WHAT IS A PITCH DECK? An engaging and compelling story that highlights the core elements of your business. It convinces the audience that you know what the future looks like and sells the big vision, not just the idea/product, confidently and PASSIONATELY!

WHY SHOULD I BUILD ONE? It organizes your ability to describe your idea and maximizes your chances for securing financing.

HOW DO I BUILD IT? With 10 to 13 slides presented in a professional, appealing, clean and consistent design; limited text; impactful images, numbers, statistics; bold, easy-to-read fonts (2 max); tasteful color palette; simple straightforward messaging that delivers rational and compelling arguments. Depending upon the type of investment you’re looking to raise (Seed, Series A or beyond), the audience and the venue, the specific slides and content will vary to fit the situation. Following are general guidelines that will help you organize and tell your story. Know that everyone has a slightly different opinion about slide number, order, content and design. Visually tell your story in a clear, compelling way.

**Slide 1: Vision (the big idea, today & tomorrow)**

<table>
<thead>
<tr>
<th>Logo / Company Name</th>
<th>big; bold; lots of whitespace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tagline under logo/name</td>
<td>3 to 5 words that sell your business</td>
</tr>
<tr>
<td>The Big Idea: We are X for Y, assuming X is attractive and Y is a big enough opportunity</td>
<td>a great one-liner to tease and pique interest</td>
</tr>
<tr>
<td>Mission Statement (optional)</td>
<td>non-technical; impactful; short &amp; succinct</td>
</tr>
<tr>
<td>Presenter's name / Title</td>
<td>don’t date slides; number starting on page 2</td>
</tr>
<tr>
<td>Purpose of presentation</td>
<td>&quot;UCI New Venture Competition&quot;</td>
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**Slide 2: Current Problem (narrow & focused)**

What's the problem or unmet need you're solving; convey how it's unfulfilled the more targeted and specific the better


Solve your clients' #1 problem; what keeps them up at night or bothers them? how do you know this? through surveying?

**Slide 3: Your Solution (why you? why now?)**

Screenshots: no more than 3; simple as 1-2-3; or key parts of your business Use image / screenshot / prototype / diagram

Show core value proposition to a client: better, faster, cheaper tell anecdote of a current or future client

Show a live demo at your peril; market validation is more important at this stage don’t show a video (they often fail to play)

Why hasn’t anybody done this before? IP? Patents pending? Defensible? be prepared for this one, especially in Q&A!

What is it about your approach/tech that makes you capable/unique? big TAM; conservative & realistic SOM

**Slide 4: Market Size (how big is it? how big can you be, realistically?)**

Total Addressable Market (TAM)? Service Available Market (SAM, segment you’re chasing)? use declining or concentric circles

Identify your beachhead (SOM, Service Obtainable Market, portion of SAM you can capture) units/revenue using pie charts

Define target client; key characteristics; demographics; B2B or B2C; unique needs? again, cite credible sources/studies/surveys

Describe important market evolutions and/or inflection points -- why now? It’s all about timing

**Slide 5: Product/Service (how it works - optional)**

Demo your solution understanding the inherent risks of equipment/network failure no more than a 30-second demo

Show how it works using a simple sequence/diagram wireframes for an app

If possible, demonstrate how it improves upon existing solutions Keep everything very simple & visual

**Slide 6: Business / Revenue Model (how do you make money?)**

How do you make money? Key revenue streams? Pricing? Flat fee%/recurring? 100 clients x A units x B fee = $C revenue

Average length of the sales cycle: days, weeks, months? Huge impact on cashflows & funding required

Sales channels: how to reach customers; how to convert; strategic partnerships immediate, days, months, weeks?

Customer acquisition cost (CAC)? Conversion rate? Customer lifetime value (LTV) How much does each sale cost; close rate %

How do you make money (revenue > expenses)? scale? become sustainable? increase LTV & decrease CAC over time

**Slide 7: Go-to-Market Strategy (how will you reach your target market?)**

How will you create initial awareness: website, blogs, influencers, in-bound, trade shows? use logos or graphic images

How will you sell: online, direct, through distributors/resellers? simple diagram showing sales channels

How long is the sales cycle? What's the projected conversion rate? compare it to something similar

What is the timing? Do you have launch/rollout phases? use a simple timeline
Slide 8: **Financial Projections (10X return within 3 years?)**

3-to-5 year projections based upon key assumptions  
Assumption 1: # of potential clients per year in target market  
Assumption 2: # of total customers (free + paying)  
Assumption 3: # net paying customers (after churn) & market penetration  
Breakeven month & year? EDITDA margins? (10-40% typically depending on industry)  
Are these numbers reasonable even if you're off by 2x?  

Assumptions are critical for credibility  
Assumptions are showing growing market size  
Assumptions are showing growing active/paying user base  
1-5% market penetration is realistic in early years  
Circled/bold/color key numbers in the financials  

Be realistic or be shot down!

Slide 9: **Traction & Validation (is it resonating?)**

Timeline / key milestones: what have you accomplished to date?  
Soft traction: accelerator programs; articles; awards; testimonials?  
Hard traction: # of customers; revenue; big name clients/pilots/prospects/pipeline  
Show: increasing customers/user/revenue/rev per customer/decreasing CAC

Use a simple timeline; show alpha/beta/MVP  
Use logos  
Show growth/trends  
KPIs > Goals > CAC > LTV

Slide 10: **Competition / Market Fit / Advantages**

How do you fit into the market landscape?  
Key competitors (who, what, why, strengths/weaknesses); status quo is always #1!  
Advantages: current; sustainable; unfair; key partnerships; barriers to entry?  
How much of a lead do you have on competitors? Why are you 10X better?  
Do you have IP to slow/stop them?

Comparison matrix; XY charts; ven diagram  
Why will they switch to you from incumbent?  
Money? time? expertise? relationships?

Slide 11: **The Team (who can execute; can be 2nd slide if highly experienced)**

Core team & responsibilities: founders & chiefs (C-level); advisors & investors  
Photos: optional but it makes for a more personal presentation  
Relevant experiences / successes / exits / failures / war stories  
Education & leadership roles ("we are the right team to execute this plan because...")

Their functional title (CEO, COO, CTO, CMO)  
An expanded AngelList profile  
Use company or academic logos (limit words)  
Don't write sentences; 1 key bullet per person

Slide 12: **Funding & Use of Proceeds (how you will leverage investors' money)**

The "Ask" - How much money are you looking to raise? How much raised to date?  
Stage: seed round raising how much? (somewhere between $50k and $1M)  
Investment terms: convertible note @ $X valuation cap; Y% discount into next round  
What is your projected burn rate per month? How long will the money last?  
Use of proceeds: sales & marketing; hiring key employees; development; patents  
Key milestones you'll achieve with funding: 1st client? Breakeven? 3X revenue growth?

($250K- $1M) Your own? Friends & Family?  
Tell them what you need to make it happen  
2% interest rate; X months to maturity  
In months  
Use a pie chart with percentages  
Demonstrate how you'll measure traction

Slide 13: **Closing Slide (re-selling your vision, emphasizing key points/metrics)**

Your logo  
Contact info: name; email; phone; company website link  
"Thank You" & "Questions?"  
Large and centered  
Make it easy to reach you  
Always ask "what's the next step?"

Appendix: **backup slides for Q&A (clarify; fill in the holes; continue selling)**

Timeline: history, milestones, funding  
Detailed value proposition to clients / users / partners  
Additional product screen shots  
Average revenue per user (ARPU)  
Pipeline of potential customers; % likelihood of closing; revenue potential  
Detailed financials  
Cash flow analysis  
Breakeven analysis  
Headcount projections and hiring plan  
Partnership arrangements  
Patent filings