



ICUBE Pitching Workshop Cheat-sheet

Examples:

AirBnB \$600K : <https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>

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

Title: one line description of *what is your business? why is it valuable? how is it different?* [visual: your logo /an image that speaks who you are]

Problem: two statements that shows *the quantified pain point, who is facing it, why is the current solution failing.* [visual: target user/customer feeling the pain]

Solution: two statements that demonstrate *your invention, how it's going to take the pain away and it's benefit* [visual: invention pictures]

Market Size: two statements *TAM, SAM, SOM & Growth Rates* [visual: different sized circles]

Route to Market: two statements *validated unique ways you'll reach customers* [visual: routes/roads]

Revenue Model: two statements *price, profit margin, estimated revenue when you hit X customers, estimated user and customer growth* [visual: big numbers]

Traction: two statements *your wins to date e.g. funding, pilots, users, patents, mvp* [visual: a timeline]

Competitors: two statements who are the substitutes, what's your positioning and edge [visual: a quadrant for 2 metrics or petal diagram for 2+ metrics]

The Team: two statements *key members and quantified phenomenal experiences* [visual: headshots, logos or quantified experiences/skills]

Next Steps: two statements *next milestones in 6 to 12 months and capital required* [visual: road map]

END with your title page and your mission.