

Study Guide
HOW TO BUILD A VENTURE CAPITAL PITCH DECK
Lesson 6: Introduce Your Team

WHY IS THIS SLIDE IMPORTANT?

- This slide changes as your business matures.
- In the early stage, your team is all you have to demonstrate that you can build this business.
- Early-stage startups need to explain how only you can do this right now: Why you, why this, and why now? Demonstrate deep levels of insight.
- Later-stage startups need to show they can attract talent and hire the best people.
- Your team differentiates your startup from any others with the same business idea. Execution is what will separate your idea from others like it.

LIST CRITICAL MEMBERS OF YOUR TEAM:

REVIEW YOUR TEAM

- Introduce the co-founding team.
- Explain how you know each other.
- Provide startup *and* industry track record.
- For bigger teams, you can only list the key management team and then have just numbers (nine engineers, two marketers, etc.).
- You can include a growth organization chart in the appendix if you want, showing current team and what you're growing it to.

Team: Founders

Billy Piper - CTO <ul style="list-style-type: none">• 8 years as an emergency plumber• Accident meant he had to retrain• Became a software developer• 2x founder		Elise Spanner - CEO <ul style="list-style-type: none">• 4 years in operations at large plumbing firm• Harvard MBA• 2x Founder• Built her own house and did all the plumbing herself
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EXPLAIN THE BACKGROUND AND IMPORTANCE OF ESSENTIAL TEAM MEMBERS:

AVOID THESE PITFALLS

- Don't just list names with a bunch of company logos – particularly if the work you did for them isn't relevant.
- As you grow, your story changes – don't just re-use your seed deck with new data when you look for subsequent funding rounds. You have a new story.
- Research the VCs before your pitch. Sometimes you will want to adjust your pitch deck based on a VC's particular background and knowledge.



The BeerSub.com Team

		
Simon Beers, COO 15 years at Kona Brewery in Hawaii as head brewer. Heads up ops and beer selection	Belinda and Askil Olhund, CTO and VP of Marketing Part of the original Netflix AI team	Espen Yggdrasil, CEO Serial entrepreneur, built and sold 3 startups - the most recent to Google

SUMMARY

- Ideas are everywhere – execution is what sets you apart.
- How does your team make your startup unique? This slide can nicely advance the story if you experienced the problem first hand or if you are uniquely positioned to understand the technology or market.
- If your team is very impressive, move this slide closer to the front.
- If your team hasn't earned a strong reputation yet, position this slide to the back.