

9. TANTALIZING THE TASTE BUDS

DELIVERING A PRESENTATION THAT INSPIRES AND PERSUADES

- 1. Introduction Slide: The First Impression Maker** A pitch deck's introduction is your startup's elevator pitch. Think of it as the digital equivalent of a firm handshake and confident greeting. This slide needs to instantly communicate what your business does in a way that's both crystal clear and intriguing. The goal is to eliminate any confusion about your business model within seconds.
Key Strategy: Craft a single, jargon-free sentence that explains your value proposition. For instance, Airbnb's "Book rooms with locals, rather than hotels" immediately tells you exactly what they do. Avoid vague statements like "we sell happiness" that provide no concrete information.
Visualization is crucial. Include a high-quality image or graphic that reinforces your business concept. If you're a physical product company, showcase your product. If you're a service, use a compelling graphic that illustrates your unique approach.

AirBed&Breakfast™

Book rooms with locals, rather than hotels.

- 2. Problem Slide: Painting the Pain Point** This slide is about empathy and urgency. Your job is to make investors feel the problem so deeply that your solution becomes the only logical response. The most effective problem slides tell a story that resonates emotionally while providing rational evidence.
Key Strategy: Focus on a single, specific problem affecting a defined customer segment. Use a combination of personal narrative and data. For example, the Revolut founder shared a personal travel experience of frustration with currency conversion fees. This approach transforms an abstract problem into a relatable human experience.
Demonstrate that you understand the problem's depth and breadth. Use statistics, personal stories, or user testimonials that highlight the pain point's significance. Remember, investors are looking for startups solving real, acute problems with significant market potential.

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

3. Solution Slide: Your Unique Value Proposition Here's where you showcase how your startup uniquely solves the problem identified in the previous slide. It's not about features, but about the transformative value you bring to your customers.

Key Strategy: Explain how your solution is different, simpler, or more effective than existing alternatives. Focus on the core value proposition – what makes your approach special? Emphasize scalability and the potential for rapid growth, which are critical for attracting investor interest.

Think of this slide as your business's strategic differentiator. Highlight why your solution is not just another incremental improvement, but a potentially disruptive approach to solving the identified problem.

A web platform where users can rent out their space to host travelers to:

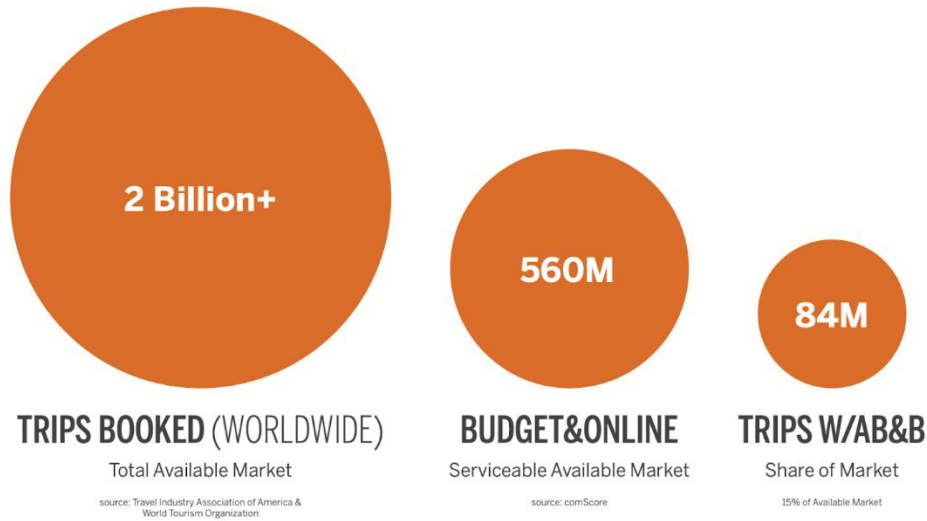


4. Market Slide: Demonstrating Massive Potential Investors are essentially betting on your potential for exponential growth. This slide is your opportunity to prove that your startup isn't just a good idea, but a massive economic opportunity.

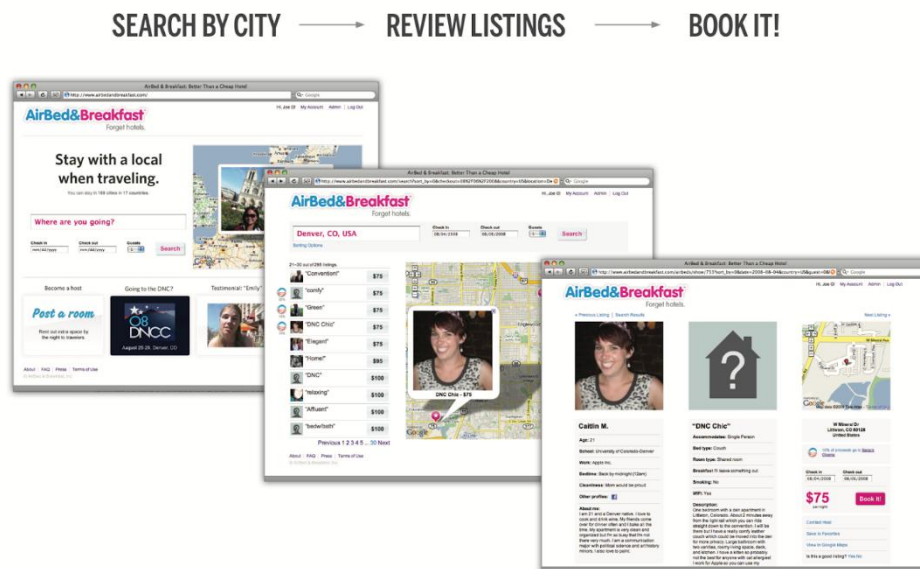
Key Strategy: Provide a comprehensive market analysis that shows:

- Total available market size
- Serviceable addressable market
- Potential market share
- Projected revenue in a best-case scenario

Use credible data sources and be realistically ambitious. Airbnb's original pitch projected \$2.1B in yearly revenue, which ultimately proved conservative. Show investors that you understand market dynamics and have a clear path to significant scale.



5. **Product Slide:** Bringing Your Solution to Life This slide transforms your abstract solution into a tangible offering. Visual representation is key – investors want to see what you're building. **Key Strategy:** Use screenshots, mockups, or prototypes to showcase your product. Include brief mentions of key features but avoid getting lost in technical details. If possible, incorporate a snippet of positive customer feedback to add credibility. **Remember, this is a high-level overview.** The goal is to give investors a clear, exciting glimpse of your product without overwhelming them with every minute detail.



6. **Business Model Slide:**

Business Model Slide Blueprint:

The Business Model slide in a pitch deck explains how your company will generate revenue and create value. Key components include:

1. Revenue Streams
 - Primary income sources
 - Pricing structure
 - Product/service monetization strategy

2. Customer Acquisition
 - Target customer segments
 - Pricing tiers
 - Sales channels
 - Customer acquisition cost
3. Financial Metrics
 - Projected revenue
 - Gross margins
 - Customer lifetime value
 - Average deal size
4. Unique Value Proposition
 - Why customers will pay
 - Competitive advantages
 - Market differentiation
5. Scalability Evidence
 - Potential for growth
 - Recurring revenue models
 - Expansion opportunities

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7. Team Slide: Convincing Investors You're the Right People Investors invest in people as much as ideas. This slide is about proving your team has the skills, passion, and capability to execute your vision.

Key Strategy: Highlight each founder's relevant experience, complementary skills, and unique qualifications. If your team is young or lacks extensive experience, include mentors or advisors with strong industry credentials.

Show that you have the critical combination of technical expertise (the "hacker") and business/marketing drive (the "hustler"). Demonstrate not just competence, but chemistry and commitment.



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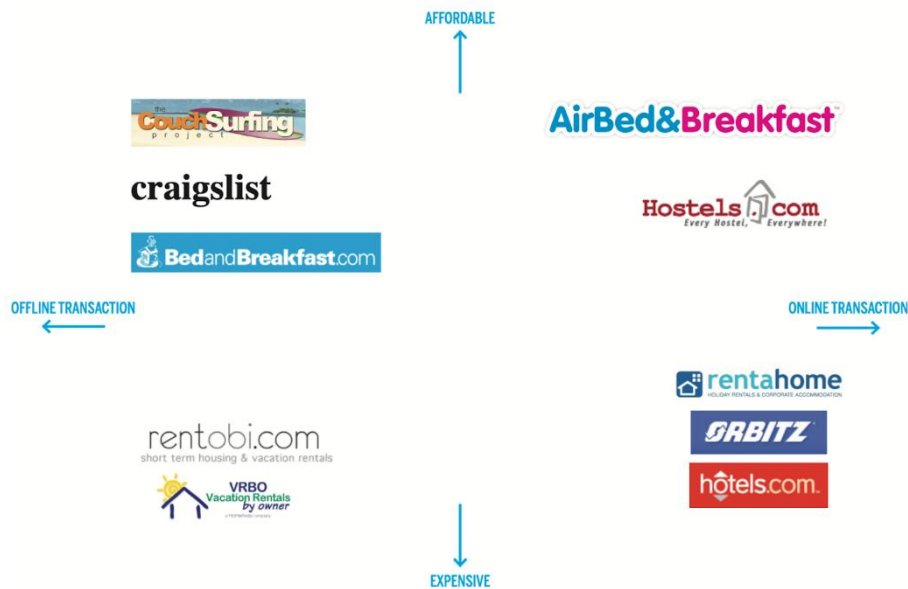
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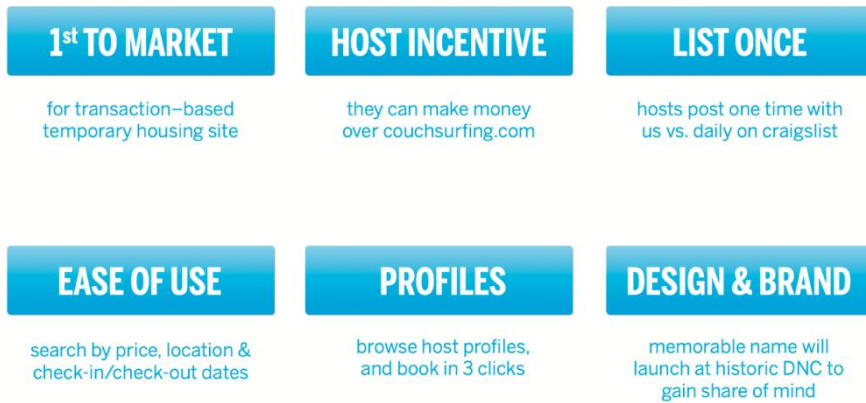
8. Competition Slide: Understanding Your Landscape Claiming no competition is a massive red flag. This slide shows you understand your market, know your competitors, and have a clear strategy for differentiation.

Key Strategy: Create a comparison matrix showing:

- Key competitors
- Their strengths and weaknesses
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Use resources like Crunchbase to research competitive landscape. Show investors you're not operating in a vacuum but have a sophisticated understanding of market dynamics.





9. Financial Projections Slide: Mapping Future Success This slide is about balancing realism with ambition. Investors want to see you've thought deeply about your financial trajectory.

Key Strategy: Provide 3-5 year projections that:

- Show exponential growth potential
- Demonstrate understanding of cost structures
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Use charts to visualize financial progression. Be conservative in short-term projections but show compounding growth potential over 5 years.

We take a 10% commission on each transaction.



10. The Ask Slide: Clarifying Your Funding Goals This is your direct request to investors, outlining exactly what you need and why.

Key Strategy: Clearly specify:

- Funding range
- Intended use of funds
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Whether seeking investment, partnerships, or team members, be explicit about your goals and vision.

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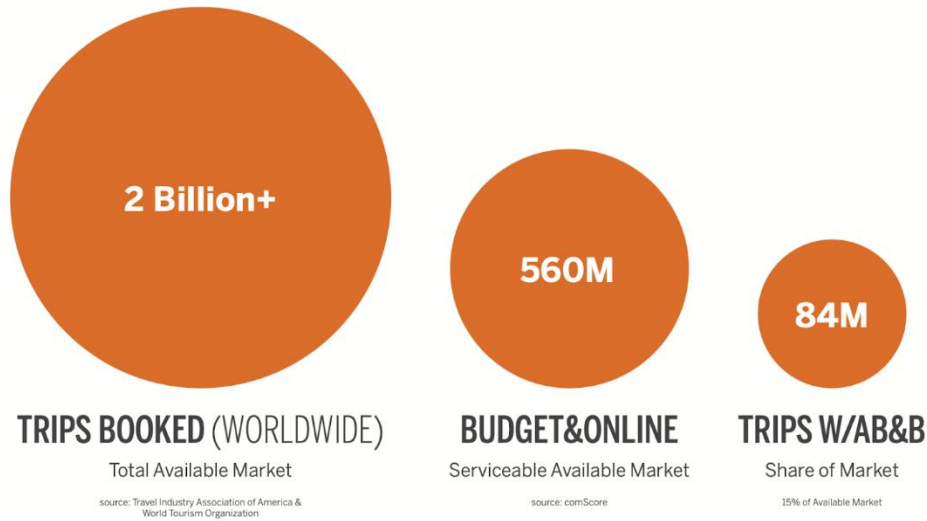


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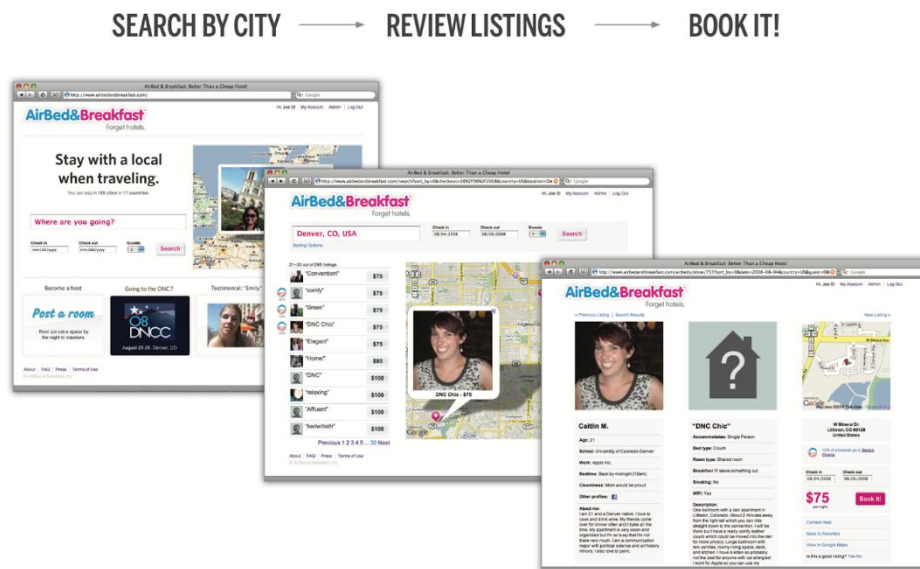
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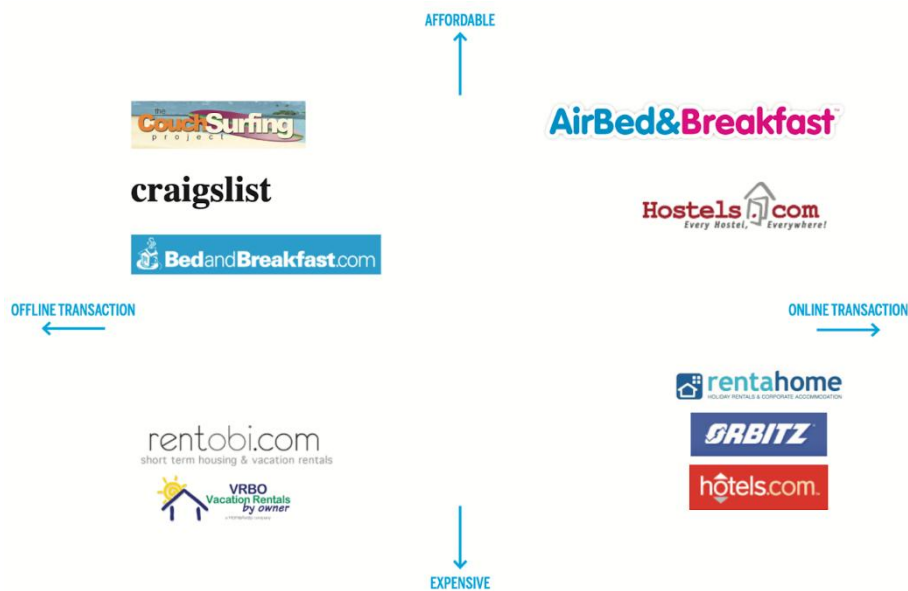
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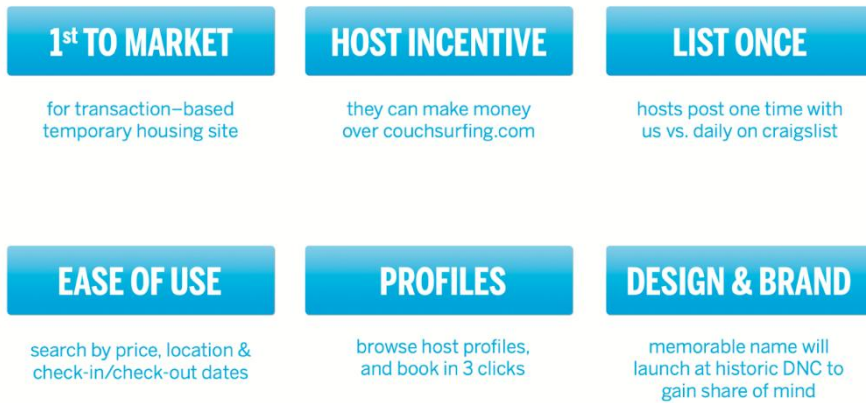
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