

Study Guide

HOW TO BUILD A VENTURE CAPITAL PITCH DECK

Lesson 2: The First Slide - Telling Your Story

WHY IS THIS SLIDE IMPORTANT?

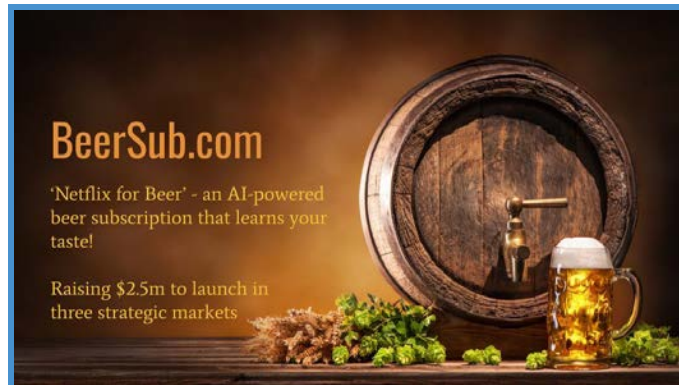
- This slide is on the screen while you're waiting for people to join you and while you introduce yourself.
- You're setting the stage for the rest of your presentation.
- Mention the size of your company, what industry you're in, and a high-level business model, like B2C, B2B, or SaaS.
- You're providing crucial information right away – establishing context to help VCs understand what you're planning to do.
- Present your company one-liner if possible.



SET UP YOUR NARRATIVE ARC

- Your goal is to tell a story. Personalize your pitch.
- Use an individual example if you can – describe a user or consumer of your product – essentially a marketing persona that the VC can use to extrapolate to the market.
- Explain why that person needs your product, how he or she will use it, and how the product will benefit her or him.

- This gives you a narrative touchstone you can refer to during your presentation. You can refer back to the customer or story during the pitch to drive home the message: *Hey VC, remember the customer we mentioned?*



SUMMARY

- Don't waste this opportunity.
- Grab the attention of the VCs.
- Present relevant information.
- Set yourself up to tell a story.

THINK ABOUT YOUR STORY. WHY DO YOU WANT TO BUILD THIS BUSINESS?
