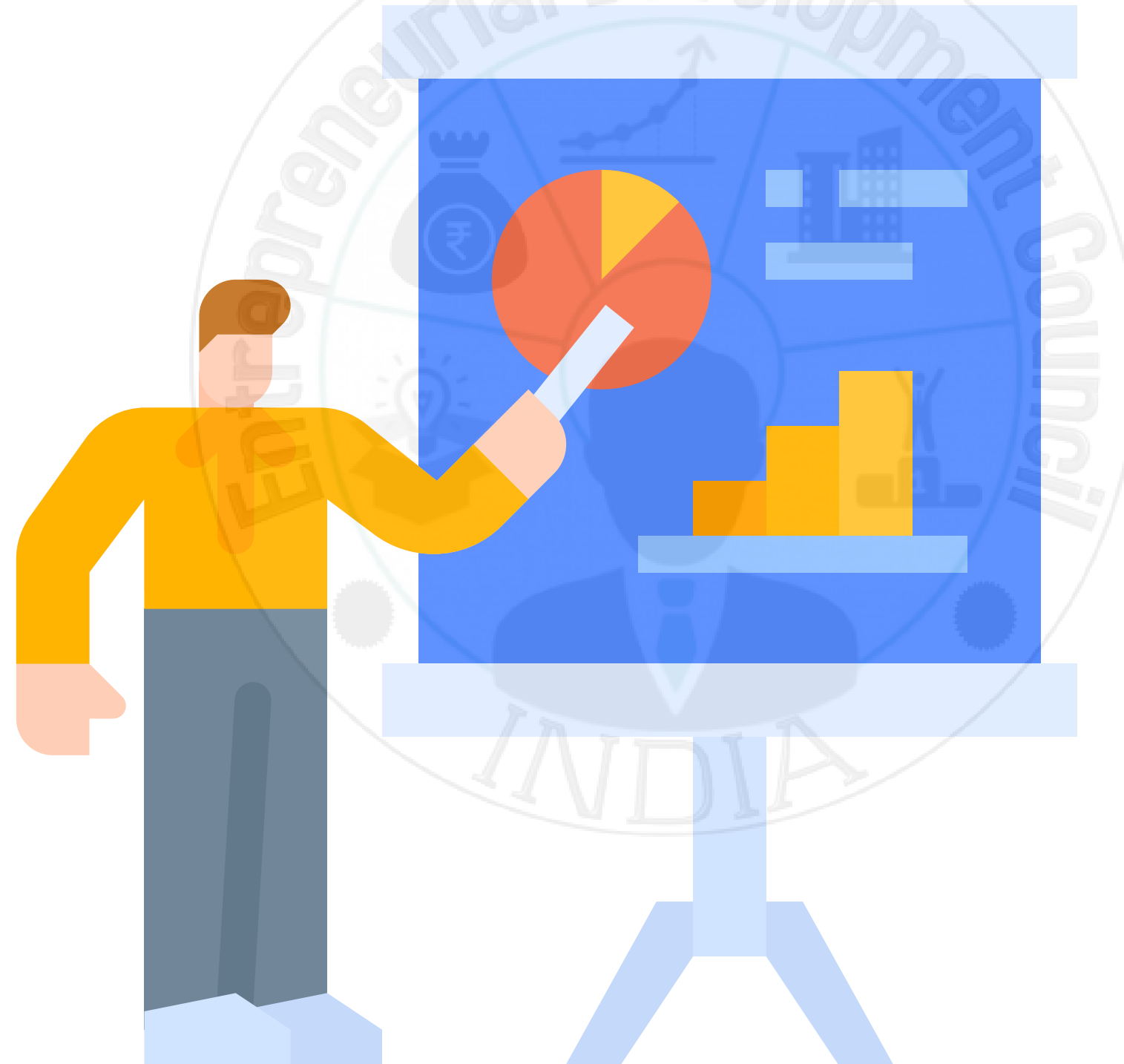
Everyone loves to hear stories, even the investors.

So tell an exciting story about your startup.



2. LIMIT EACH SLIDE TO EXPRESSING ONE IDEA

You want to keep your entire audience on the same page



3. PREPARE TO MAKE A GREAT FIRST IMPRESSION

First impressions are powerful. Believe it. The first 2-3 minutes are the most important



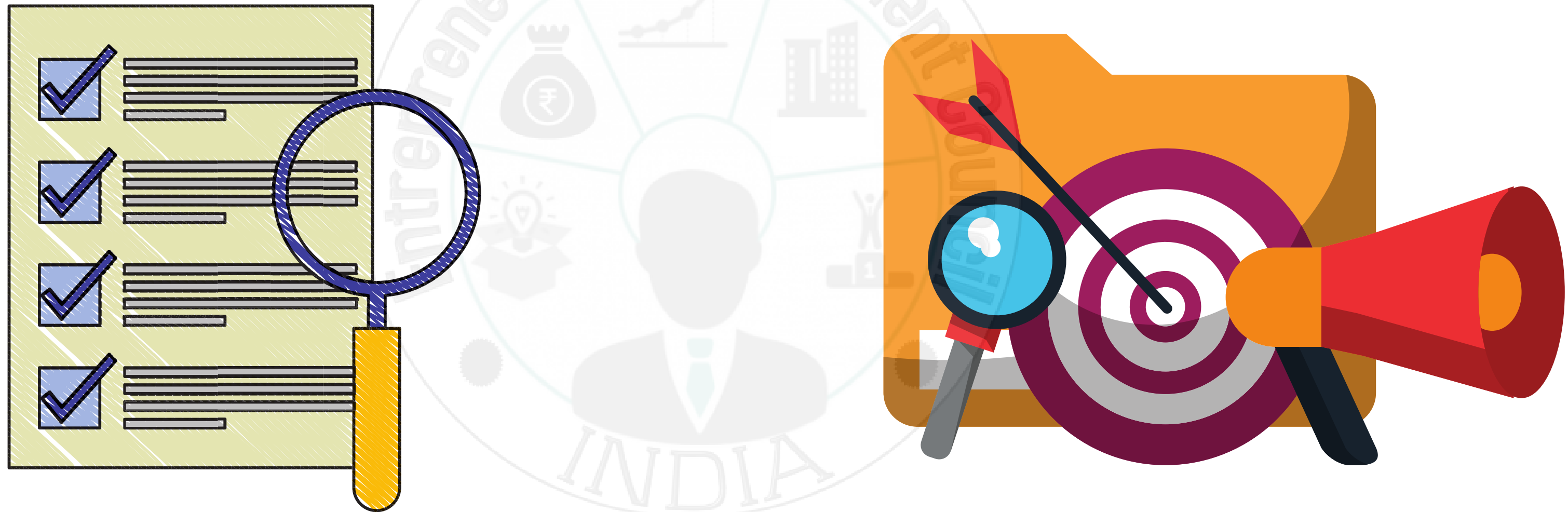
4. SHOW THE PEOPLE BEHIND YOUR IDEA

Focus on a significant, relevant accomplishment for each person in a team that identifies that person as a winner



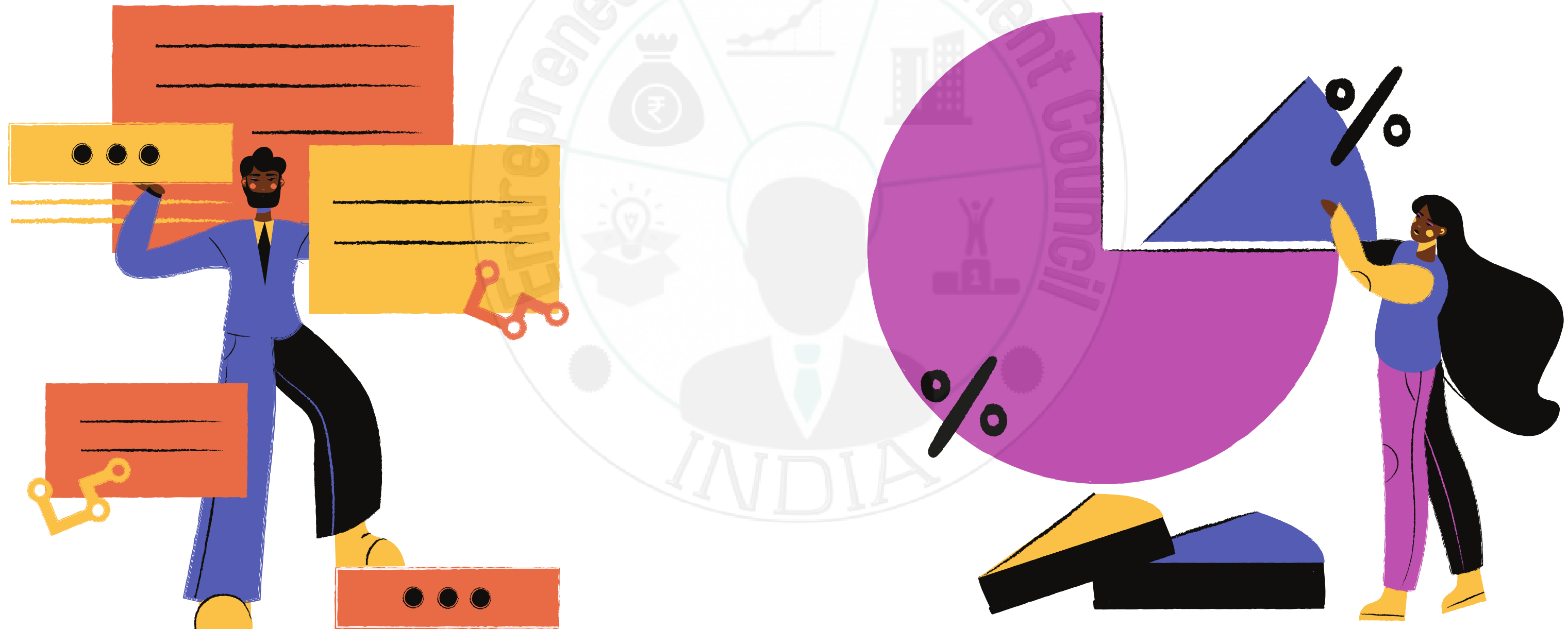
5. KEEP A CONSISTENT LOOK IN PRESENTATION

Use the same font, size, colour and capitalization format across all slides of your investment pitch deck.



6. KNOW YOUR METRICS BETTER THAN ANYONE

Traction speaks louder than words.

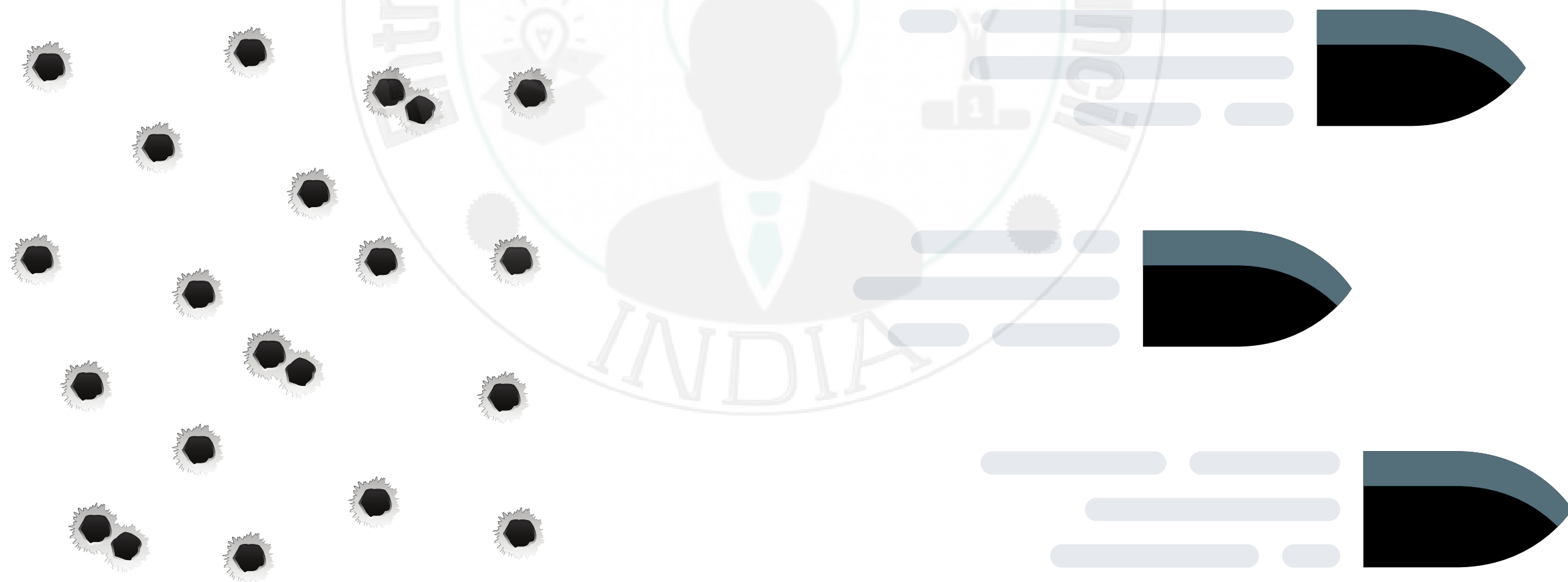




Pitch Deck Dont's

1. DON'T USE TOO MANY BULLET POINTS

Limit the bullets. Too many bullet points will kill a presentation.



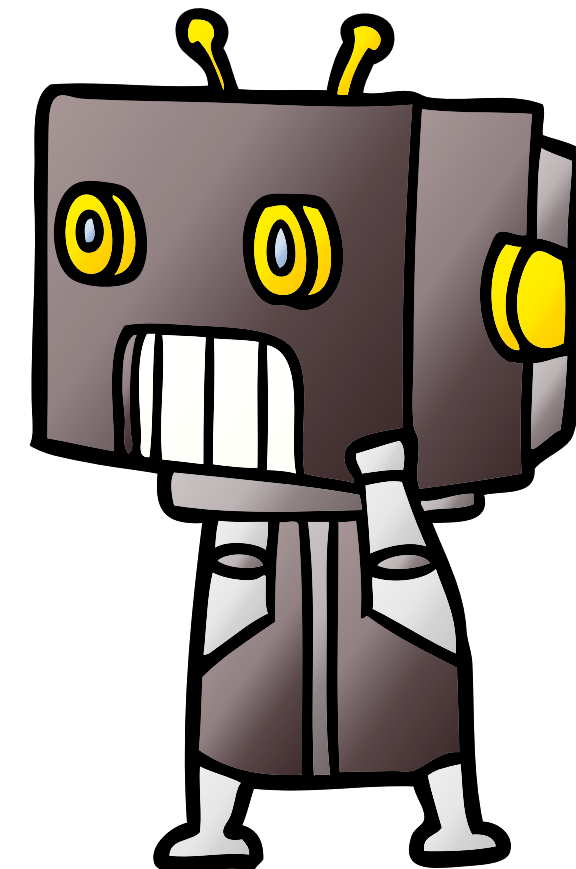
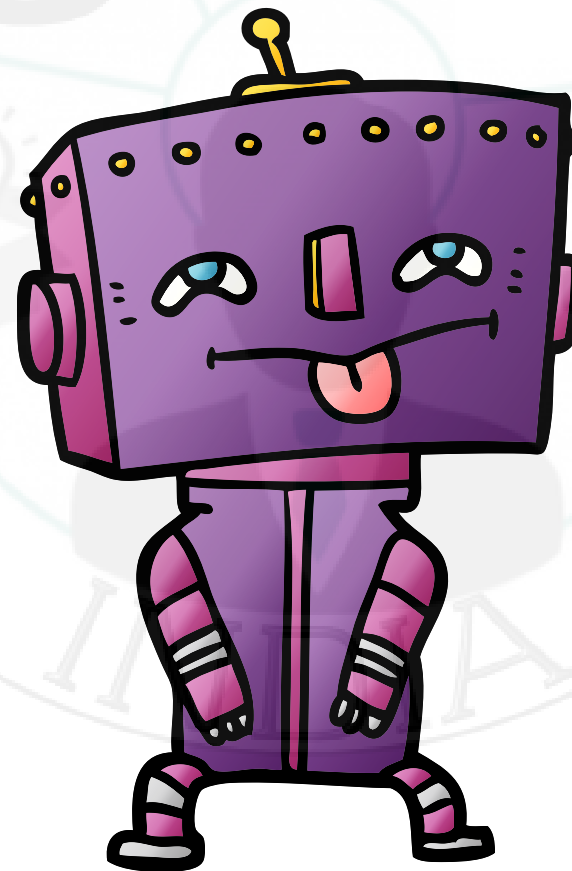
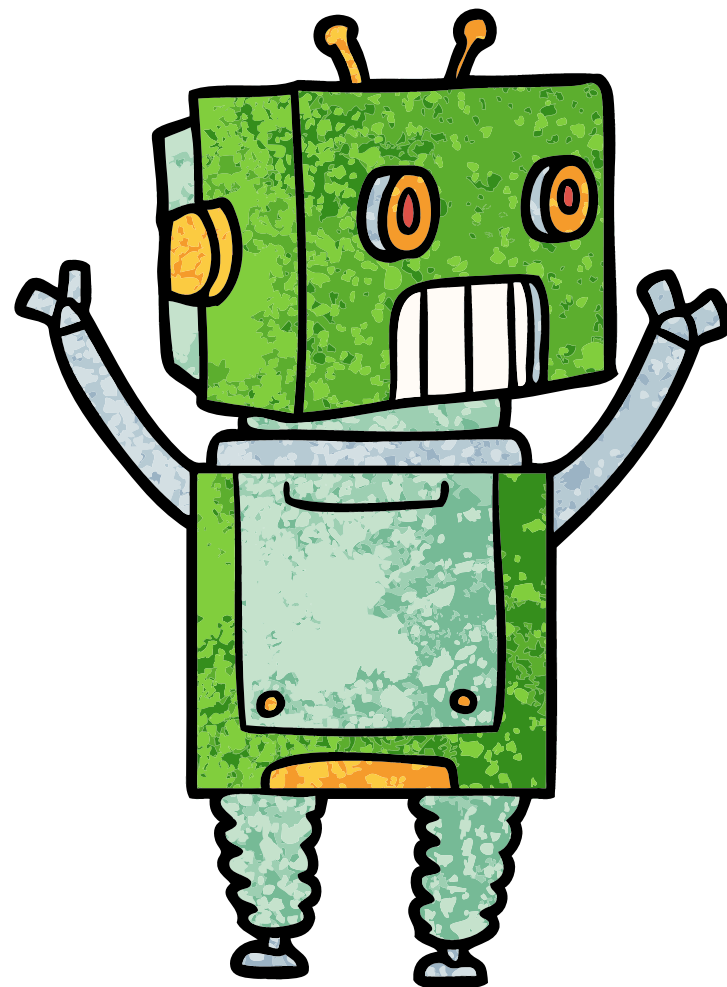
2. DON'T MAKE IT TOO LONG

Average entrepreneur pitch: 25-30 slides. Average VC attention span/cranial capacity: 10 slides. Do the math.



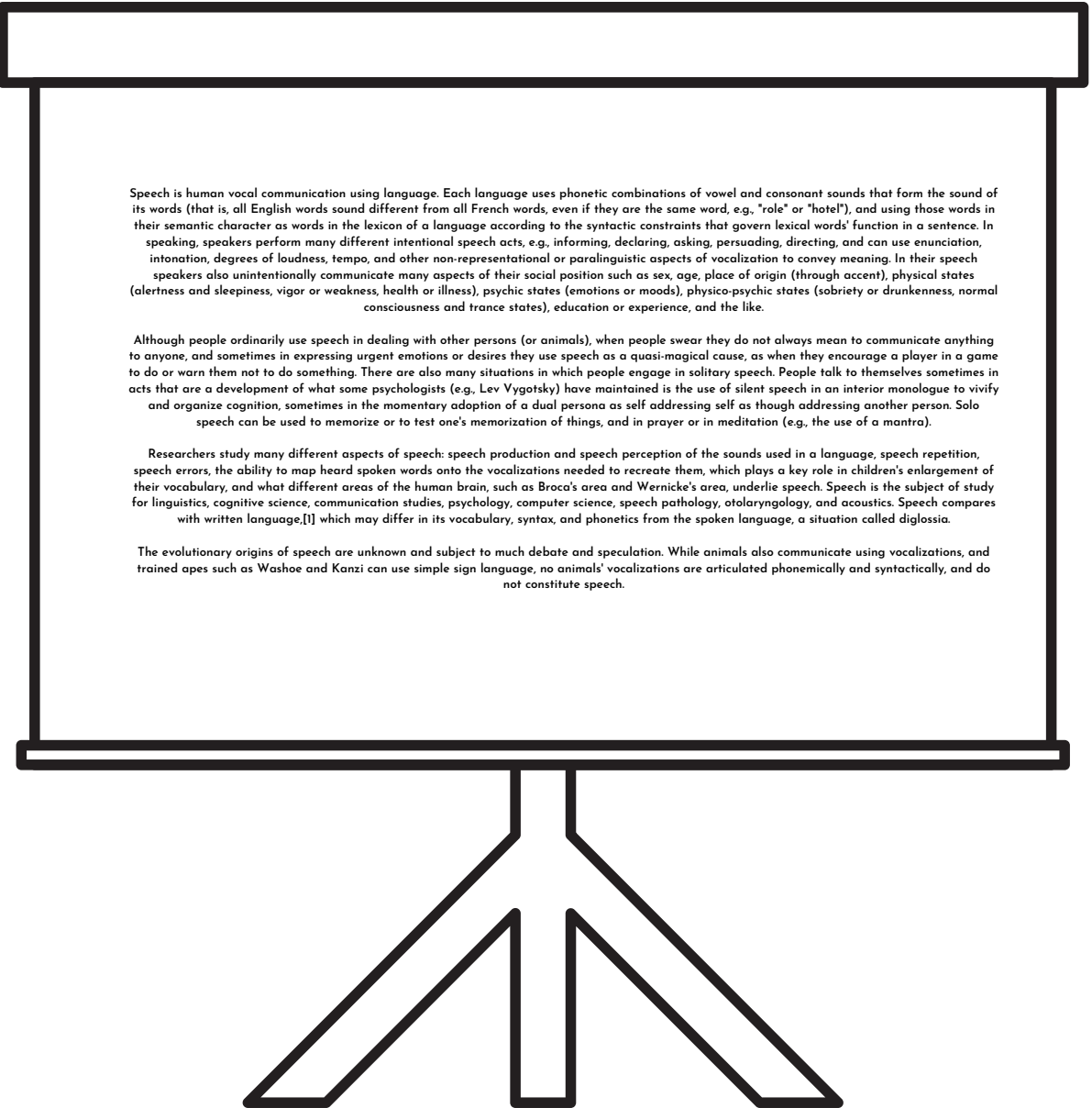
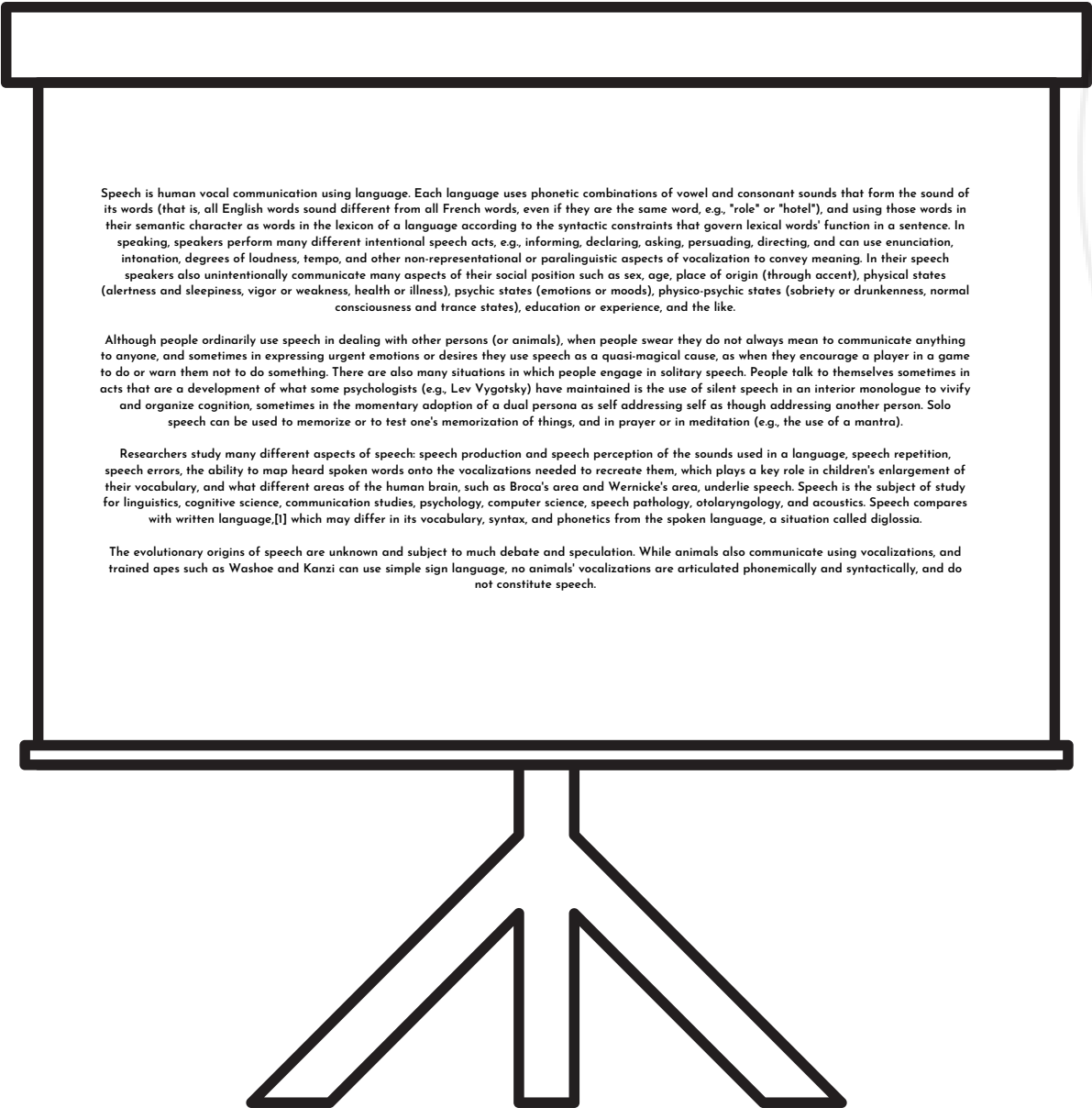
3. DON'T READ WORD BY WORD FROM YOUR SCRIPT.

You will sound like a robot and miss the all-important eye contact with the audience



4. DON'T CREATE A TEXT-RICH, PICTURE-POOR PRESENTATION.

People cannot read and listen at the same time. Great visual inspire and engage people emotionally.



5. DON'T COME UNPREPARED

Try to anticipate the kinds of questions they might have and be prepared with answers.



6. DON'T USE SMALL FONTS

Always use a font large enough to be seen by all audience members.
Use 32- to 44-point for titles and no smaller than 28-point for the text
or bulleted items.





All The Best for your
Pitch Deck

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