

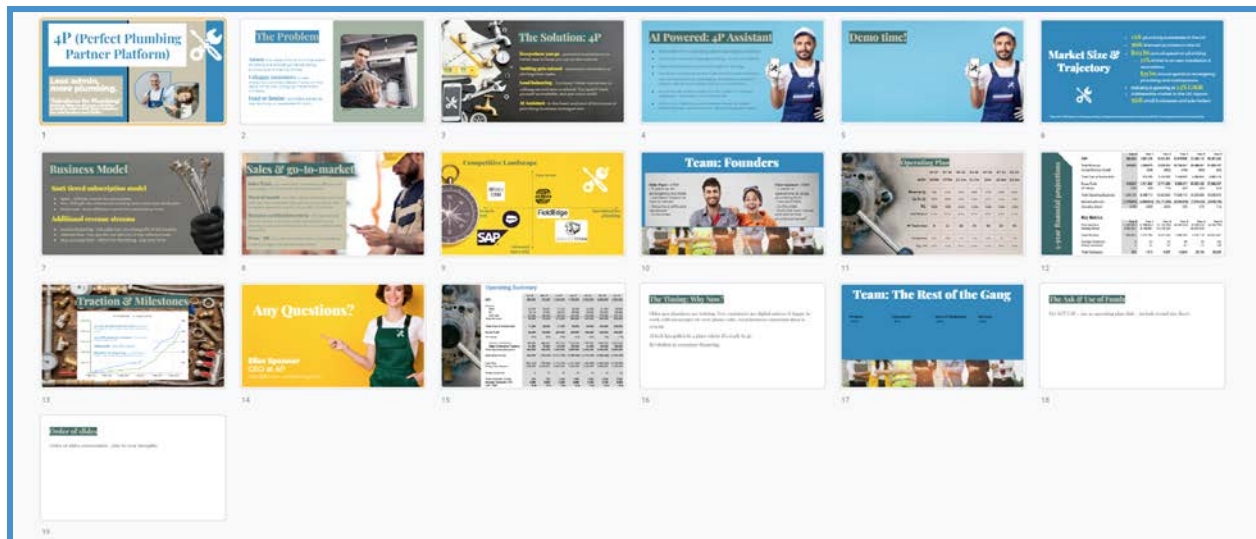
Study Guide
HOW TO BUILD A VENTURE CAPITAL PITCH DECK
Lesson 1: Ordering Your Slides

WHY IS THIS SLIDE IMPORTANT?

- Your startup needs to solve a real, important problem.
- You need to make a compelling case to the venture capitalists you pitch.
- You need to demonstrate that the problem affects a large enough number of people who will be willing to pay for a solution – that’s your market.

WHY THE ORDER IS IMPORTANT

- Remember that you are *selling*, and remember that you are selling the business, not your product or service.
- You need to catch their attention and keep them focused during the meeting – tell a story!
- Your story should be something that VCs can easily tell to other partners and limited partners.
- Putting strong slides up front can be effective.



- The order is important, but it's not set in stone – move slides ahead or back if that makes the story stronger.

GENERAL SLIDE ORDER

- Cover Slide: Sets up narrative.
- Problem: Needs to be compelling to venture capitalists.
- Solution/Product: What do you plan to deliver?
- [Demonstration if appropriate]
- Market Size: Is this market big enough to interest venture capitalists?
- Team: Can you get the right people? [Move up or down based on team quality/reputation.]
- Traction: Is there a trajectory for your business? [If applicable to the stage of your business – move up or down, or leave off. For companies with tremendous traction this should be near the front.]
- Go To Market/Sales: Where will you find your customers and can you make money?
- Competition: How do you fit into the market?
- Operations Plan: How do you plan to spend your venture capital?
- Financial Projections: Where will this business go over the next five years?
- Closing Slide: Close with a summary of your business and what you're requesting.
- Appendices

POSSIBLE APPENDICES

- Staffing growth
- Detailed financials
- Detailed marketing plan
- References to source materials, like market size, cost of goods sold (COGS), product information, etc.
- Product road map
- Product slides, details, or case studies
- Detailed competitive differentiation



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VC PITCH COURSE SLIDE SEQUENCE

SUMMARY

- Use fewer words.
- Create simple slides and make one point per slide.
- Use photos and graphics.
- Don't use animation or 'builds.' You'll frequently be asked to go forward or back and animations slow that down.

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