

**Study Guide**  
**HOW TO BUILD A VENTURE CAPITAL PITCH DECK**  
**Lesson 5: Describe the Solution**

**WHY IS THIS SLIDE IMPORTANT?**

- You've outlined the problem, now you need to present your solution.
- What unique customer insights led to your particular solution?



**The Solution: 4P**

- Everywhere you go** - powerful smartphone or tablet app to keep you up-to-the-minute
- Nothing gets missed** - automatic reminders of oft-forgotten tasks
- Load balancing** - Too busy? Refer customers to colleagues and earn a referral. Too quiet? Mark yourself as available, and get more work!
- AI Assistant** - is the heart and soul of the future of plumbing business management

**COMPANIES AT VARIOUS STAGES WILL HAVE DIFFERENT TYPES OF PITCHES**

- Pre-seed and series A will present a hypothesis based on customer and competitor analysis, and will try to build a minimally viable product (MVP) to test the hypothesis.
- Series B and later will have an initial product and paying customers – you're less likely to face pushback if you have traction.

**AI Powered: 4P Assistant**

- The world's first AI plumbing admin and logistics assistant
- Automatic time and mileage tracking + automatic billing
- Sales and quotation automation right in the app
- Automatic customer service: Calls and texts are routed to our call center for CS, scheduling, and billing enquiries - urgent calls for your current job go to your phone
- Automatically redirect jobs you can't take to a trusted colleague - and collect a 8% referral fee
- Micro MBA: Optimize your business based on expert advice and best practices from Harvard Business School






### WATCH FOR THESE PITFALLS

- You can go too deep on this slide – you aren't selling the product, you're selling the business.
- Avoid the temptation that many passionate founders have to spend too much time on this slide!
- Listing features isn't likely to be as impactful as listing benefits.
- VCs will look at your pitch with different perspectives: software, hardware, marketing, engineering, consumer, and your specific industry.
- Don't argue! You want a good relationship, so listen to them and show how your research and planning addresses their concerns.

**Solution: Customized flavor profiles**



- Customers do the BeerSub.com quiz to create a flavor profile
- For every new beer they try, they give additional feedback, feeding the recommendation algorithm
- We build up a taste profile, and are able to suggest beers they'll like next.

### DESCRIBE YOUR SOLUTION:

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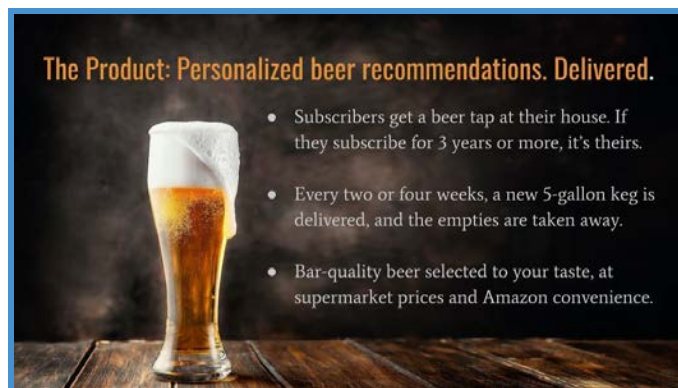
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## SHOW THE VALUE TO THE CUSTOMERS

- Prove you know and understand the customer base – it’s dangerous if you don’t!
- Early-stage companies are demonstrating you can figure out the right product and feature set.
- Later-stage companies are proving you know what the customer wants and you’re providing it.
- Don’t list features – instead describe the benefits to the customer, like saving money or time.
- Include data on customer behavior if you have it.



## EXPLAIN THE BENEFITS TO YOUR CUSTOMERS:

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## SUMMARY

- Keep it as brief as possible.
- You’re not selling the product, you’re creating context for the conversation.
- You may get questions that are answered later in the presentation – try to defer them if possible, but jump to the slide if necessary instead of improvising.