How to pitch
The best deck template
shetech
How to pitch

What is a pitch deck?

• A deck is a 5 minutes PowerPoint presentation (10/15 slides) that provides more details about your business
• It includes session like problem, solution, sales and marketing and all relevant informations (but don’t pretend to explain everything!)
• A deck lets investors learn more about your project: be ready to be challenged on any of your ideas, have the right answers!
• It’s a selling document and an industry norm
• Have a 30 seconds version
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Insert:

- Logo
- Name of your product/service
- Brief description of the function/utility of innovation (mission and vision should be described in one/two sentences!)
- Contact informations
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Cover/2

EMPOWERING WOMEN IN TECH

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2019
How to pitch

Problem

What is the problem?
Who has it?

*Pitch my problem, not your solution*
Remember: the problem always come *before* the solution!

Use bullet points and, if possible, argue with market data/research and its potential growth
Why your product/service is the solution?

Describe briefly the business idea and the product/service - features, functionality, intellectual property, technology, ... - explaining how your solution make your customers happy and does it better or different

Describe it in a simple and clear way the value created for the customers
Use data, images and everything that can help to show the value of the idea
You can also insert a demo of your product here!
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Competitors

Why you are better or different?

List all the competitors and show how you are better or at least different.
Explain how your product/service works and emphasize the differences from the competitors.

Provide *quantitative* and *qualitative* data on potential market, competitors and other influential forces in the market.
How do you make money?

Describe, in a bulleted list:
• Revenue model
• Pricing
• Average account size and/or lifetime value
• Sales & distribution model
• Pipeline list

Use images, graphics and figures
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Team

Describe the team members, their experiences and their abilities which may be useful for the project.

Use pictures and list:
• Founders and management
• Board of directors
• Board of advisors
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Milestones and financing

How to maintain the competitive advantage?
How much money are you raising?
How will you spend the money?

Short description of the accomplished results (e.g. product development, traction, partnerships, etc.)

Use few words/bullet points to list the lines of development
Explain how and why the business could have an international development
Indicate the financing requested and how you intend to use it
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Conclusions

- This slide can be inspirational
- Give to the investor the vision of what the company could accomplish if these current plans are rehash

- Read «Pitch anything» by Oren Klaff
- Visit [https://pitch.startuphome.io](https://pitch.startuphome.io)
About SheTech

SheTech Italy is a community founded with the aim of supporting women in technology, digital and entrepreneurship, through networking events, workshops and professional opportunities. Join us!

Contact:

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