

# The Pitch

# The Deck: (9) Slides – Maximum 10

1. The Elevator Pitch (30 seconds)
2. Problem You're Solving (45 seconds)
3. Product/Solution (45 seconds)
4. Market size (30 seconds)
5. Traction / Validation (40 seconds)
6. Competition (25 seconds)
7. Business Model (45 seconds)
8. Team (20 seconds)
9. What do you want? – the 'ASK' (20 seconds)
10. Optional

# 1. The Elevator Pitch (only 30 sec!)

Define the company/business in a single declarative sentence

- This is the “Intro” to your company
- Company logo, Vision
- 3 key words or phrases
  - *“Mint.com is the free, easy way to manage your money online.”*

# 2. The Problem

- Describe the pain of the customer
- Outline how the customer addresses the issue today

# 3. The Solution / Product

- Introduce your product, and clearly articulate the value proposition/benefits statement with quantifiable evidence
- Demonstrate your company's value proposition to make the customer's life better

# 4. Market Size

- Define Your Market: What business/space you are in
- Total Market Size: Dollar Size, Your Place/Niche
- Customers: Clearly define exactly who you serve

# 5. Traction / Validation

You want to show proof that people are buying solutions to this problem, preferably your solution:

- Do you have a finished product?
- Highlight press, partnerships, etc.
- Customer success stories and/or testimonials

# 6. Competition

(why you're better \*or\* different)

- List competitors
- List competitive advantages

# 7. Business Model

*(How Do You Make Money?)*

How will you make money?

- What are the value chain economics?
- Also add forecast of major revenues and costs

# 8. Team

Who are the key people on your team?

- **Geeks** with deep tech experience
- **Entrepreneurs** who have sold companies
- **Sales/Marketing** who bring in customers

# 9. The Ask

- How Much Money do you want to raise?
- What will you do with Capital?
  - New Hires (**Build Product**)
  - Mktg & Sales (**Get Customers / \$\$\$**)
  - Ops & Infrastructure (**Scale Up**)

# 참고 자료

- 사업계획서 작성 방법
  - Sequoia Capital <https://www.slideshare.net/PitchDeckCoach/sequoia-capital-pitchdecktemplate>
  - Accel Partners <https://www.slideshare.net/prayanks/accel-partners-india-sample-pitch-deck>
  
- 사업계획서 참고
  - Snapchat <https://www.slideshare.net/Calimen/235629204-snapchatbusinessdeck>
  - Square (Business Plan) [http://www.slideshare.net/slideshow/embed\\_code/23990068](http://www.slideshare.net/slideshow/embed_code/23990068)
  - Airbnb <https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>
  - BuzzFeed <https://www.slideshare.net/TechInAsiaID/buzzfeed-pitch-deck>
  - Castle <https://www.slideshare.net/entercastle/castle-angel-round-deck>
  - Facebook <https://www.slideshare.net/payamrezvanian/facebook-media-kit-012013>
  - Front
    - <https://www.slideshare.net/MathildeCollin/front-series-a-deck-64596550>
    - <https://www.slideshare.net/MathildeCollin/front-series-b-deck-91172575>
  - LinkedIn (Series B)
    - <http://reidhoffman.org/linkedin-pitch-to-greylock>
    - <http://www.slideshare.net/webjoe/linkedin-deck-27367069>
  - Memebox (Y-Combinator 데모데이 발표 동영상) <http://youtu.be/q6JsM13PyJA>
  - Mint <https://www.slideshare.net/hnshah/mintcom-prelaunch-pitch-deck>
  - SEOmoz <https://www.slideshare.net/randfish/seomoz-pitch-deck-july-2011>