# THE ART OF CURATING A
PERFECT PITCH DECK

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ABOUT
FORETEACH

- ForeTeach is a community of Founders and other start-up stake holders that is driven to create a strong & sustainable start-up ecosystem.

- With ForeTeach, you will be able to network with founders, list your business, find credible agencies and hire interns and teammates for your start-up

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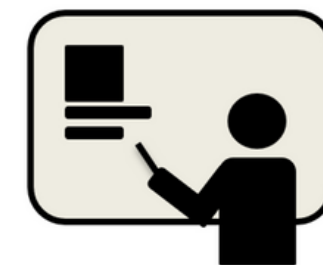
ForeTeach
BACK TO THE BASICS
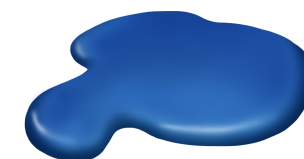
STEPS TO CREATE A PERFECT PITCH DECK

Step 1 - Identify your story!

Step 2 - Create a data dashboard

Step 3 - Structure your Deck

Step 4 - Paint the picture

Step 5 - Add relatability

Step 6 - Add finesse

HOW TO IDENTIFY YOUR STORY!??

A good story is always derived from four things:

1. **Problem that you are solving**

2. **Impact that your solution brings**

3. **How your user is going to get affected**

4. **What transformation will they undergo?**

CREATE A DATA
DASHBOARD

PUT UP IMPORTANT
DATA IN DASHBOARD

Create a dashboard that contains all the valuable data about your business.

This data includes things like KPIs, Gross Margin, LTV, CAC, Unit Economics, MoM Growth, NPS Score, Retention and Recurring percentage, etc..
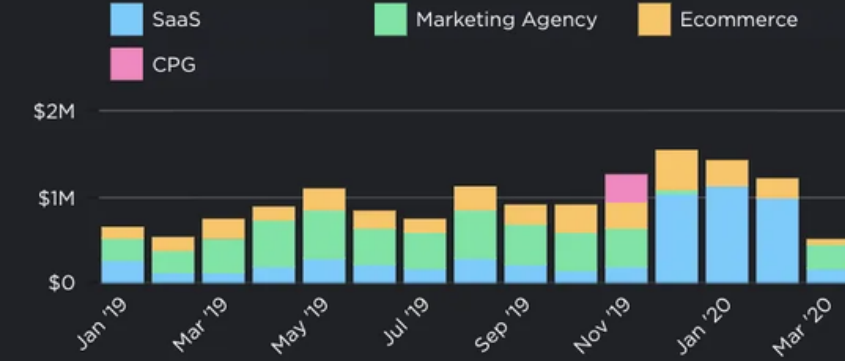
Initiative #1

🌈

Diversify Product Revenue

Achieve 40% product diversity

Revenue by Vertical

$501.6K ▼57%
Collected Revenue - YTD

Legend:
- SaaS
- Marketing Agency
- Ecommerce
- CPG

Y-axis: $2M, $1M, $0
X-axis: Jan '19, Mar '19, May '19, Jul '19, Sep '19, Nov '19, Jan '20, Mar '20

Xero

New Sales vs. Plan

$363.9K
New Sales - YTD

Legend:
- New Logo Revenue
- 2020 Target

Y-axis: $300k, $200k, $100k, $0
X-axis: Jan '19, Apr '19, Jul '19, Oct '19, Jan '20, Apr '20, Jul '20, Oct '20

SalesForce + Google Sheets

Customers by Country

🏠

Legend: low ——— high
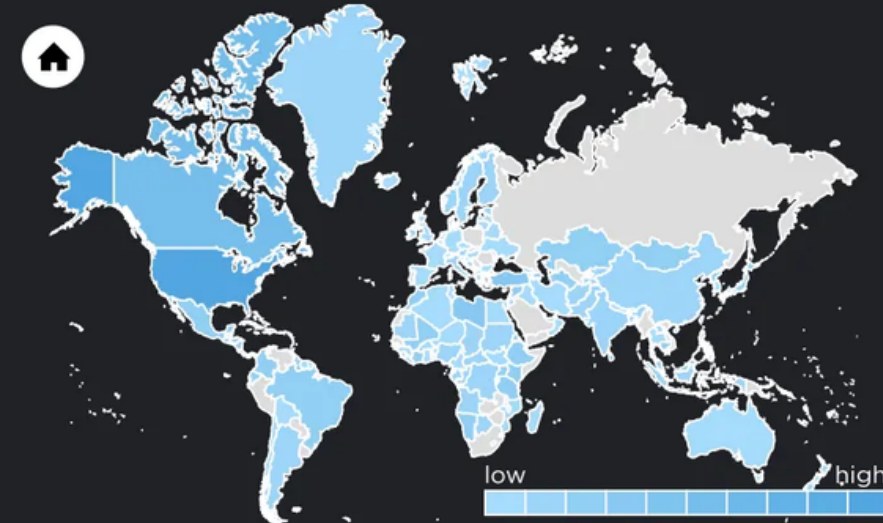
SalesForce

Initiative #2

❤️

Build Customer Trust

Customer NPS of 30+

Customer Cancellations (Churn)

-0.14%
Revenue Churn - YTD

1.23% ▼39%
Logo Churn - YTD

Legend:
- Revenue Churn
- Logo Churn
- 2020 Target

Y-axis: 4%, 2%, 0%, -2%
X-axis: Jan '19, Apr '19, Jul '19, Oct '19, Jan '20, Apr '20, Jul '20, Oct '20
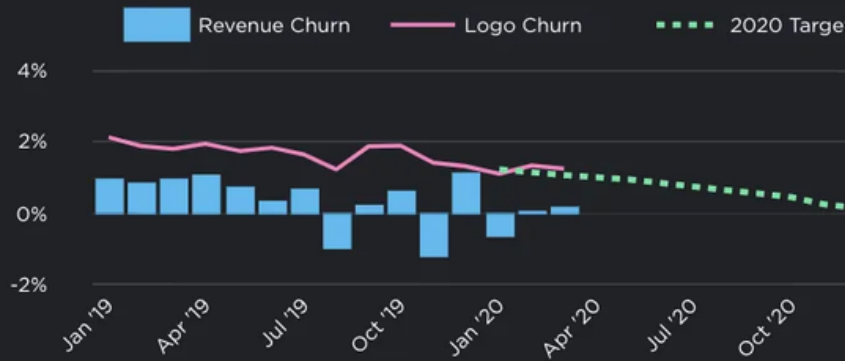
SalesForce + Google Sheets

Customer Upsells

+$146.0K
Net Revenue Expansion - YTD

Legend:
- Net Revenue Expansion
- 2020 Target

Y-axis: $100k, $50k, $0, $-50k
X-axis: Jan '19, Apr '19, Jul '19, Oct '19, Jan '20, Apr '20, Jul '20, Oct '20
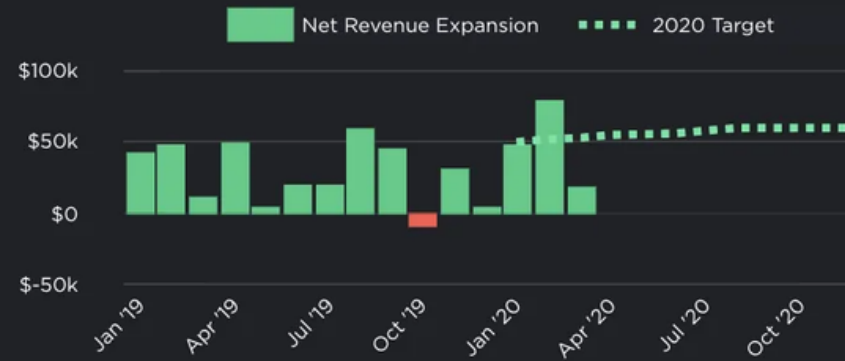
SalesForce + Google Sheets

Customer NPS

36 ▲4%
Avg NPS - YTD

Legend:
- NPS
- Total Responses

Data points: 196, 240, 264, 280, 360, 248, 304, 324, 356, 380, 408, 440, 448, 492, 392

Y-axis: 600, 400, 200, 0, -200
X-axis: Jan '19, Feb '19, Mar '19, Apr '19, May '19, Jun '19, Jul '19, Aug '19, Sep '19, Oct '19, Nov '19, Dec '19, Jan '20, Feb '20, Mar '20
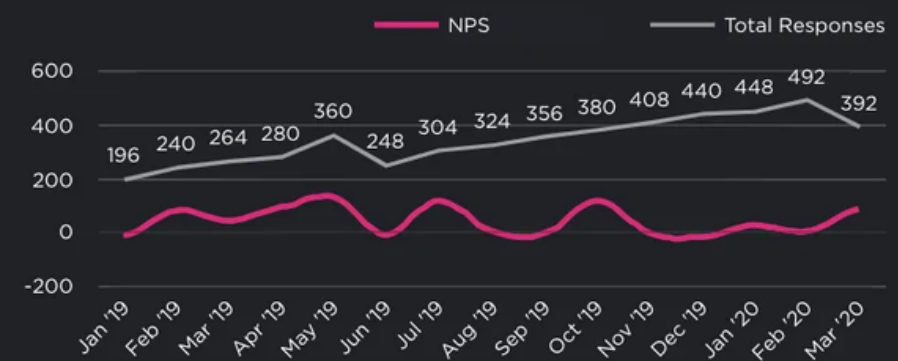
Delighted

Initiative #3

💪

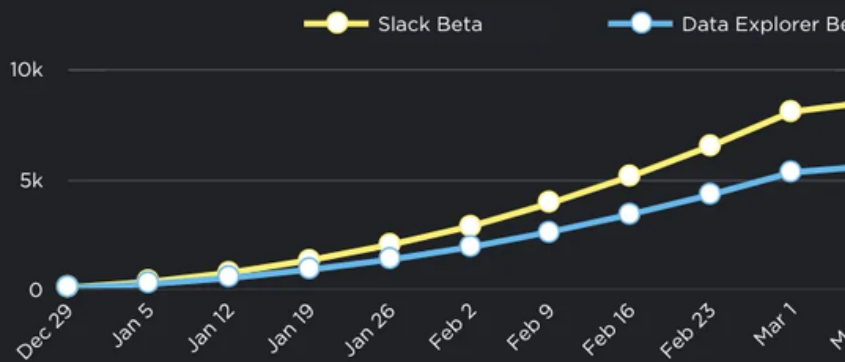# Launch Stealth Product

Active accounts > 50% every week

Beta Customers

8,545 ▲66%
Accounts w/ Slack Beta

5,622 ▲65%
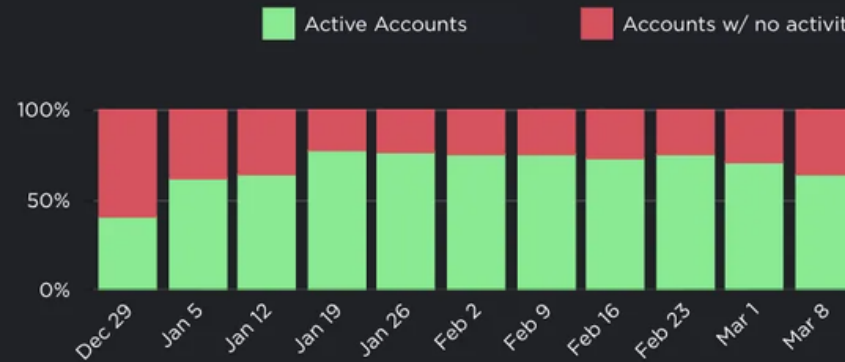Accounts w/ Data Explorer Beta

Legend:
- Slack Beta
- Data Explorer Beta

Y-axis: 10k, 5k, 0
X-axis: Dec 29, Jan 5, Jan 12, Jan 19, Jan 26, Feb 2, Feb 9, Feb 16, Feb 23, Mar 1, Mar 8

PosgreSQL

Active Accounts by Week

1,539 ▼66%
Active Accounts - This Week

Legend:
- Active Accounts
- Accounts w/ no activity

Y-axis: 100%, 50%, 0%
X-axis: Dec 29, Jan 5, Jan 12, Jan 19, Jan 26, Feb 2, Feb 9, Feb 16, Feb 23, Mar 1, Mar 8

PosgreSQL

Customer Reported Bugs

1,443
Reported Bugs - YTD

Y-axis: 1k, 500, 0
X-axis: Jan '19, Feb '19, Mar '19, Apr '19, May '19, Jun '19, Jul '19, Aug '19, Sep '19, Oct '19, Nov '19, Dec '19, Jan '20, Feb '20, Mar '20
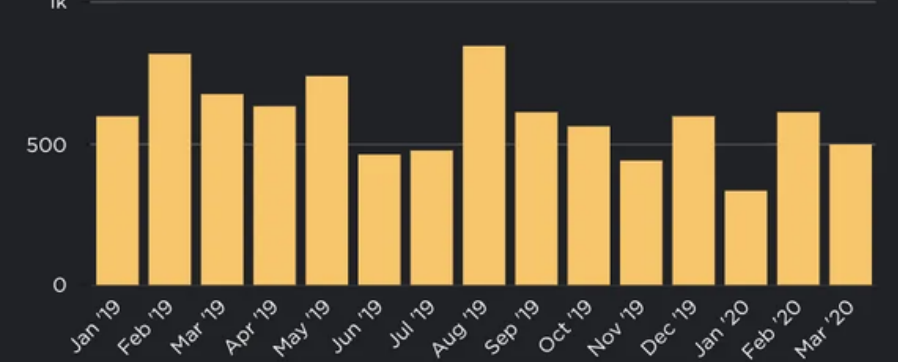
Zendesk

STRUCTURE YOUR
PITCH DECK

STRUCTURE OF A STARTUP PITCH DECK

In order to raise a successful round of funding you need to understand the structure of the pitch deck in detail, which includes the following slides:

1. PROBLEM
2. SOLUTION
3. MARKET SIZE
4. TRACTION & POCS
5. PRODUCT/MVP
6. BUSINESS MODEL

7. COMPETITION
8. GTM STRATEGY
9. TEAM
10. FUNDING ASK
11. USAGE OF FUNDS
12. GROWTH MODEL

PROBLEM STATEMENT

The Problem Statement Slide establishes the problem's significance, urgency for a solution, and engages the investor in your pitch. While creating this slide keep the following points in mind:

1. Clearly define the problem statement
2. Quantify the problem with data and statistics
3. Emphasise on the existing limitations
4. Emphasise on your target audience
5. Create an emotional connect

PROPOSED SOLUTION

The Solution Slide is a crucial opportunity to present your innovative solution, its value proposition, and competitive advantages. Use visuals and concise explanations to effectively convey how your solution addresses the problem. You can keep the following in mind:

1. Present your unique solution
2. Explain how it works and what is its USP
3. Demonstrate feasibility
4. Highlight Competitive Advantage
5. Use Data to emphasise on your point

MARKET **SIZE**

The Market Size Slide presents the target market's size, growth potential, and untapped opportunities. Use data, market trends, and segmentation to provide a clear understanding of the market's potential, enticing investors and stakeholders. Also keep the following points in mind:

1. Define target market and address market trends
2. Provide market statistics like TAM, SAM and SOM
3. Segment the market
4. Support with credible sources

TRACTION & POCS

The Traction and Proof of Concepts Slide highlights your venture's progress, market validation, and growth potential. Use concrete data, testimonials, and partnerships to showcase the traction achieved and inspire confidence in your business. Also keep the following points in mind:

1. Highlight traction milestones and Quantify traction
2. Show social proof of user love
3. Showcase pilot programs and POCs
4. Show traction for the past quarter (if any)

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PRODUCT/MVP

The Product and MVP Slide introduces your product, emphasizes its problem-solving capabilities, and highlights its unique features. Showcase user feedback to demonstrate its validation and explain your product roadmap to illustrate its future growth potential. Also keep the following points in mind:

1. Introduce your product
2. Address the problem-solution fit
3. Highlight key features and it's USP
4. Describe the MVP

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BUSINESS MODEL

The Business Model Slide outlines your revenue streams, pricing strategy, target market, cost structure, competitive advantage, and growth potential. It demonstrates a clear understanding of how your business generates revenue, differentiates itself, and drives sustainable growth. Also keep the following points in mind:

1. Define your revenue streams & pricing strategies
2. Define your cost structure
3. Define the model (like freemium or subscription)
4. Define the collaborators and suppliers

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BUSINESS **COMPETITION**

The Business Competition Slide provides an understanding of the competitive landscape, highlights points of differentiation, and outlines your competitive strategy. It showcases your awareness of competitors, their strengths and weaknesses, and how your business is positioned to succeed in the market. Also keep the following points in mind:

1. Identify direct and indirect competitors
2. Showcase competitive analysis
3. Highlight point of differentiation

GO TO MARKET **STRATEGY**

The Go-to-Market Strategy Slide outlines your approach to reach and acquire customers, establish pricing, and retain a loyal customer base. It highlights your understanding of the target market, marketing channels, sales approach, and customer retention strategies. Also keep the following points in mind:

1. Define target market segments
2. Outline marketing and sales channels
3. Define customer acquisition strategy
4. Showcase customer retention strategy

BUSINESS **TEAM**

The Team Slide introduces the key members of your team, highlights their industry experience, complementary skills, notable achievements, and growth plans. It portrays a cohesive and capable team that inspires confidence in your ability to execute the business vision and drive success. Also keep the following points in mind:

1. Emphasise on their Industry Experience
2. Showcase complimentary skills
3. Highlight individual and collective achievements

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FUNDING ASK

The Funding Ask Slide clearly presents the funding amount, explains the purpose of the funds, provides financial projections, highlights the funding round, and showcases potential investor benefits. It communicates the funding opportunity and the potential returns for investors, compelling them to consider investing in your business

1. State the Funding Amount
2. Explain the funding purpose
3. Highlight the funding round

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USAGE OF FUNDS

The Funds Distribution Slide provides a clear breakdown of how the raised funds will be allocated across various aspects of your business. It demonstrates a strategic approach to resource allocation, balancing investments in product development, marketing, team expansion, operations, and contingency planning.

1. Outline funding allocation
2. Mention Key tasks based on priority
3. Allocate funds for contingency and miscellaneous

GROWTH MODEL

The Growth Model Slide outlines your growth goals, identifies growth drivers, explains customer acquisition and retention strategies, presents expansion plans, and emphasizes the importance of continuous monitoring and optimization. It showcases your strategic approach to achieving scalable and sustainable growth for your business.

1. Outline month over month expenditure
2. Emphasise on new monthly customers
3. Show monthly revenue and highlight the breakeven point
4. Justify your ask of funding based on cash runaway needed

LET US **UNDERSTAND** THE STRUCTURE OF A **PITCH DECK** USING SOME **EXAMPLES**

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PAINT THE
PICTURE

COMPILE YOUR WORK IN A SINGLE PRESENTATION

Now that you have understood what needs to be mentioned where, it is time for you to compile all the information and to put it in a single presentation.

This presentation is what is known as the Pitch Deck. This method helps you to stay organised and creative simultaneously.

ADD A TOUCH OF
RELATABLITIY

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MAKE THE INVESTOR RELATE WITH YOUR STARTUP

Adding images, concepts or features that are basic and easily available helps your end user to relate with the product or service that you are trying to provide.

Paint your picture in a way such that the investor can find himself in the shoes of your target audience relating to the problem that you are trying to solve. You can use images, fonts, or even videos to create a bridge between your ideas and the investor!

ADD
FINESSE

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ADD A FINAL TOUCH OF
FINESSE TO STAND OUT

The best way to make your pitch deck stand out from the typical pitch decks is to add some elements of finesse. This helps you to create an impression of going one level beyond. You can add finesse by implementing one of the following points:

- Add multiple creative elements throughout your deck
- Use less words and more data
- Add a totally new slide showing user love
- Add links to social media, press releases, articles, etc.
- Use images, graphs and videos to explain complex topics

A Typical Investor

"Looking for founders that are creative, sly and can make things happen!"

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THANK YOU