



Study Guide

HOW TO BUILD A VENTURE CAPITAL PITCH DECK

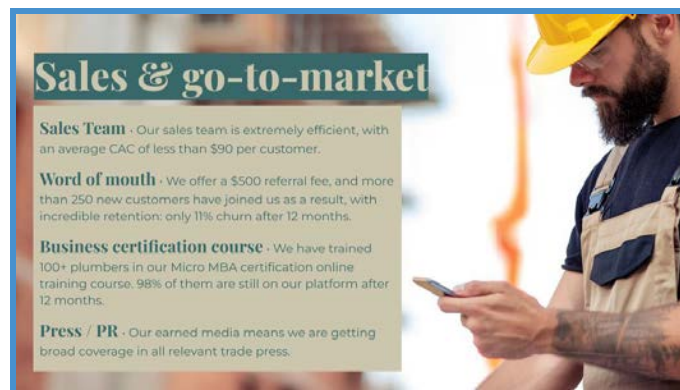
Lesson 8: Share Your Sales/Go To Market Plan

WHY IS THIS SLIDE IMPORTANT?

- Eventually you will need to sell product, and not having a plan to do that indicates serious problems with your startup's prospects.
- You need to prove you understand your customers and know where to find them.
- For very early-stage companies, you need to show you've thought about sales and explain what you will try to prove or learn with the funding.
- For later-stage companies (Series A and later), your sales cycle should be fairly well-defined.

OUTLINE YOUR SALES PLAN

- How will your customers discover your product (your promotion plan)?
- How do they purchase your product (your distribution plan)? Distributors, retailers, and direct-to-consumer (DTC) are all possible distribution channels.
- Different business models may have different sales models, like licensing, subscription, or outright sales.
- This is often a discussion slide – be open to ideas and suggestions.



EXPLAIN HOW CUSTOMERS WILL LEARN ABOUT YOUR PRODUCT:

WATCH FOR THESE PITFALLS

- A business-to-business (B2B) company needs to be careful about focusing too much on customer awareness.
- A business-to-consumer (B2C) company should completely understand their customer acquisition costs.
- Acquisition channels can dry up; can you expand your sales efforts and reach new customers?
- Understand your marketing strategy – be careful about nebulous claims like “you’ll get PR.” That’s not consistent.



EXPLAIN HOW YOUR PRODUCT WILL GET TO CUSTOMERS:



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VC PITCH COURSE SALES SLIDE

SUMMARY

- This slide will evolve as your company grows.
- Show that you know how to be flexible and experiment in the early stages and execute in later stages.
- Show that you understand your target customers.
- Show that you are aware of your different go-to-market channels and you have a plan for them.

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