

THE STARTUP CLUB

Preparing the Investor Pitch Deck

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About me



Olga Kuznietsova,
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Chief Executive Officer.

Previously Founder of Milan
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5-minute Investor-Oriented Presentation



Keep it short: 10 slides maximum is recommended



Storytelling: do not simply list facts - tell your story



Narrate: always say more than you show on the slides to engage the audience



Use metrics: use financials to entice interest

Display Hints: Win your audience

Use catchy titles

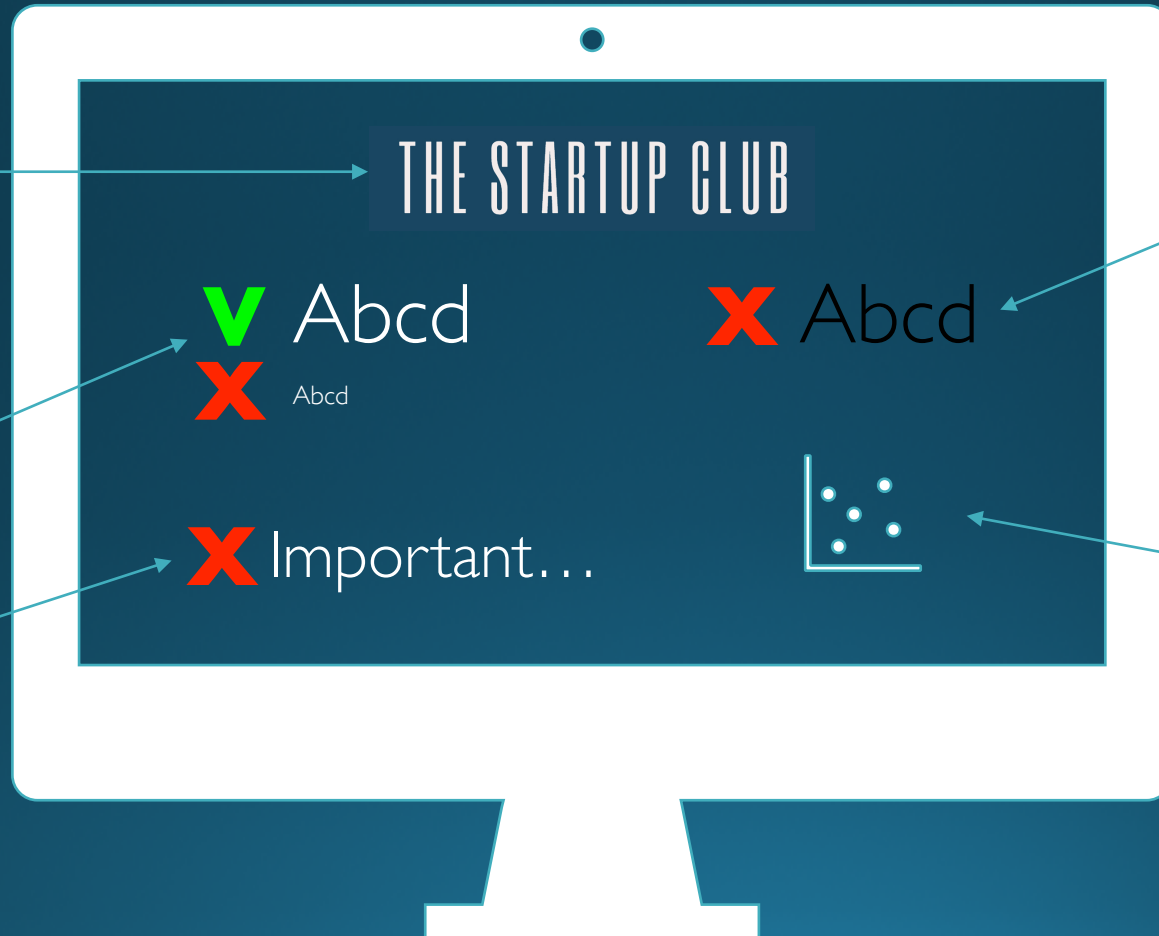
Use your company's logo and colors for corporate "look and feel"

Avoid small fonts

Avoid important content at bottom

Avoid dark colors on dark background or light colors on light background

Use graphs and visuals instead of text heavy slides





Most important hints

- Answer “what’s in it for me” for the INVESTOR audience, explicitly or implicitly, in almost every slide, not just the financials
 - % growth, profitability, high barriers to entry, clear need, not a “one trick pony,” existing clients to bear some growth cost, management investment, etc.
- Have a strong intro and conclusion

Sample Sequence for 5 minute Investor Presentation



(Company Name / Logo)

Add: Company tagline

*Example: One-stop-shop for the
global entrepreneur community.*

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Business Summary Statement

- Your company's reason for being - the problem solved.
- Why investors are interested.
 - Think “who, what, when, where, why, how.”
 - Be concise.
 - Avoid jargon. The audience is not your customers. They may not know your niche.

Tip: Insert your logo as a header or footer on every slide

3 Market Summary

Educate the audience

about those market conditions ripe for your company's profitable solution. Examples: changes in regulations, market players, costs, pricing, or competition, technology.

Problems and Opportunities



- Identify problems that your company addresses
- Define a large scope (\$, %) of opportunities created by those problems.

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Business Concept

- Summarize key technology, concept or strategy on which your business is based.



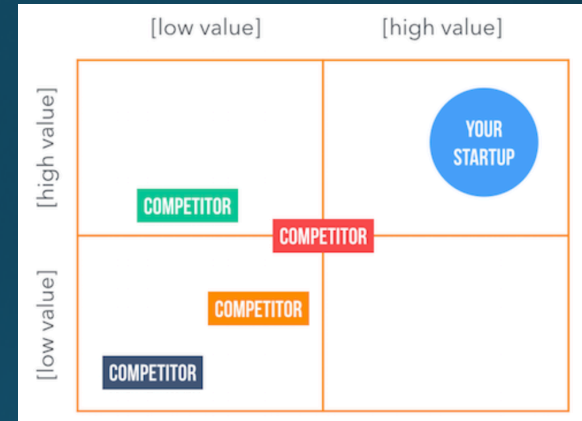
Highlight competitive differentiation (your management team, protected technology, client list etc). Is your solution better, faster, cheaper?

The Successful Business

- ✓ Describe the fully functioning business: satisfied customers, economies of scale or other elements to help audience “see” the present and the profitable future you envision.

5 Competition

- Summarize competition (don't say “no competition.”)
- Outline your company's competitive advantages
 - Cost/profit, distribution, clients, products/services, management
- Barriers to entry



	Feature 1	Feature 2	Feature 3
Company A	×		
Company B		×	
Your Company	×	×	×

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Goals & Objectives

- Summarize short term goals
 - Specific measurable objectives
 - Market share objectives
 - Revenue/profitability objectives

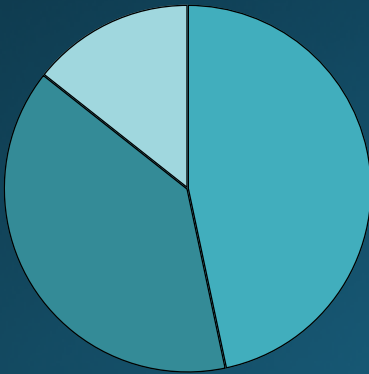


- Demonstrated track record of milestones met/exceeded
- Use graphs

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Financial Plan

- Prepare a high-level financial plan that defines financial model, pricing assumptions, and past/anticipated performance.



- Show investors how you plan to use their funds
- Avoid full page charts with tiny numbers
- Draw audience's attention to important numbers with graphs, circles, arrows, colors, or enlargement
- Round numbers

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The Team



- List CEO and key management by name
- Include previous, pertinent accomplishments only
- Don't spend too long on each person
- Remember: Advisory board members who have invested are more impressive than known names with no commitment

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Concluding Summary of Company Strengths



- Market Size
- Management Experience
- Competitive Edge
- Products/Services/Customers
- Cost/Profit
- Your contact information
- Thank You!

Bonus: Investors FAQs

- What is your go-to-market strategy?
- What is the payback period?
- Do you have any patents?
- What are the risks involved in the project and how do you plan to combat them?
- In one sentence, what is your unique selling proposition?
- Have you secured any partnerships so far?

Thank you! Questions?

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