



**This is What Your Startup Does.**





# Problem

In **one** sentence describe the *problem* that your audience has.

Explain why this is a problem, explain how much it's costing your audience in terms of time and money. Add statistics and explain how your audience is currently solving the problem and why this solution is not enough. Don't talk about anything else, just the problem and current solution on this slide.



**2,888**

Add a stat here



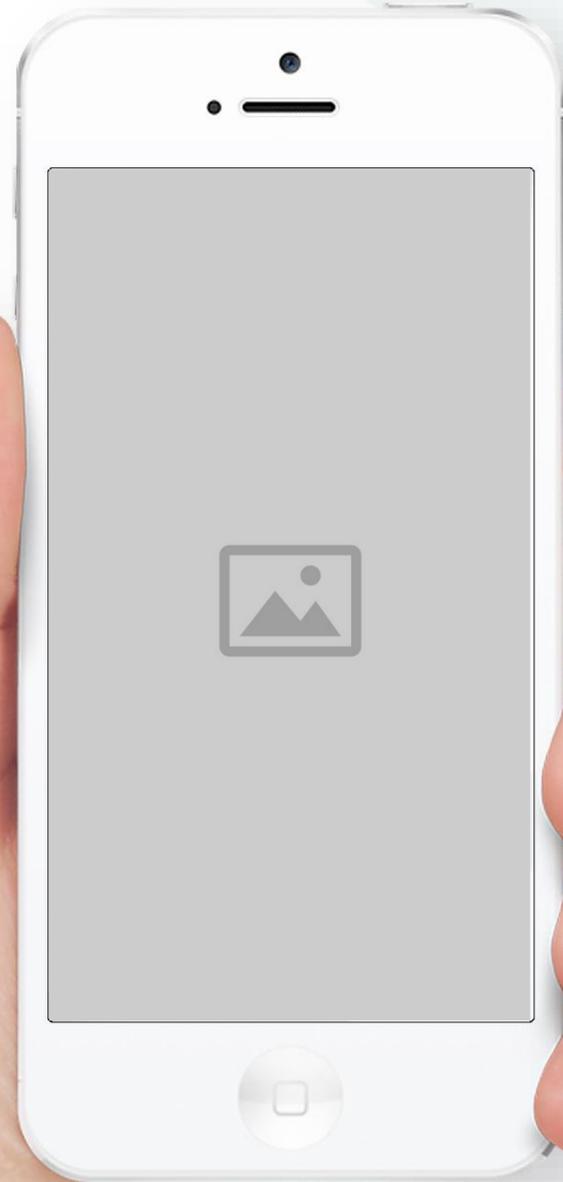
**1,074**

Add another stat here





# Solution: Your Solution



## How are you **solving** the problem? Give a *1 sentence* pitch.

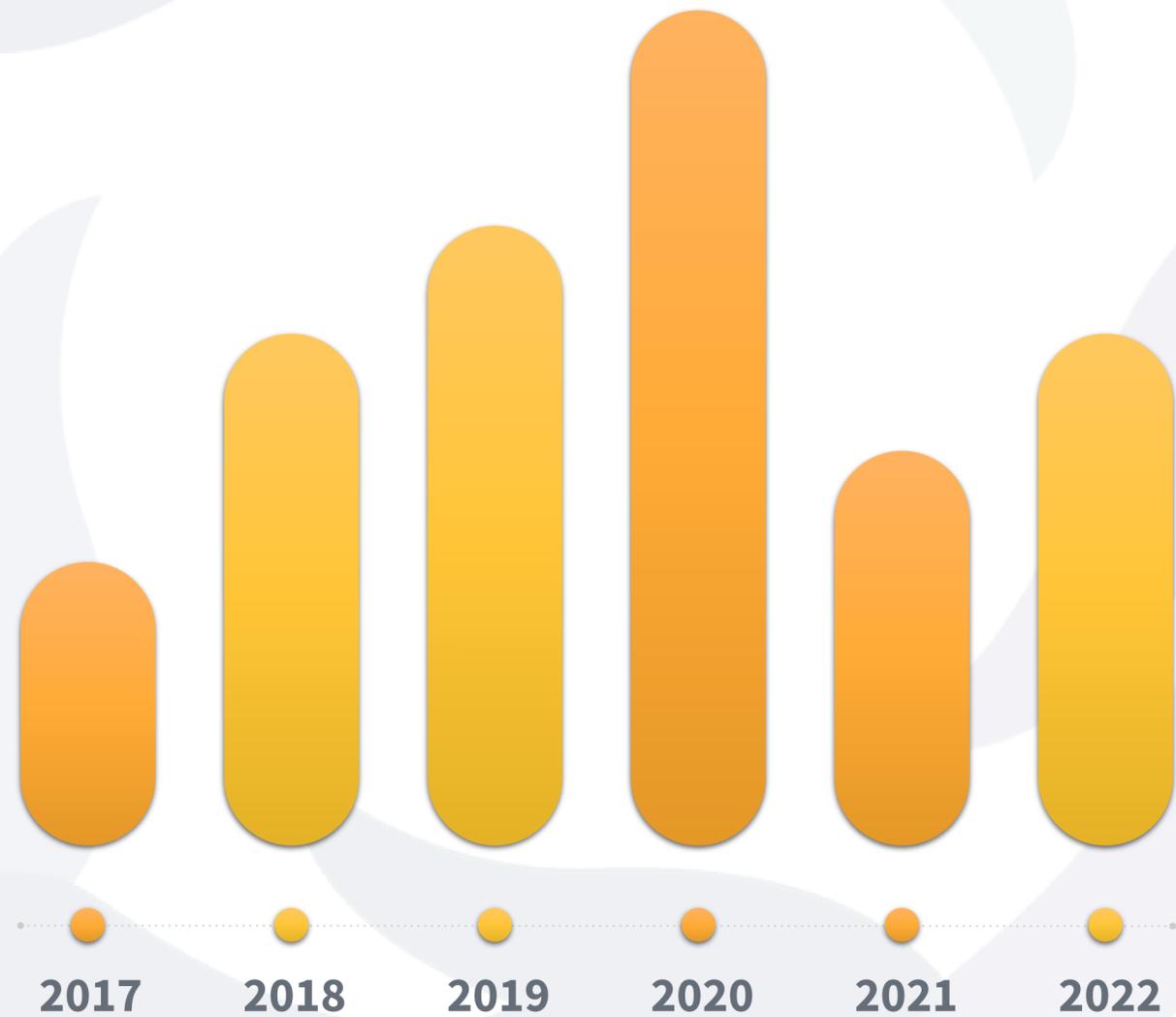
Explain the value of the pain you alleviate or the value of the pleasure you provide.

What's your vision? Ultimate solution for customers/users?

Ideally show mock-up of product.

- ✓ Show early traction like number of users etc.
- ✓ Check out all our traction!

# Best Foot Forward Slide.



### Check out our tech

It's extremely futuristic. Are you impressed? Wow!



### We use buzzwords

Our AI uses machine learning and advanced statistical analysis etc.



### Our secret sauce

We work with privately licensed API's that let us do things in a new way.



### Tech not your edge?

Just showcase other things about your startup here.



### We are the best

Use this slide to highlight traction if that's more relevant.



### Our team is wow

Talk about your secret sauce in this slide. Pick an angle and stick with it.

Use this slide to showcase your secret weapon or scoreboard. At this point, the viewer is still skeptical of you and your startup. Showcase your team or your traction, whichever is best here. You're trying to say: "It's ok, investor. I know you see a lot of crappy startups. I understand you. I'm not one of those."



# Business Model

An investor made it to this slide. Show how you are going to make their money back.

**A**

Don't pick more than one revenue model. Your business needs to be able to become profitable from one income stream alone.

**B**

If you have multiple revenue streams, just drop a little hint about it. Investors DON'T want to see multiple streams from an early stage startup. It means you're distracted and scrambling for cash.

**C**

Prove to the person reading this how your business makes sense on paper. If it doesn't, you need to change something about your business. The investor will smell you out. It's their job.

**D**

## How do you make money?

**You have the investor's attention. Use it wisely.**

Pick 1 revenue model and show that you have a plan. How do you make money? What are your key revenue streams? Pricing? Flat fee or %? Why that rate? Recurring Revenue Frequency? Expected conversion rate to get a paid client? Expected ARPU (Average Revenue Per User)? Expected CAC (Cost of Acquisition) & Life-time Value of Customer (LTV)?

Show some math like:

$$100 \text{ Clients} \times A \text{ Units} \times B \text{ Fee} = \$C \text{ Revenue}$$





# Market Opportunity

How big is the **total pie** and what slice are you going to **start** with?

Don't be overly optimistic. You can't say your product is for "all travelers" or "all musicians". If you do this, you'll lose respect.

Investors know the pie is big. They want to know if **you know** where to start eating it.

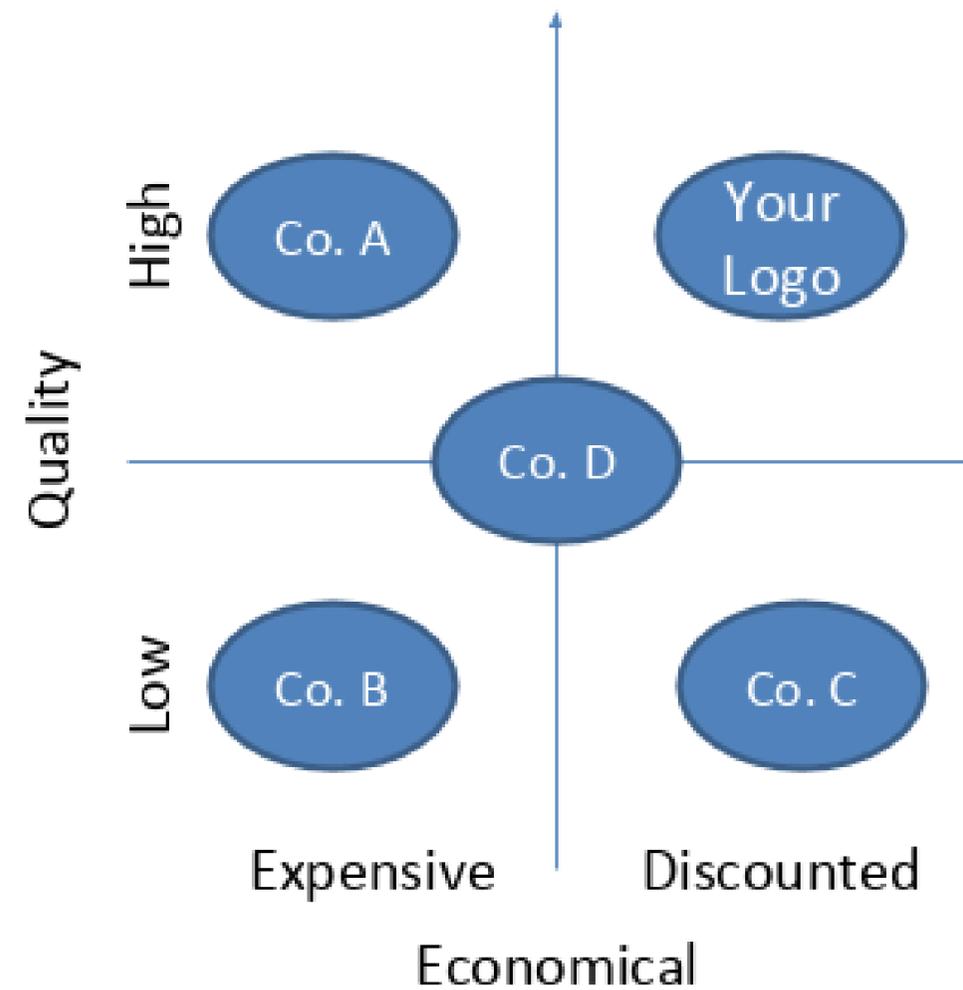
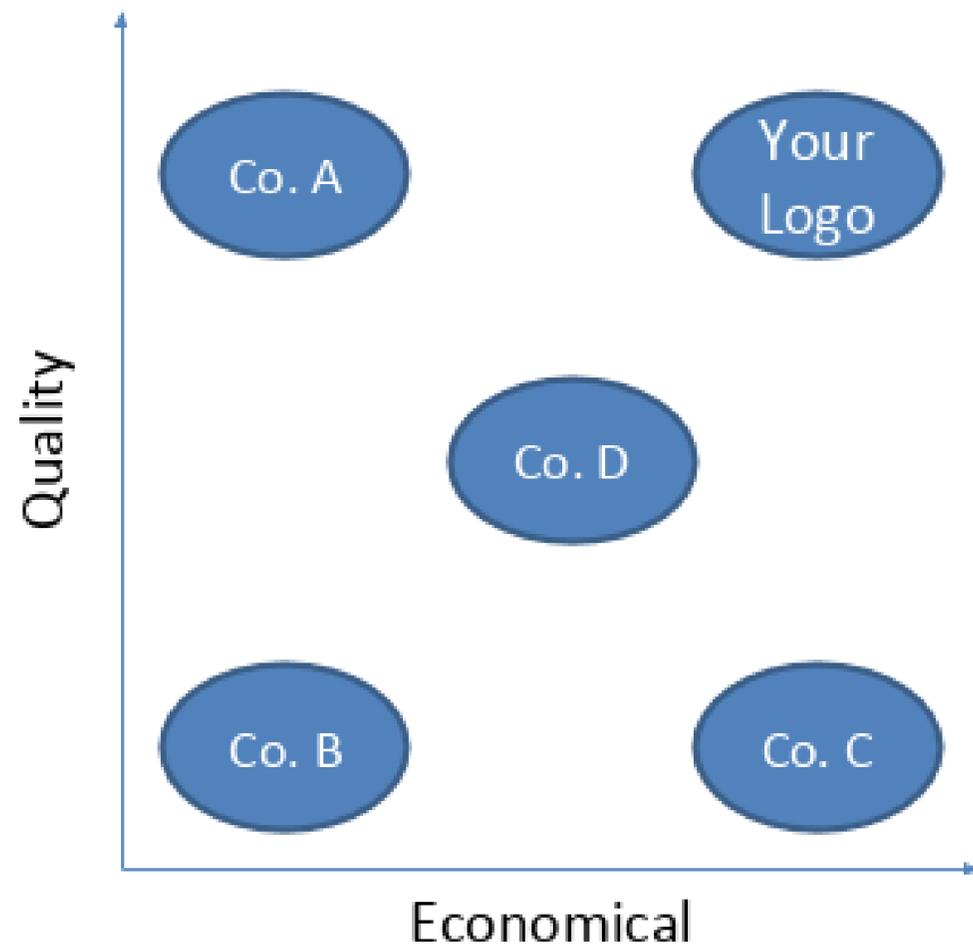
Answer here: What's the market size? How big is the opportunity? How will you break into that market? Channels: How to reach / market to customers? Strategy: How to convert, acquire or close clients? Unique Strategic Relationships / Partnerships? Potential for leverage or scalability to grow fast economically? How long is sales cycle to get a client?



# Competitive Analysis

How are you different?

Graphically display competition in chart (matrix, feature comparison etc.)



# Management Team

Headshots of team members with name, position & 1-3 bullet points with highlights of their career. If you used this as your slide #4 then there's no need to put it here again.



## Clark Kent - CEO

Prove these guys could get a job anywhere else. They shouldn't HAVE to do this startup. They should WANT to.



## Bruce Wayne - CTO

Drop some bullet points of remarkable things they've done. Investors are looking for a relentless pursuit of excellence.



## Diana Prince - COO

If you can't create your own tech or get your own traction, you won't be able to get investment. Prove you can do it without the



## Arthur Curry - CFO

Most early stage startups don't need C-Level positions for legal/financial positions. If you aren't making money, there's no



# Financial Projections & Key Metrics

Fill out a **proforma template** & post an overview *here*.

How much money can you make and in how much time?

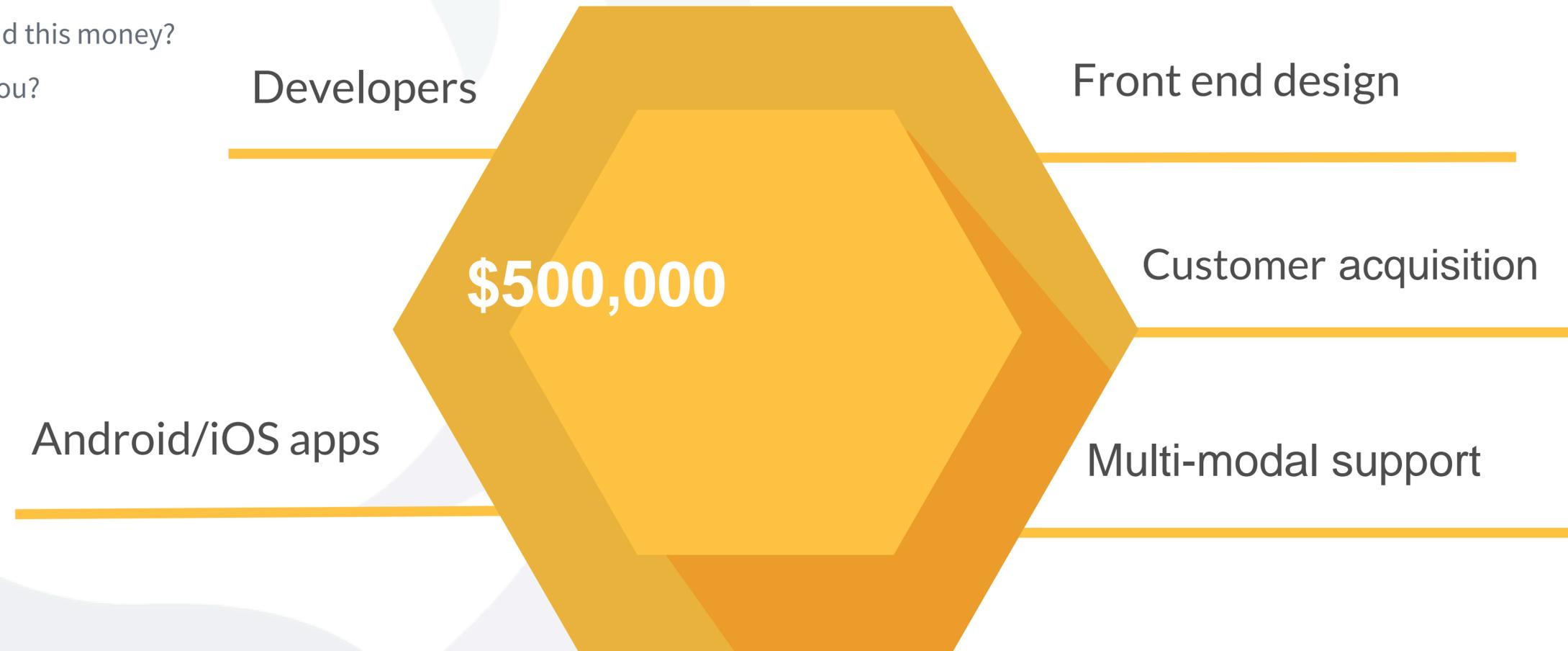
Provide three-year forecast containing not only dollars but also key metrics, such as a number of customers and conversion rate. Do a bottom-up forecast, not top down.

Template:

<https://www.facebook.com/groups/growthmarketers/permalink/479956775691926/>

# What's Next?

How much money are you raising! ASK  
How will you spend this money?  
Where will it get you?





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