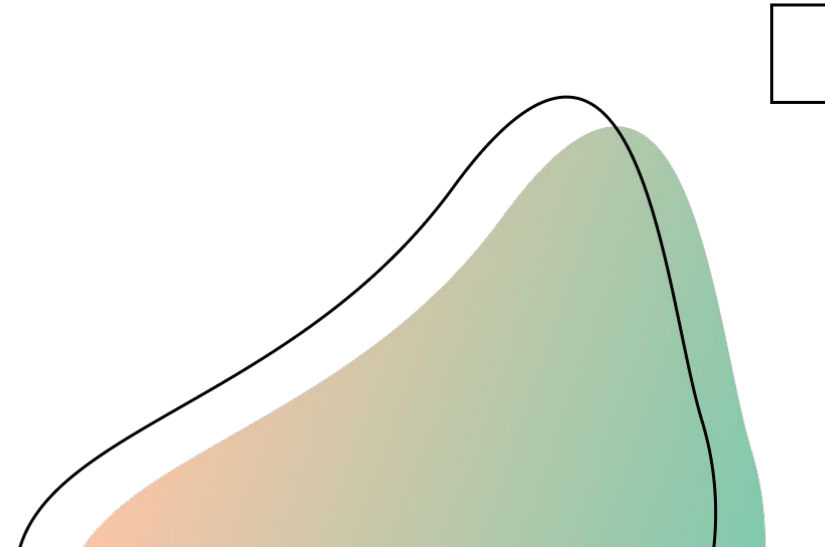
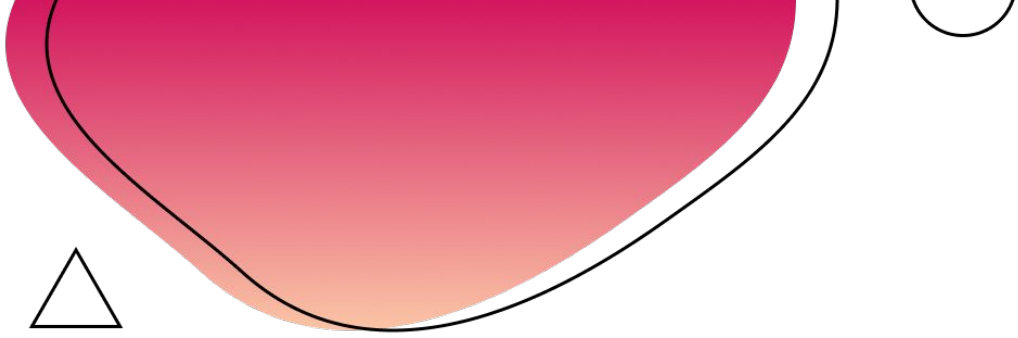
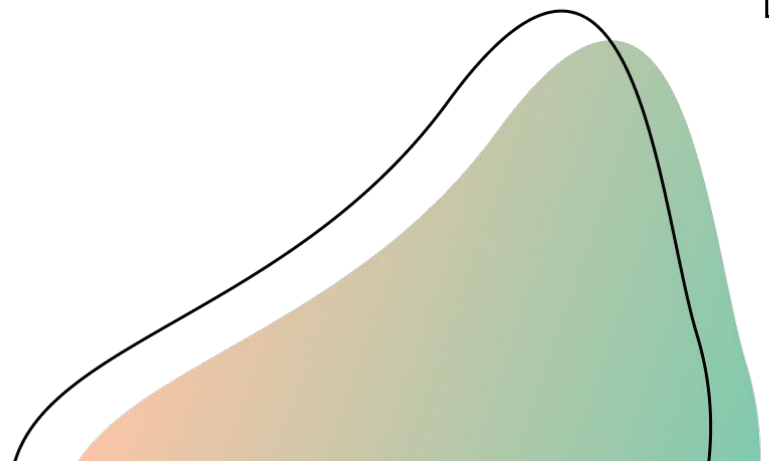
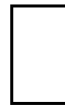


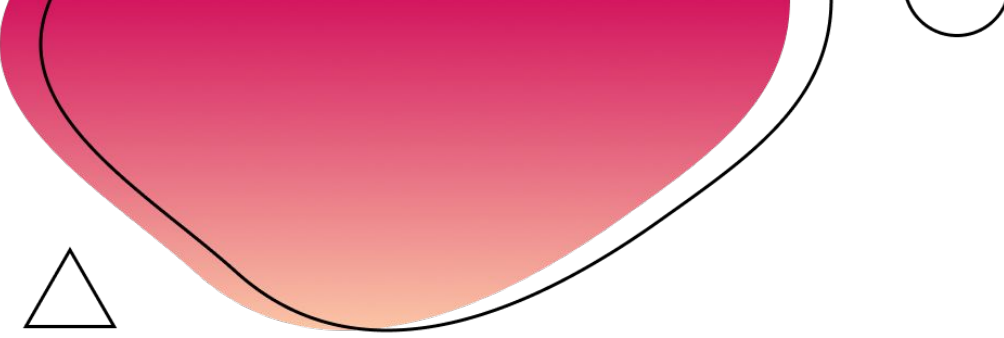
**Pitch Time!**





# Pitching

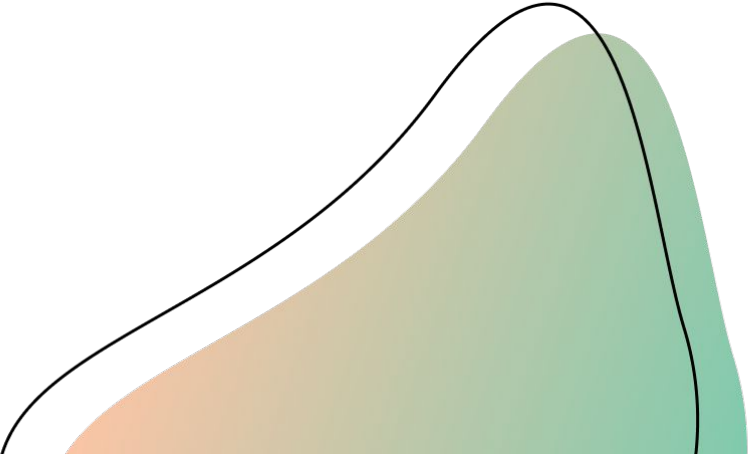
- Ask yourself: why are you pitching?
  - Think of your audience. What are their goals?
  - Every pitch is different - different judges, different goals, different purposes. Is this for funding? Social impact?
    - You cannot just make one pitch deck and use it for everything!
- 
- 



Your pitch deck should not be greater than 11 slides. Ensure you don't read the slides and use an authentic voice to tell your story.

There is no one perfect pitch deck, in this lesson you'll see we have given you a pitch deck template, however you can determine what works best for you and your venture.

Google "business pitch deck" for lots more info, or start with this listing of decks by [Alexander Jarvis](#). Here are additional decks by [Founder Institute](#), [Piktochart](#) and [MaRs](#) explaining some slides in greater detail.





# Building A Pitch Deck

We are going to build a basic pitch deck with the following slides:

1. Title/Intro
  2. Problem
  3. Solution
  4. Market Size
  5. Route to Market
  6. Revenue Model
  7. Traction
  8. Competitors
  9. The team
  10. Next Steps
- 

## Slide 1: Title/Intro

This slide should have:

- Your Company Name/Logo
- Your value proposition
- Your contact information
- Reference the date and where you are currently pitching (ie Edge Leap Lab Five).

The audience can read the slide—cut to the chase and summarize what you do (for example, we sell software, we protect the environment). Open simply with, “This is my company and this is what we do.” You want to get the audience thinking about the potential for your company.



## Slide 2: Problem

On this slide, highlight the quantified pain point, who is facing it, and why the current solution isn't working. You want to really communicate the severity of the pain, ideally with numbers to back it up.

The visual should include an image that illustrates the problem.



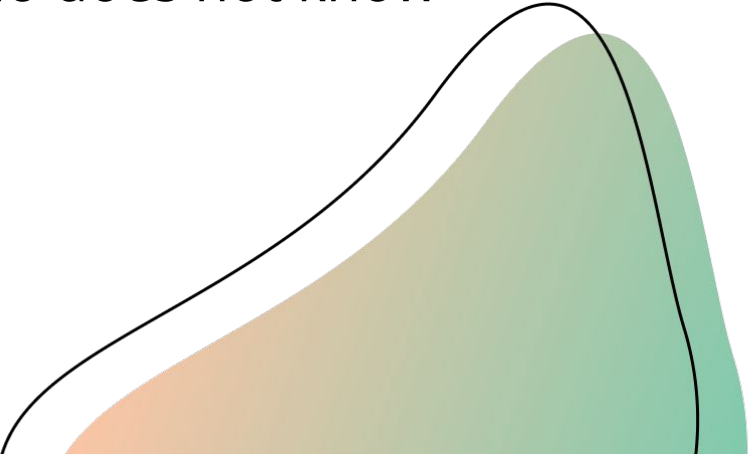


## Slide 3: Solution

On this slide, you'll need to clearly and simply tell us what your solution is, and emphasize how it alleviates the pain.

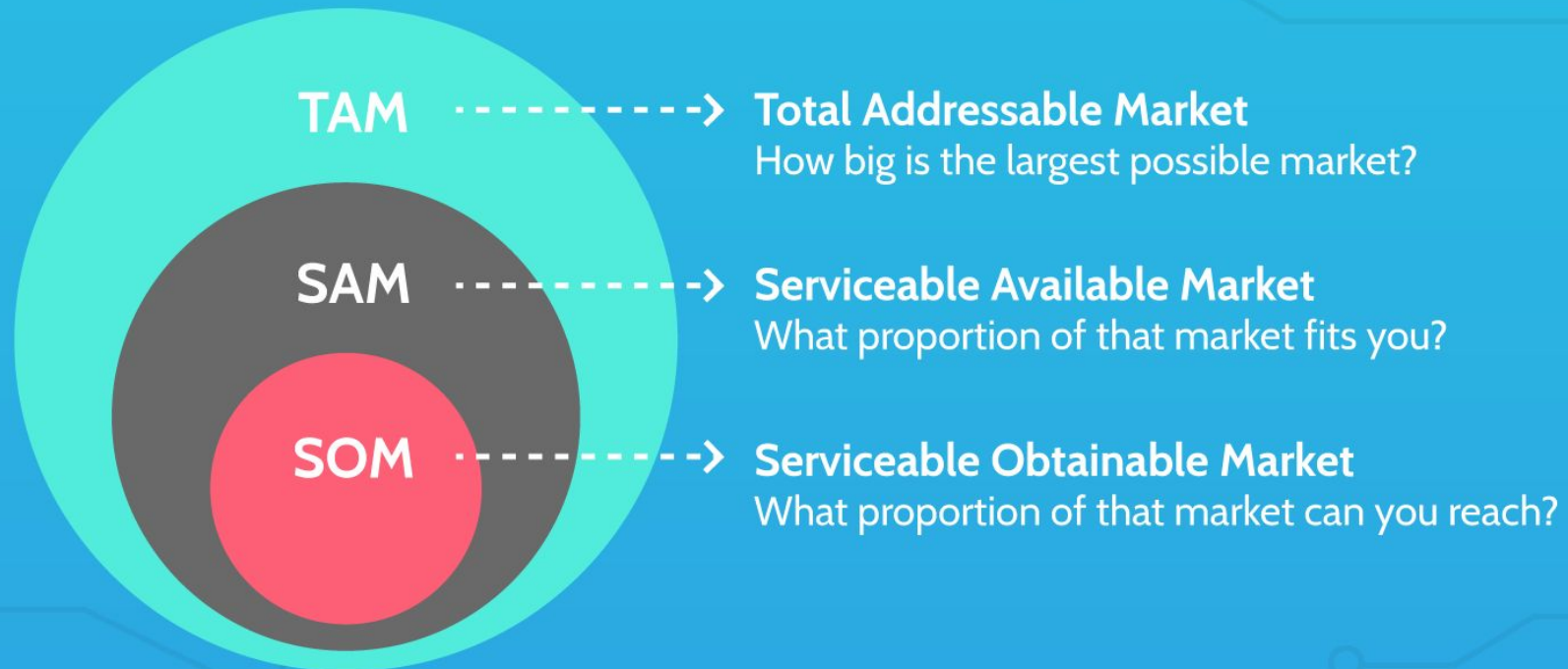
Ensure that the audience clearly understands what you sell and your value proposition. You may want to provide an example, photo, or diagram of how it works.

Try testing the problem and solution slides with someone who does not know your venture. Can they quickly and easily understand?



# Slide 4: Market Size

## TAM SAM SOM Explained







# Slide 4: TAM

## Calculating Total Available Market

The amount of revenue you would earn if you achieved 100% of the market.

### Bottom Up Approach

- Determine how many end users exist
- Multiply by how much your product costs to supply the customer for a year
- Sometimes called “counting noses,” this is the most specific way to calculate market size.

### Top Down Approach

- General market research, ie. the pet food industry is a \$1.9B industry
- 
- 



## Slide 4: SAM

### Calculating Serviceable Addressable Market

The amount of revenue you would earn if you captured your entire target or beachhead market  
You want to demonstrate a market that is big enough to be valuable, but not so big that you do not have the resources to compete. A big number is not necessarily better.  
Generally look for a number between \$20M-\$100M

If the number is too big, your market might be too general. If it is too small, it may not be a sustainable business.

### Bottom Up Approach

-Determine how many end users exist that fit into the customer persona you have created.  
This might limit you by geographic area, certain buying behaviours, life style choices etc.





## Slide 4: SOM

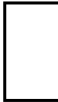
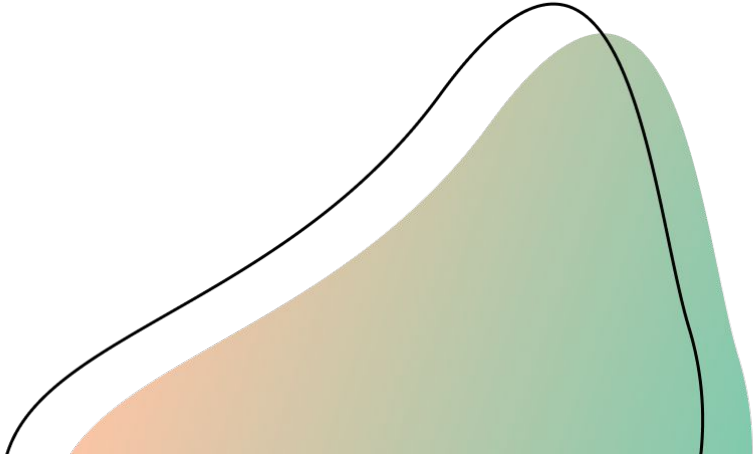
### Calculating Serviceable Obtainable Market

The amount of revenue you expect to earn (your goal)

**This is the most important, and most difficult number to determine.**

- Many pitches talk about SOM in terms of capturing a random percentage of the market ie. 2%.
- Ideally, your SOM should be an output based on strategy.

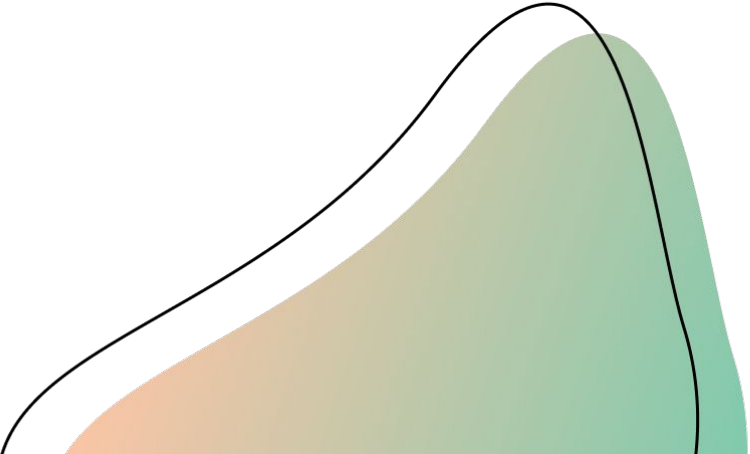
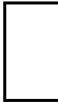
In your go-to-market strategy, based on your team, the competitive landscape, the current demand, your production budget, how many sales can you make?





## Slide 5: Route to Market

Outline 2 or 3 unique ways you intend to reach your customer.

- The best go-to-market strategy is the one that is going to be the most effective.
  - You need to play the expert here. At this stage it is just a plan based on assumptions, and the slide will need to be updated as you test things.
  - Should demonstrate your deep understanding of your customer, as well as your ability to be creative
- 
- 



# Market Adoption

## EVENTS

target events monthly

- Oktoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- MardiGras (800,000)

## PARTNERSHIPS

cheap/alternative travel

- GoLoco
- Kayak
- Orbitz

## CRAIGSLIST

dual posting feature

## Slide 6: Revenue/Metrics

This is where you outline the revenue model. Demonstrate your:

- Pricing
- Break even point
- Profit margin
- Estimated profit when you reach a certain number of customers

This slide should focus on big visual representations and numbers.

If your venture is focused on impact and not revenue, you may want to demonstrate other metrics here. How would you demonstrate success?

# Our Numbers

- ▶ Price  9.5 per kg

## Break-even

- ▶ 6.4 Tonnes/month
- ▶ Fixed (65%), Variable costs (35%)

## SOM 2.4M

- ▶ 20 Tonnes/month
- ▶ 0.9M in net income

# Potential Impact

## Revenue Forecasts, per location

- Parent-Child Dates: \$350 K +
- Kids' Summer Program: \$30 K

## Making a Difference

- 1000s Families
- Lasting Changes







## Slide 7: Traction

Tell the story of your wins so far.

Do not sell yourself short here - you do have wins!

What goals have you met? What have you accomplished?

Consider: projects completed, prizes or competitions, programs entered/graduated, people reached

Visually, this is typically represented as a timeline



# Traction - Tests & Testimonials



Summer '17

- Concept
- Key Partner
- 1<sup>st</sup> Dates!



May 2018

- Incorporated
- "In it" Full-Time
- Research



Fall 2018

- \$2M Insurance
- Teaching
- \$120 Dates



H1 2019

- School Events
- Kids' Camps
- 1<sup>st</sup> \$1K Client!



Fall 2019

- Test Formats
- Ad Campaigns
- ICUBE
- Coach



2020 So Far

- Date Packages
- Repeats
- 5★ Review
- Camp Filling



LIOHAN Inc.

[Write a review](#)

5.0 ★★★★★ 2 reviews

Sort by: Most relevant



**Alou Tan**

Local Guide · 10 reviews · 7 photos

★★★★★ 3 weeks ago

An afternoon well-spent with my daughter. We attended a session - for me it was an enriching experience, for my daughter it's like a play date like no other! We had activities that used our different senses that created a more fun and interesting experiences. There were lots of new researches shared, fun arts to do, and exercises to bond with our kid, everything done in an environment that's relaxing as well as educational. Crystal, the facilitator, was awesome! You can really tell how passionate she is with life, and with what she does. She engages well with the kids and the parents. We love the experience and would comeback for another session. Highly recommended!

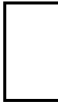
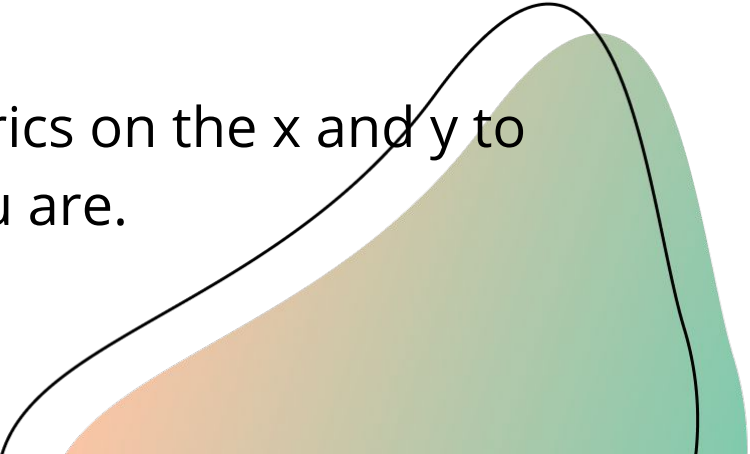


## Slide 8: Competition

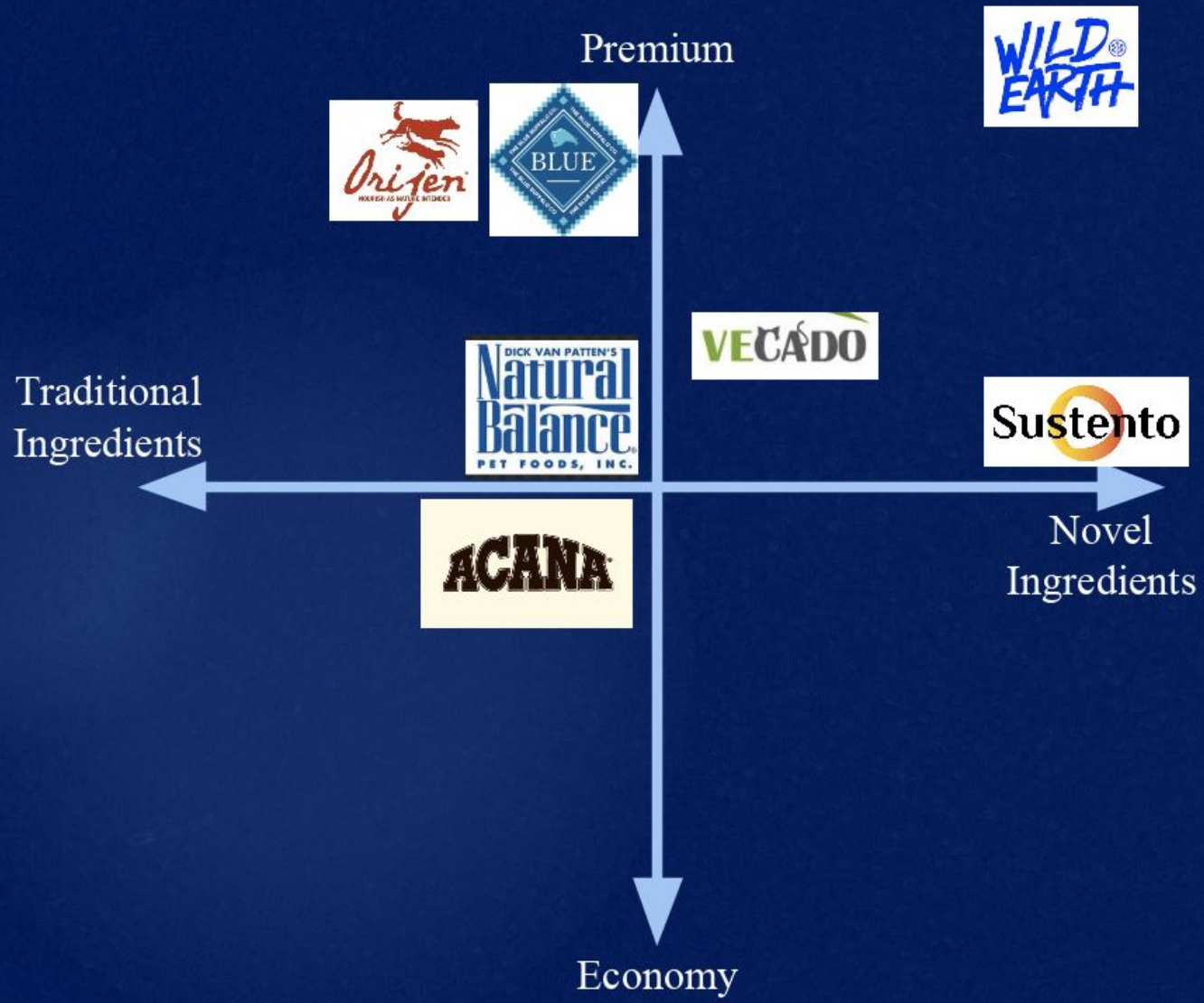
Outline your competitors - how else can your target customer solve their problem? Can include status quo, free alternatives/hacks, indirect and direct competitors.

The key to this slide is demonstrating your unique value: what sets you apart? What makes you different? What value do you bring that the other solutions do not?

Typically you see this plotted on a graph with important metrics on the x and y to visually show how crowded the space is, and how unique you are.



# Landscape



## Slide 9: Team

A headshot and very brief intro to the members of your team. Explain how your team has the experience and knowledge to grow your venture successfully.

You should be answering the questions:

- Who are the key team members managing the venture?
- What unique skills do they bring to the startup?

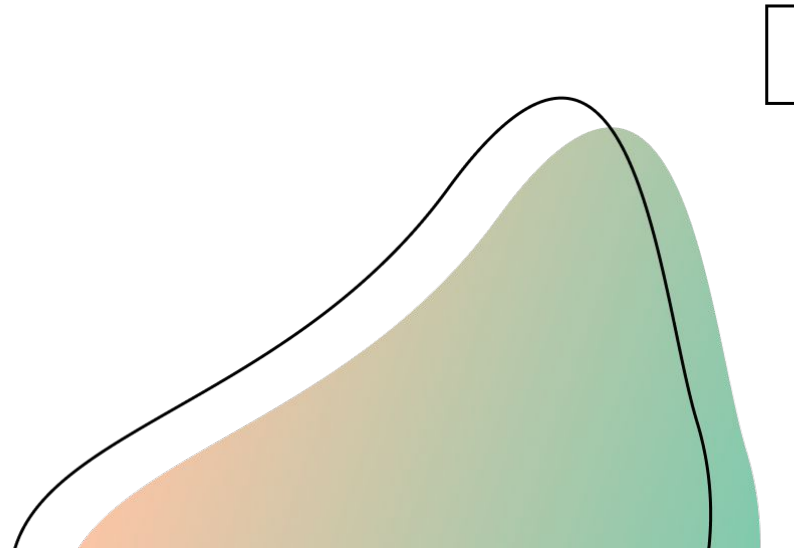
Do not be afraid to show up with less than a perfect team. All startups have holes in their team—what's truly important is whether you understand that there are holes: address them in the presentation



## Slide 10: Next Steps

Where are you going from here?

Outline the key milestones in the next 6 - 12 months, with a visual road map. This is a great opportunity to really hit “the ask” and demonstrate how winning the competition will help you achieve that next big milestone.



# Live In Our Here And Now

## Next Steps & Milestones

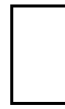
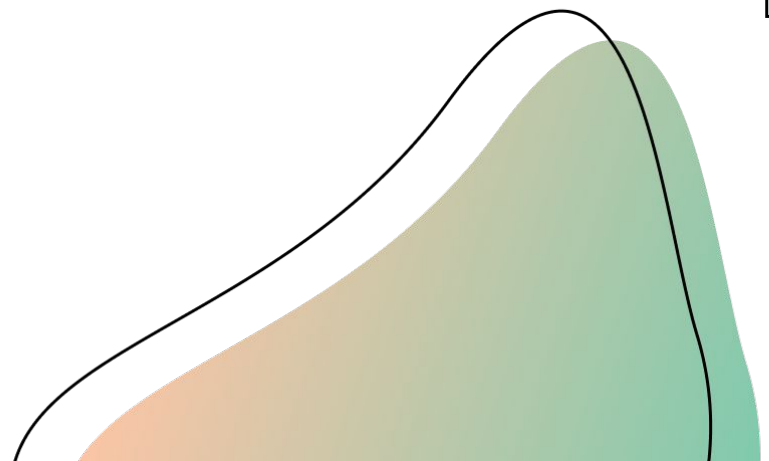
Time	Activity	Outcomes
April	Free Digital Content	Spread the Word
	Launch MVP of Digital Service	
May	Digital Marketing	Trickling Revenue
?? August	Summer Program	\$20 K Revenue
September	Resume Real-Life Events	Support Marketing

Ask of \$1500 → seed 5 months of marketing dollars



## Finally:

Thank the judges,  
Reiterate your logo, value  
statement, and information on a  
closing slide





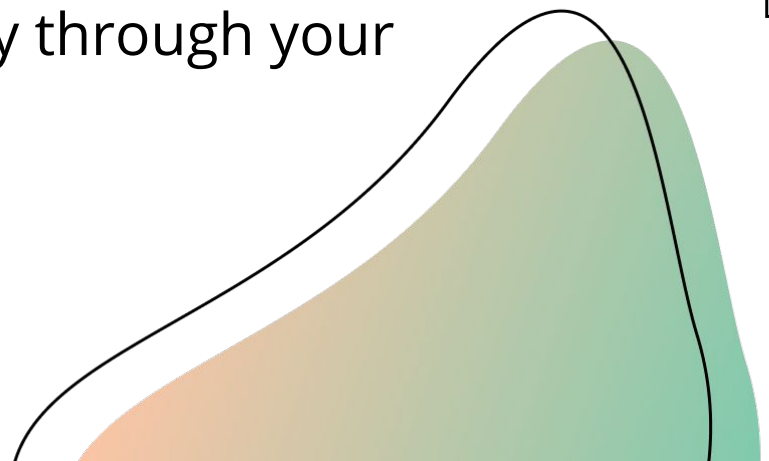


## Great Job! Your Pitch Deck Is Complete!

Once you've finalized your pitch deck, practice how you are going to tell an impactful story in 5 minutes. Practice and make adjustments as needed and then practice some more.

DO NOT READ FROM YOUR SLIDES

We can read. Keep the text minimum and tell us the story through your words

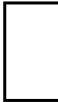
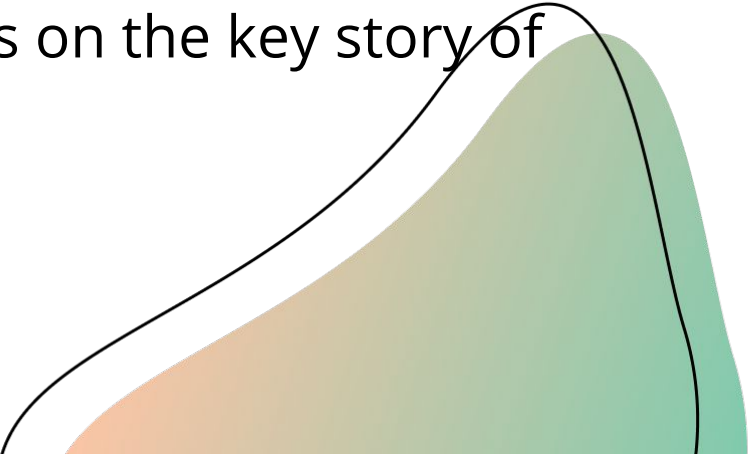




## Tips for Speaking

Speak slowly, clearly, and with confidence. You are the expert - you know your business model inside and out. Now you get to prove it!

Less is more. Keep it simple and bold. The panel will ask questions after the presentation to probe for more information where they need it, so don't feel like you need to get across every feature and detail. Focus on the key story of each slide.





More Pitch Deck Help:

<https://www.reidhoffman.org/linkedin-pitch-to-greylack/>

<http://www.onstartups.com/tabid/3339/bid/98034/The-Pitch-Deck-We-Used-To-Raise-500-000-For-Our-Startup.aspx>

