

DOs

- Open investors minds to your vision. and get them excited to know more.
- Get them engaged to start filling in the blanks for themselves
- Give enough information to grab their interest, but not too much as to overwhelm them or have your story lose clarity & focus.
- Your Deck should be able to stand on its own, without your presentation.
- Endeavour to tell a concise compelling visual story 10-12 slides.

DON'Ts

- Too many slides.
- Too much information.
- Too much writing.
- Too many details.
- Condescending statements.
- Exaggerated value proposition
- Arrogance

FYI: The purpose of your Investor Deck is not to answer all possible questions, nor close immediate investment.

I. TITLE SLIDE

- Company name
- Complete contact information
- Company motto or tagline

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PROBLEM or NEED

- Simply state the problem
- Describe the beneficiary of your solution
- Emphasize on the level of discomfort the problem is causing.
- Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?

SOLUTION

- Share the story of how your product is solving the problem you identified customers use/value your product or service

FYI: Visuals are always better than lots of text: show don't tell

BUSINESS MODEL

- Who is your target/immediate customer?
- How do you make money?
- How much do you charge for each product or service?
- Show basic math on your cost to acquire a customer.

MARKET OPPORTUNITY

- How big is the market opportunity you are pursuing?
- How fast is it growing?
- How many people will find it useful?
- How much money is there in it?
- How many customers do you need to run a profitable business?
- Show your timeline and milestones to date.

FYI: Customer success stories and/or testimonials.

Volume of sales and number of customers to date.

MARKETING or GROWTH STRATEGY

Company Logo

- Where are your customers looking today and finding help?
- Where will you get in front of them?
- How will you achieve your target growth rates?
- What are the most important and unique channels and methods you will use to find and win customers?
- Mention established partnerships, if any Highlight press, partnerships, accolade.

COMPETITION

- Where do you exist in the larger overall Market Space?
- How are you doing it differently than others in the market already?
- Who is your existing & likely competition?
- What are your Advantages in comparison to your competitors?
- Why have they succeeded, and how do you truly differentiate from them?

FYI: Never deny that you have competitors, no matter how unique you think you are.

TEAM

- Which roles are the keys to success in your company/space?
- Highlight key team members and their prior positions, successes, domain expertise.
- Demonstrate relevant experience.

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FINANCIALS

- Show your 3 to 5 years cash balance, both historical and forecast.
- Show how much capital will be required now and later.
- Prepare lots of backup slides to illustrate the assumptions behind these financials.

THE ASK

- How much money do you need to raise?
- How are you going to use that money?
- What milestones are you going to reach with that money?

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