# 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.



#### 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

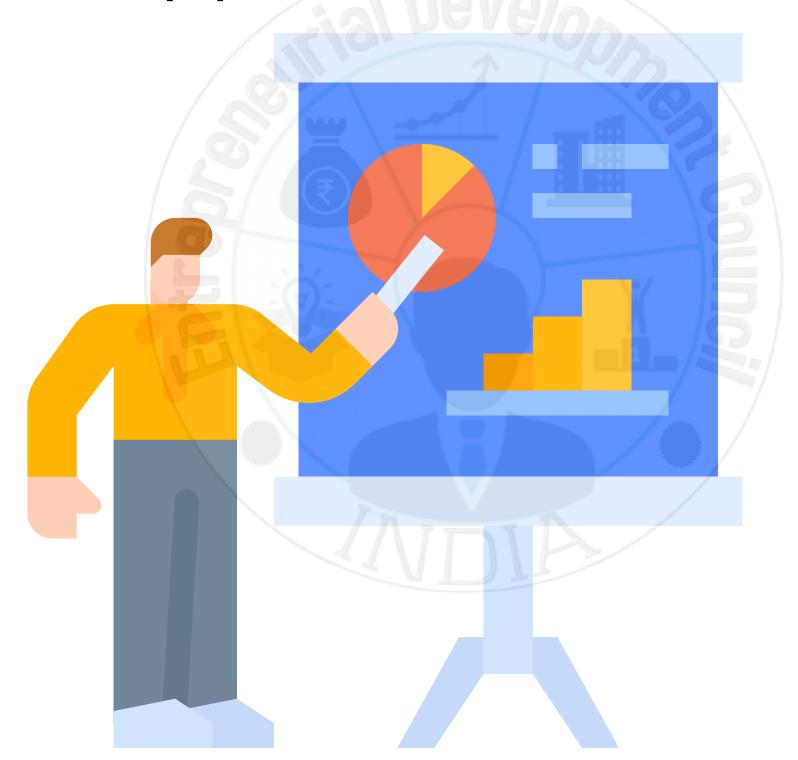
#### 1. TELL A STORY & ENGAGE PEOPLE EMOTIONALLY

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



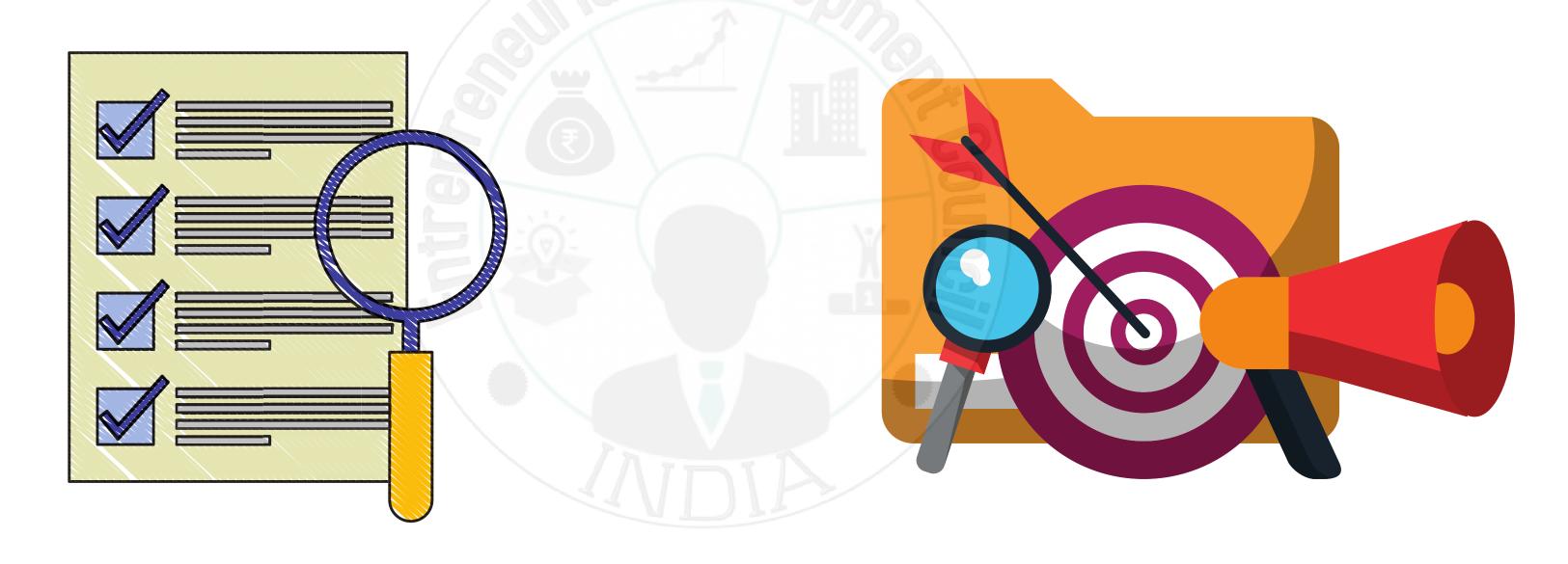
#### 4. SHOW THE PEOPLE BEHIND YOUR IDEA

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



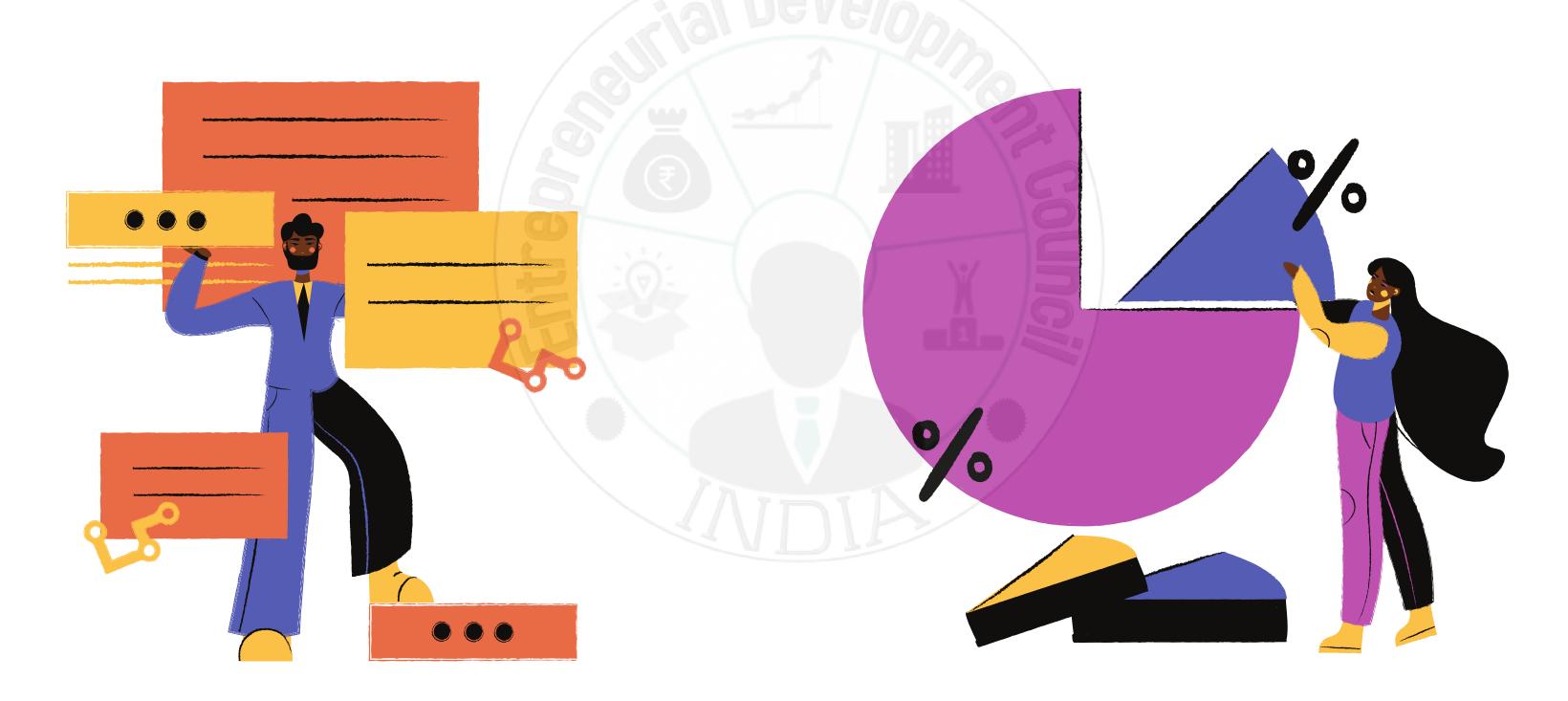
#### 5. KEEP A CONSISTENT LOOK IN PRESENTATION

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.

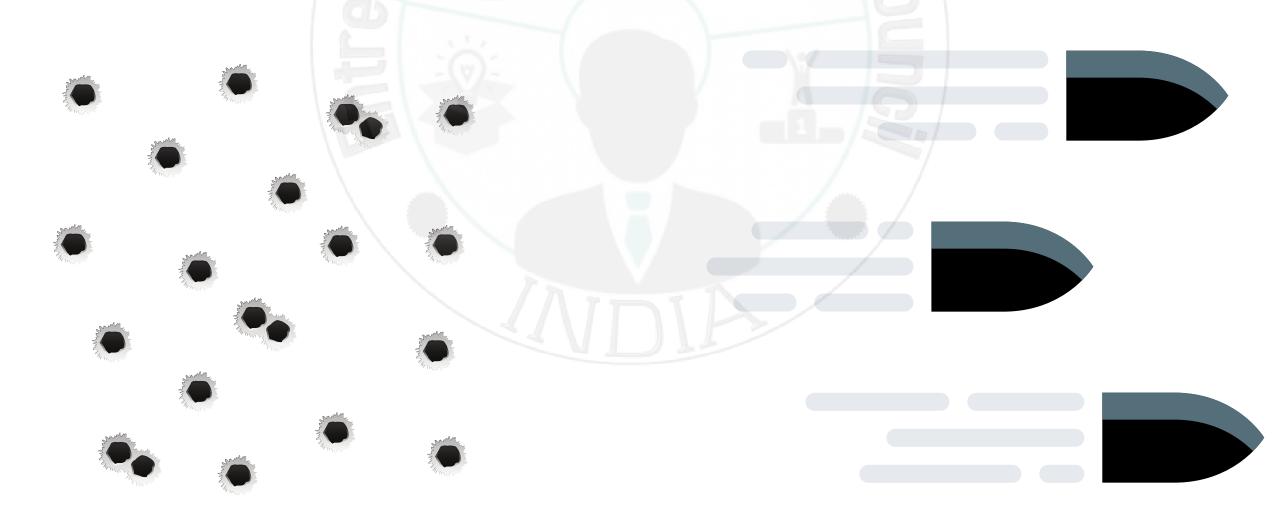




## Pitch Deck Dont's

#### 1. DON'T USE TOO MANY BULLET POINTS

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



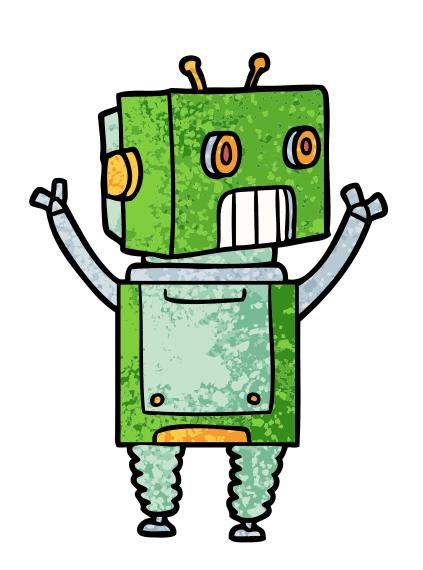
#### 2. DON'T MAKE IT TOO LONG

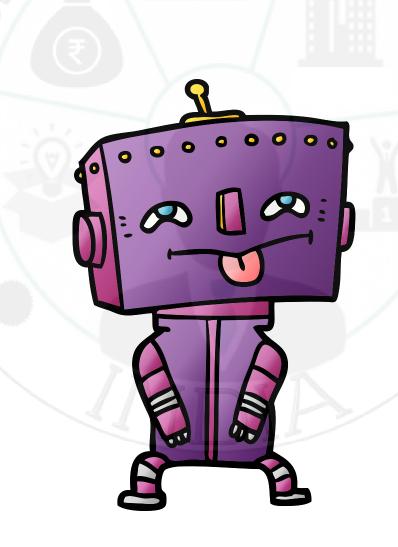
Average entrepreneur pitch: 25-30 slides. Average VC attention span/cranial capacity: 10 slides. Do the math.

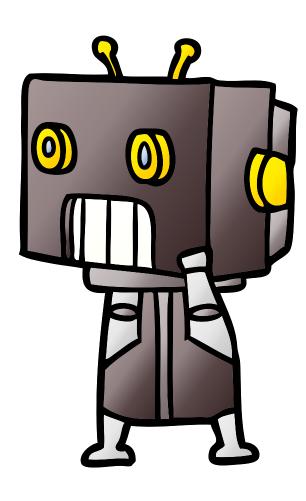


#### 3. DON'T READ WORD BY WORD FROM YOUR SCRIPT.

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

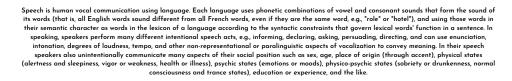






## 4. DON'T CREATE A TEXT-RICH, PICTURE-POOR PRESENTATION.

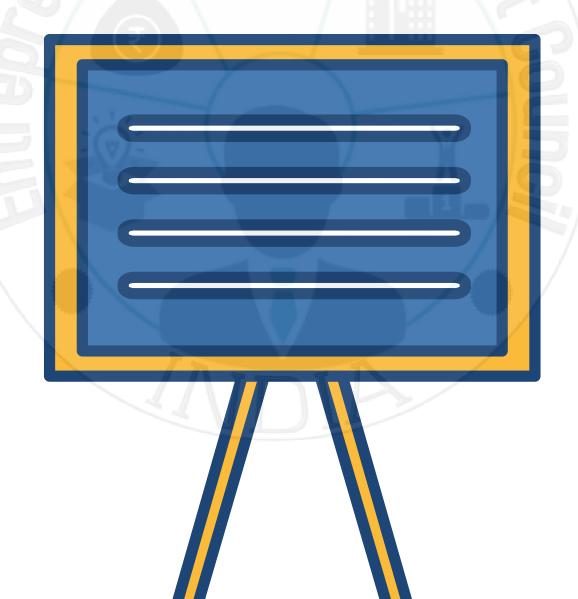
People cannot read and listen at the same time. Great visual inspire and engage people emotionally.



Although people ordinarily use speech in dealing with other persons (or animals), when people swear they do not always mean to communicate anything to anyone, and sometimes in expressing urgent emotions or desires they use speech as a quasi-magical cause, as when they encourage a player in a game to do or warn them not to do something. There are also many situations in which people engage in solitary speech. People talk to themselves sometimes in acts that are a development of what some psychologists (e.g., Lev Vygotsky) have maintained is the use of silent speech in an interior monologue to vivify and organize cognition, sometimes in the momentary adoption of a dual persona as self-addressing self as though addressing another person. Solo speech can be used to memorize or to test one's memorization of things, and in prayer or in meditation (e.g., the use of a mantra).

Researchers study many different aspects of speech: speech production and speech perception of the sounds used in a language, speech repetition, speech errors, the ability to map heard spoken words onto the vocalizations needed to recreate them, which plays a key role in children's enlargement of their vocabulary, and what different areas of the human brain, such as Broca's area and Wernicke's area, underlie speech. Speech is the subject of study for linguistics, cognitive science, communication studies, psychology, computer science, speech pathology, otolaryngology, and acoustics. Speech compares with written language,[1] which may differ in its vocabulary, syntax, and phonetics from the spoken language, a situation called diglossia.

The evolutionary origins of speech are unknown and subject to much debate and speculation. While animals also communicate using vocalizations, and trained apes such as Washoe and Kanzi can use simple sign language, no animals' vocalizations are articulated phonemically and syntactically, and do not constitute speech.



Speech is human vocal communication using language. Each language uses phonetic combinations of vowel and consonant sounds that form the sound of its words (that is, all English words sound different from all French words, even if they are the same word, e.g., "role" or "hote"), and using those words in their semantic character as words in the lexicon of a language according to the syntactic constraints that govern lexical words' function in a sentence. In speaking, speakers perform many different intentional speech acts, e.g., informing, declaring, asking, persuading, directing, and can use enunciation, intonation, degrees of loudness, tempo, and other non-representational or paralinguistic aspects of vocalization to convey meaning. In their speech speakers also unintentionally communicate many aspects of their social position such as sex, age, place of origin (through accent), physical states (alertness and sleepiness, vigor or weakness, health or illness), psychic states (emotions or moods), physico-psychic states (sobriety or drunkenness, normal consciousness and trance states), education or experience, and the like.

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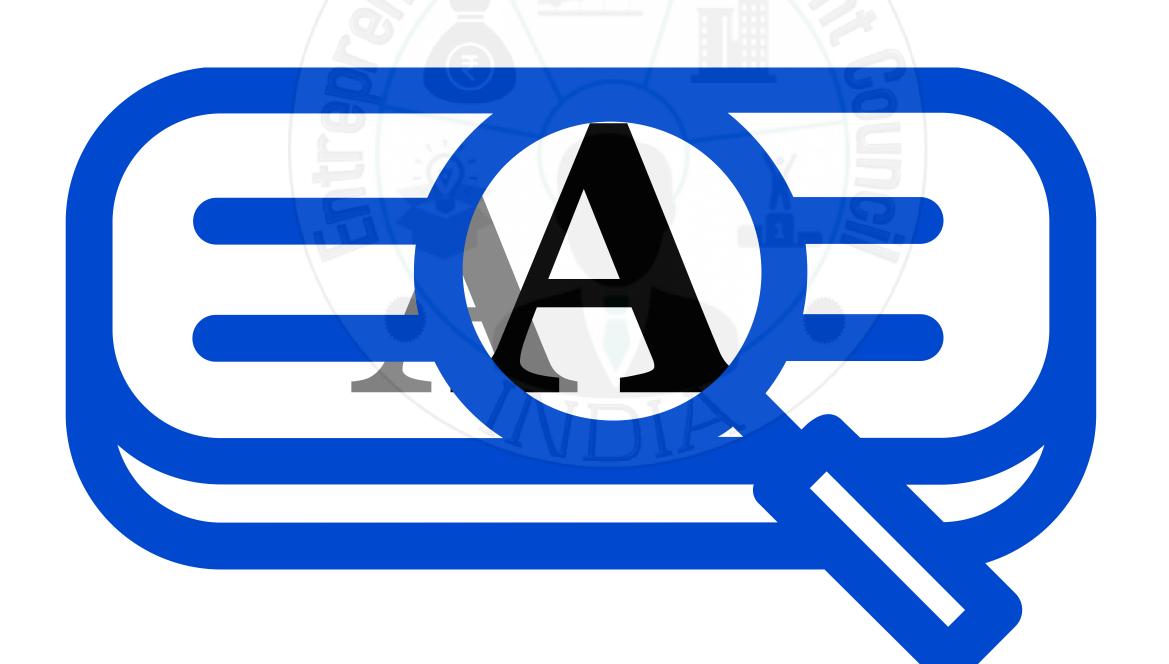
#### 5. DON'T COME UNPREPARED

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

## CONTACT ME

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