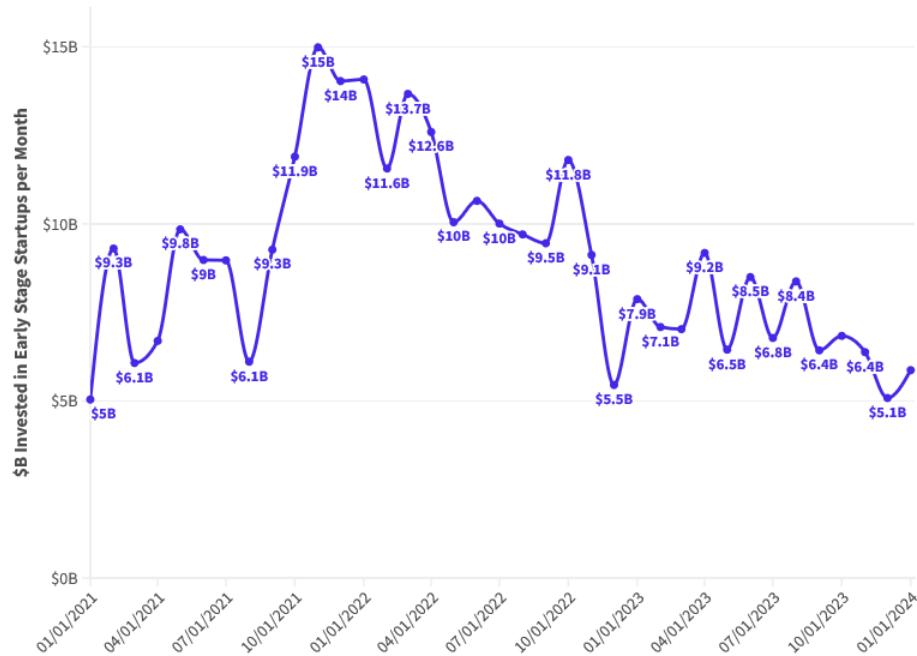


How To Create A Pitch Deck That will get you Funded



Fundraising is getting harder



Since the 2021 fundraising boom we're seeing a declining trend in early-stage investments. Investors are increasing their demands forcing founders to work harder to get funding

To get investors attention, founders must create a great first impression making the pitch deck a crucial part in their fundraising efforts

But most founders don't understand what investors are looking for...

Which lead them to focus on the wrong things, **hurting their chances of getting funded**

This guide will solve that...

The Investor-Founder Gap

**Investors are
business and
profit oriented**



**Founders
must bridge
that gap if
they want to
get funded...**

**Founders are
product and
customer oriented**

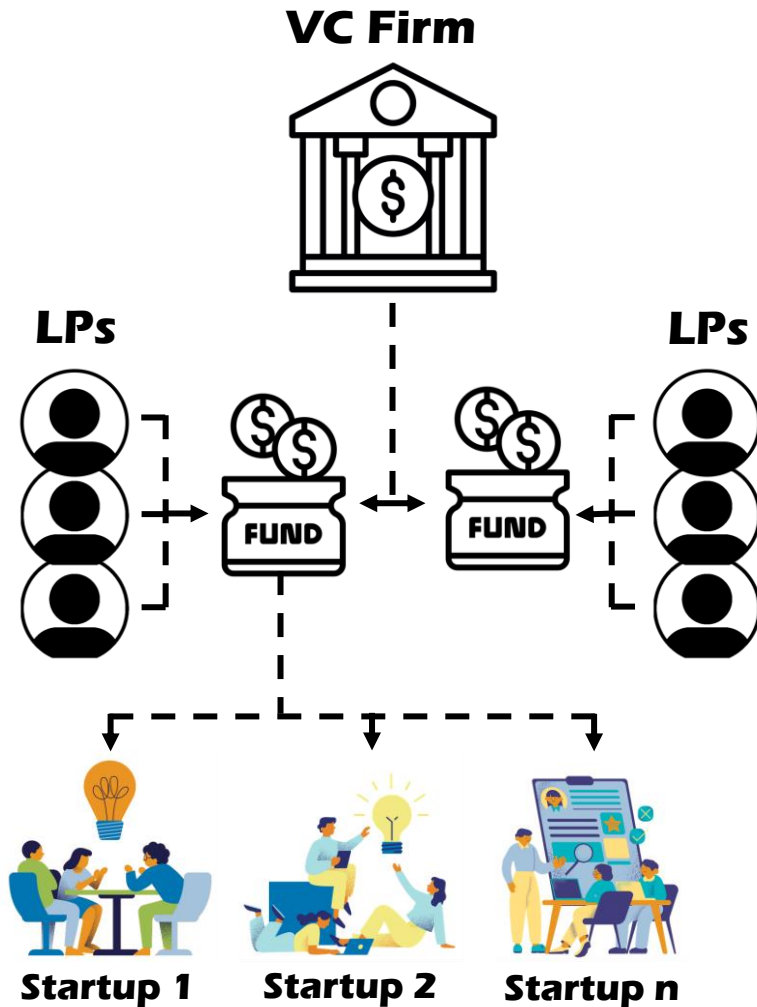




It's time to put your
Founder's
hat aside
and start to
think like
an investor...

The VC Business Model

You can't really understand how investors think without understanding their business model



- **VC firms invest LPs money**
- **Due to high risk, the model predict only 10% success rate**
- **Which translate to a need to >10X ROI to generate positive returns on the fund**

This translate to these numbers

10%

Hit Rate

5-6

Failures

2-3

Break
Even

1

Massive
Success

What's the PURPOSE of a Pitch Deck?



It's NOT about which template to use or which slides to include



It's NOT about the team or your product



And it's NOT even about the market or the industry...

It's all about helping you to get investors to understand how **YOU are going to make **THEM** >10x return**

Why?

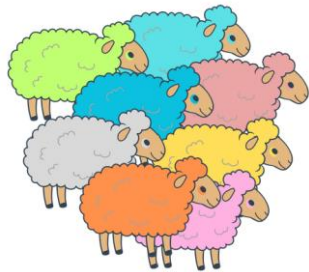


Because investors know their markets and why they invest in them
They already believe in that market's opportunity



And they are looking for the opportunity that will give them the highest ROI with an acceptable risk

Investors look at startups as a financial vehicle, which is very different than how a founder looks at a startup. They are looking for someone that can convince them that they get the job done. It's your job to convince them of that



And, every startup is unique, with its own strengths, story and circumstances
That's why a template won't work...

**Shoot for the stars
AND
show how
you plan to
get there**



**Investors need to see the >10x ROI
potential and still have the
confidence that you understand the
steps required to get there**

How to convince investors that you are the one to get the job done?



**Show traction
(validation / results)**



**Have a unique ability
(tech or otherwise)**



**Know your
numbers**



**Have a strong reason to
want to solve the problem
(founder-problem fit)**



**Have a fully competent
team (self-sustaining)**



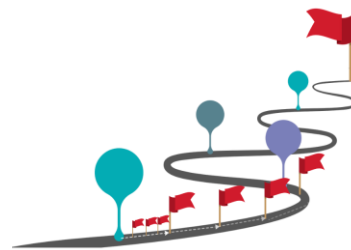
**Have a new and/or
unique insight on the
market or problem you
are solving**



**Have a deep
understanding of your
market and competition**



**Access to
restricted/unique
resources**



**A big vision with a clear
plan to get to the next
milestone
(know what you need)**

**Use all these
points (and more)
to show them how...**

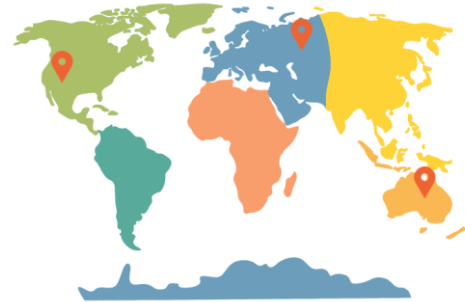
What questions should your deck answer?



**Why YOU?
And why should
investors listen
to you?**



Why NOW?



**How much
money will it
make? And
how?**



**What do
you need
to get it
done?**



**Note that
investors want to
fund your growth,
not your day to
day (that's what
revenue is for)**

**Remember that it's only your first date...
There will be plenty of opportunities to get into the
fine details (like how your product works) later**

Slides in a pitch deck

**Think of your slides as chapters to your story, or parts to your machine.
Use the slides you need in the order that create the most compelling story
for your startup**

Slides in a pitch deck – Company's Purpose



This slide is usually the opener. It includes your company's name and a tagline explaining what you do or why you do it (higher purpose/mission)

Slides in a pitch deck – Why Now



Many startups were born from a major shift in the economy, the markets or new regulation.

If your startup was born from such a change, it is important to explain why this change created this opportunity and how are you going to capitalize on it.

Investors are looking for such opportunities because it gives them first mover advantage.

Slides in a pitch deck – Business Model



Investors see startups as a financial vehicle to generate a profit which means they would want to know how are you planning to generate revenue

Slides in a pitch deck – Problem



At the core of every product there's a problem to solve. This is where you describe that problem in simple terms and explain why it is not yet solved (your reason to exist)

Highlight any unique angles and/or insights you have about the problem

The right investors should be able to easily understand and relate to the problem.

Slides in a pitch deck – Solution



**How are we solving
the problem**

This is where you present your solution and sell the dream (the full scope of your vision)

**Also,
Highlight any differentiating factors you have**

Slides in a pitch deck – Product/Roadmap



Confidence > Product

Early-stage products are **not that interesting** (sorry, but they will probably change)

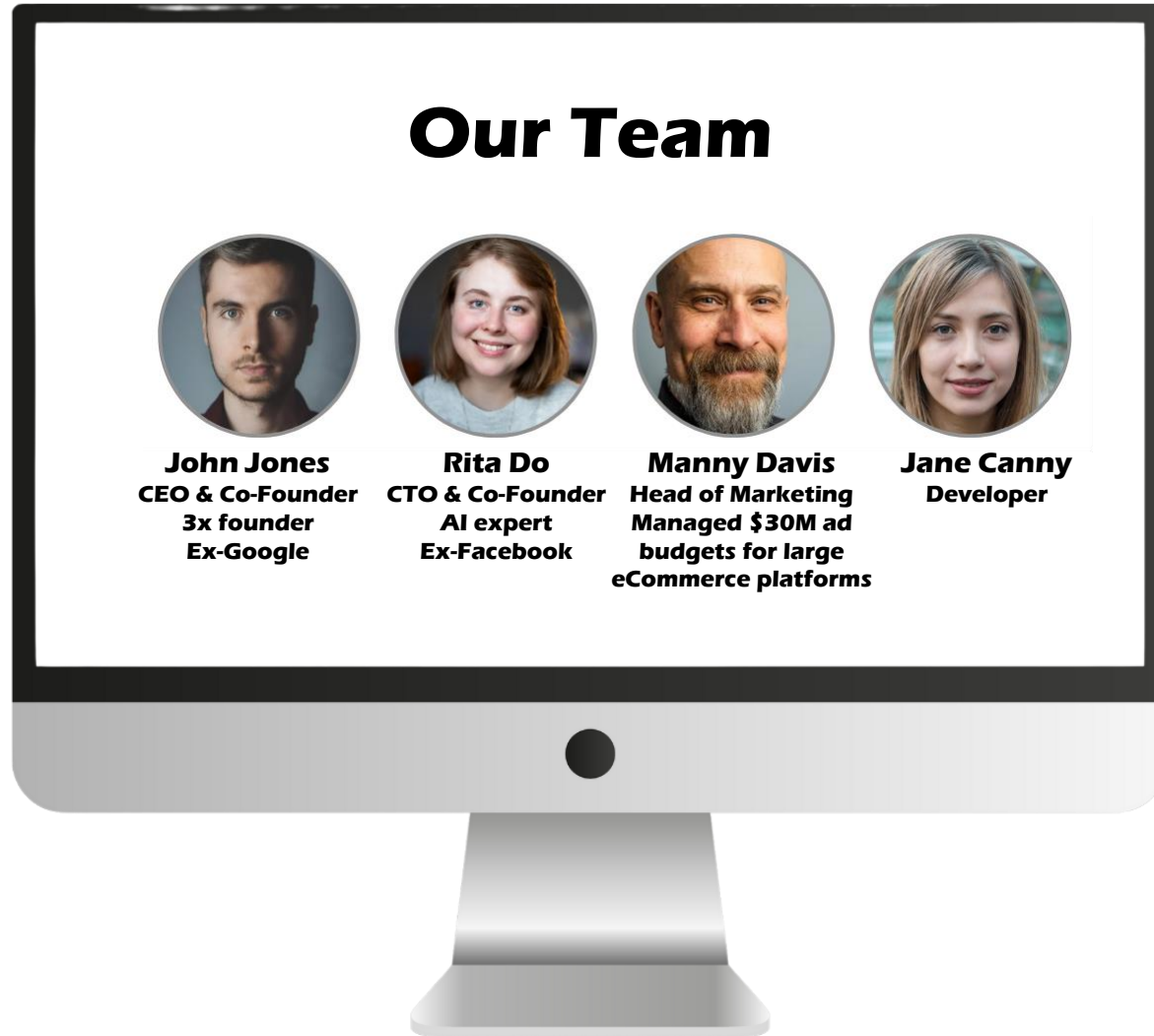
Traction > Product

What you did till now and what you are planning to do is much more important

Sell the Dream

Talk about results, numbers and milestones to describe your progress and plans

Slides in a pitch deck – Team



Your Team = Biggest Asset

Startups should be self sustaining. Your team should cover al the basis (tech, business, product)

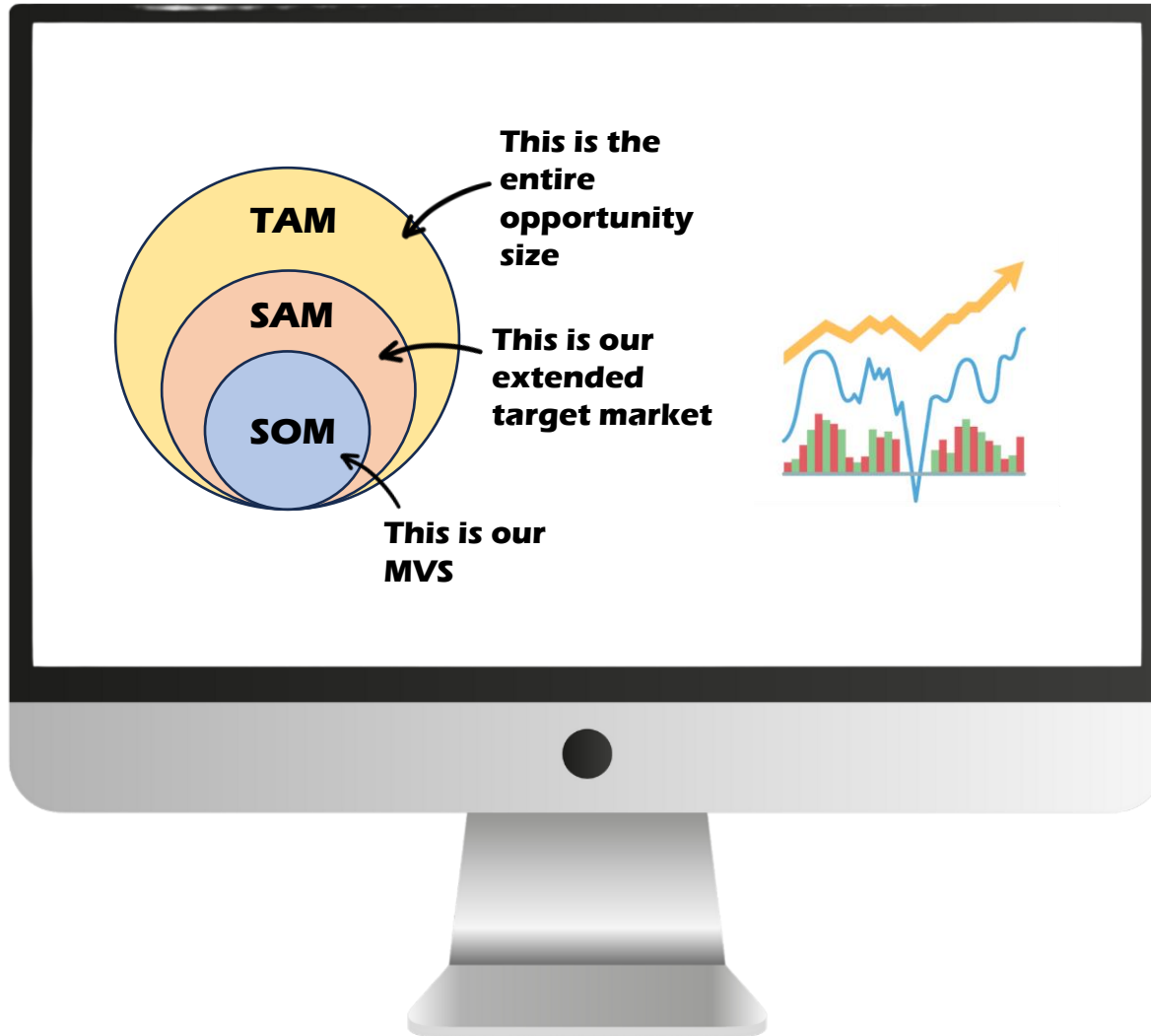
Showcase your team's strength and connection to the problem.

Highlight any experience that can boost your team's credibility and experience

Remember

Investors are looking for a team that can get the job done...

Slides in a pitch deck – Market Size



The market slide is the most underrated slide in most decks.

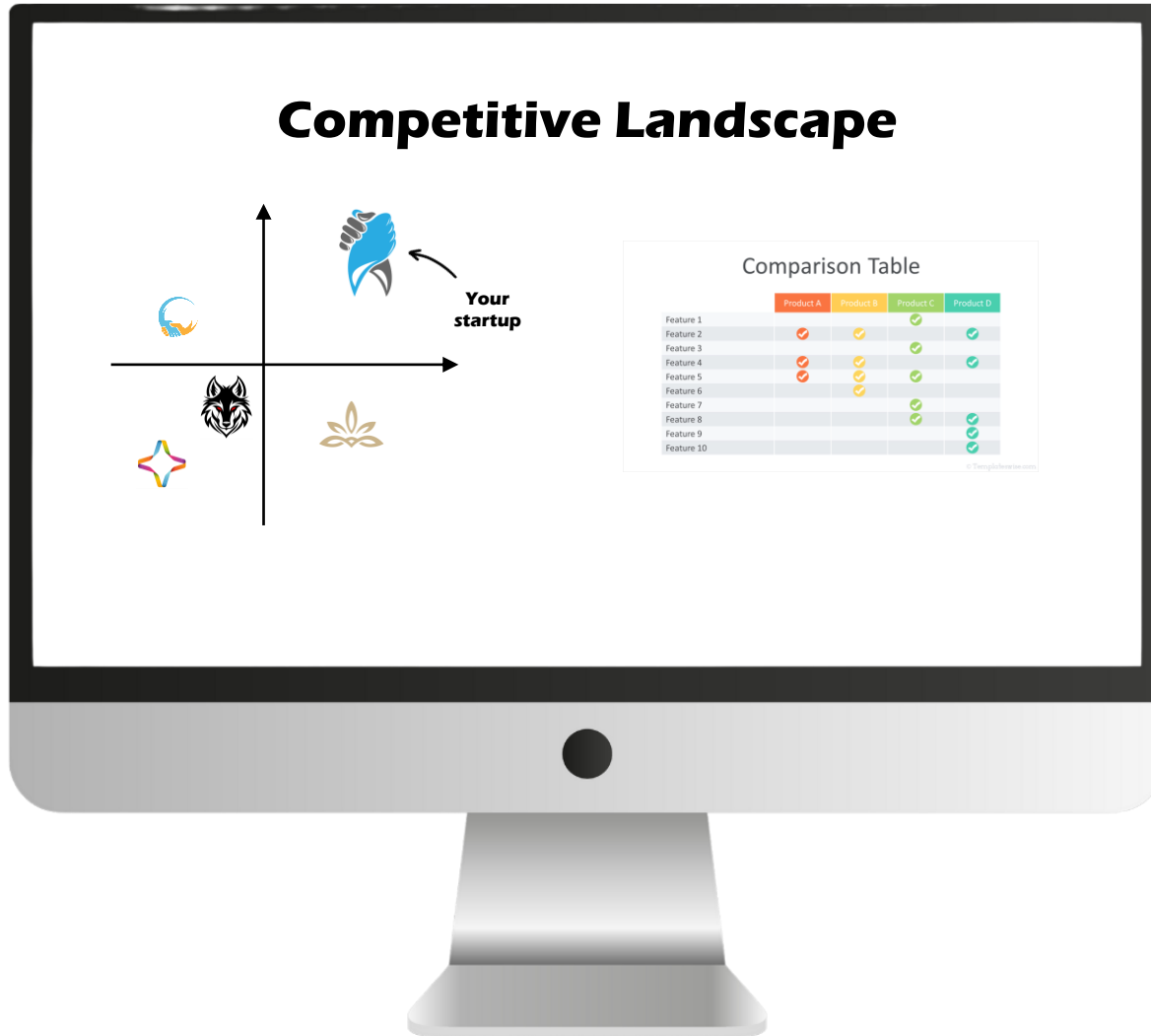
Investors usually have good understanding of the market and are looking to see if you know it even better than them.

They are looking for your GTM plans (SOM -> SAM -> TAM) and can judge how you segment the market, and from there your business/market understanding.

A good market size slide can go a long way in impressing investors, and not just because of the market size...

Show trends, segments and any other information to justify your GTM plans

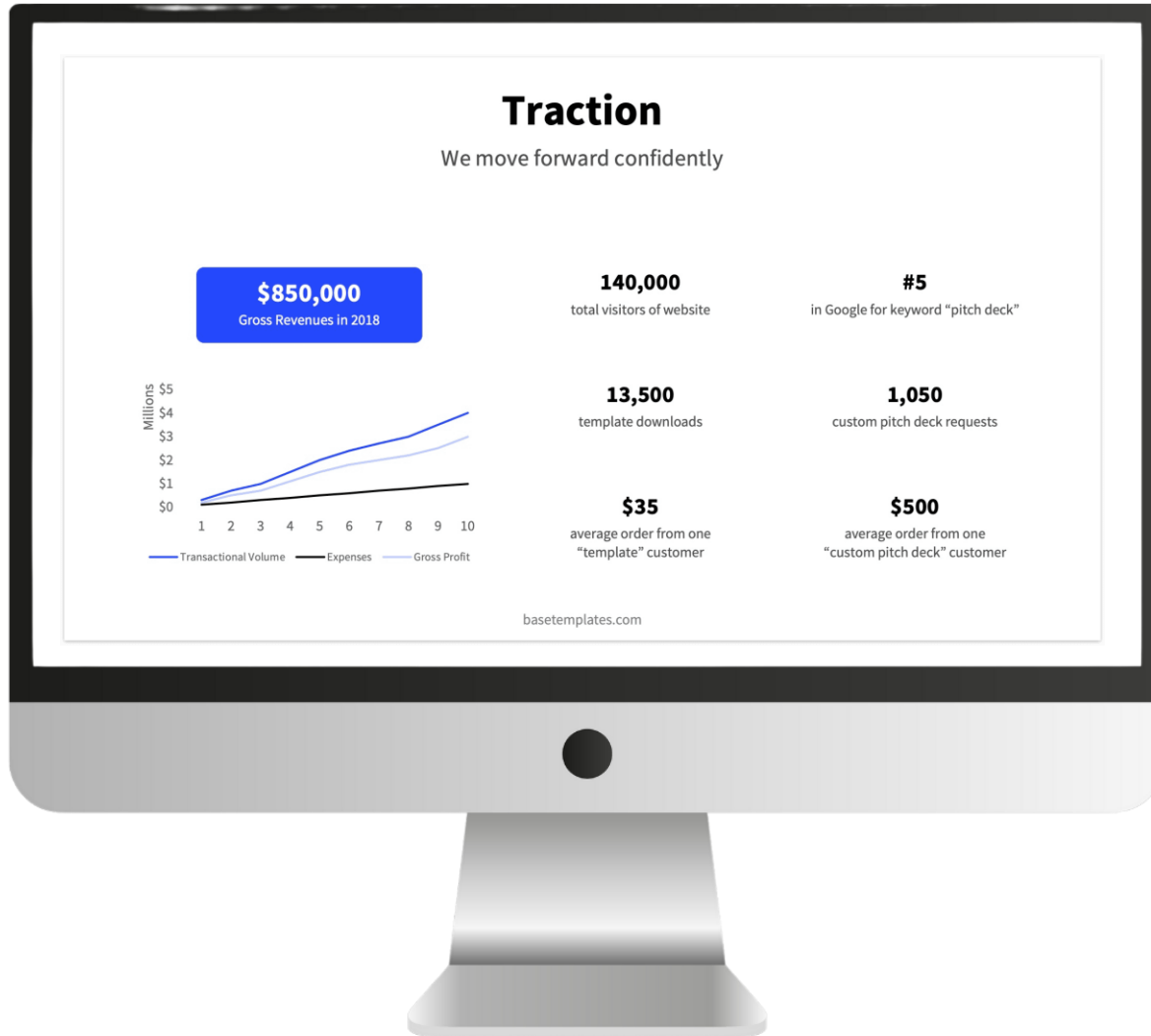
Slides in a pitch deck – Competition



Like the market size slide, there's a lot of depth to the competition slide. It shows how well you know your industry and how you compare yourself to other players in it.

Choose the comparison method (and graphics) that highlight your competitive advantage and show both large and small players.

Slides in a pitch deck – Traction



Traction is the best way to build investors' confidence in you.

It demonstrate actual results and accomplishments. It also demonstrate what KPIs you're monitoring and set's investors expectation for the future (growth rate)

Slides in a pitch deck – Finance

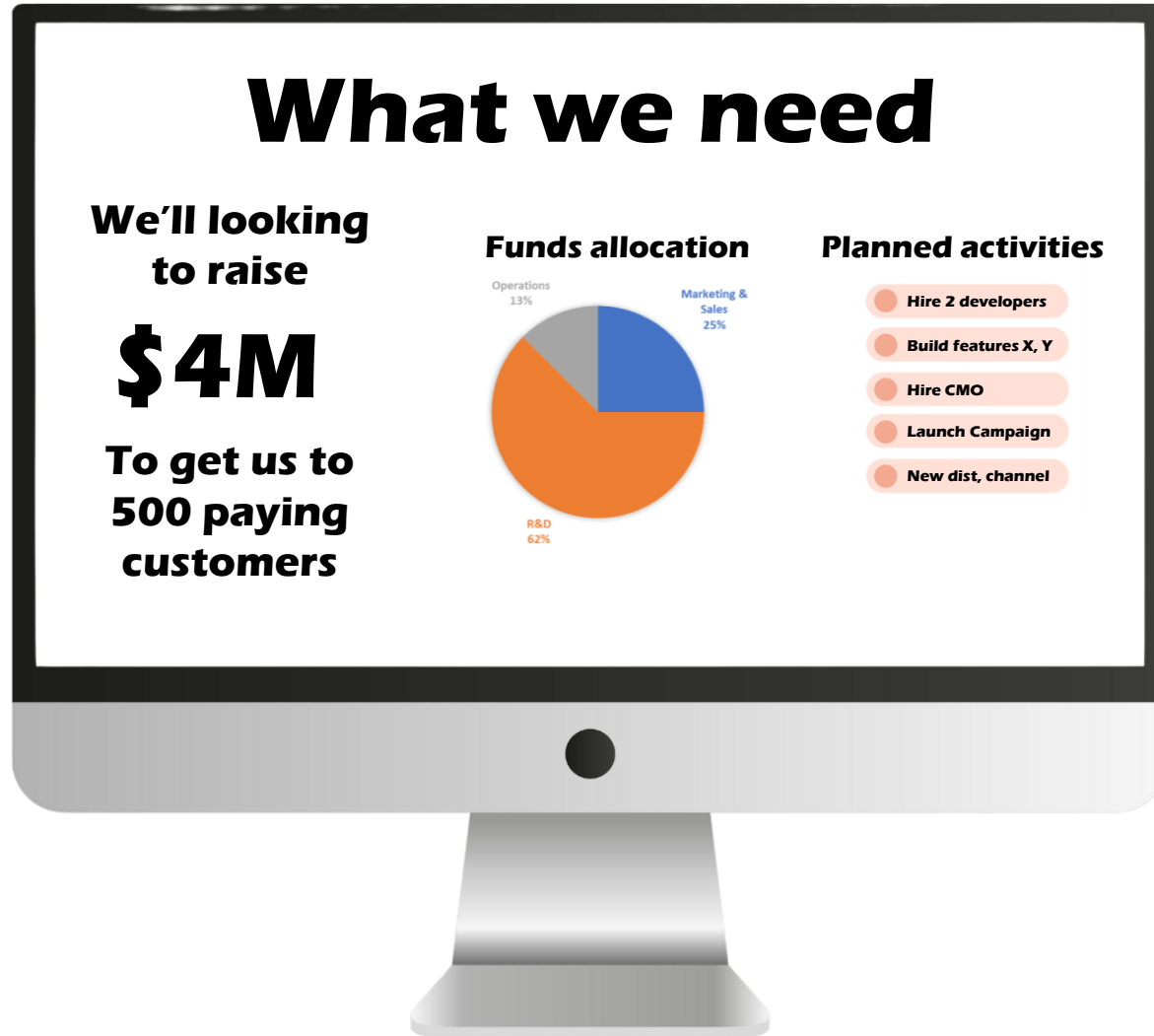


Every founder must have a solid understanding of the startup financial numbers

Investors want to see your burn rate, runway, CAC/LTV, CAGR, ARR, MRR and projections moving forward, break even point and any other relevant financial data.

This is how investors talk so to build confidence with them you need to show you understand and control your numbers

Slides in a pitch deck – The Ask



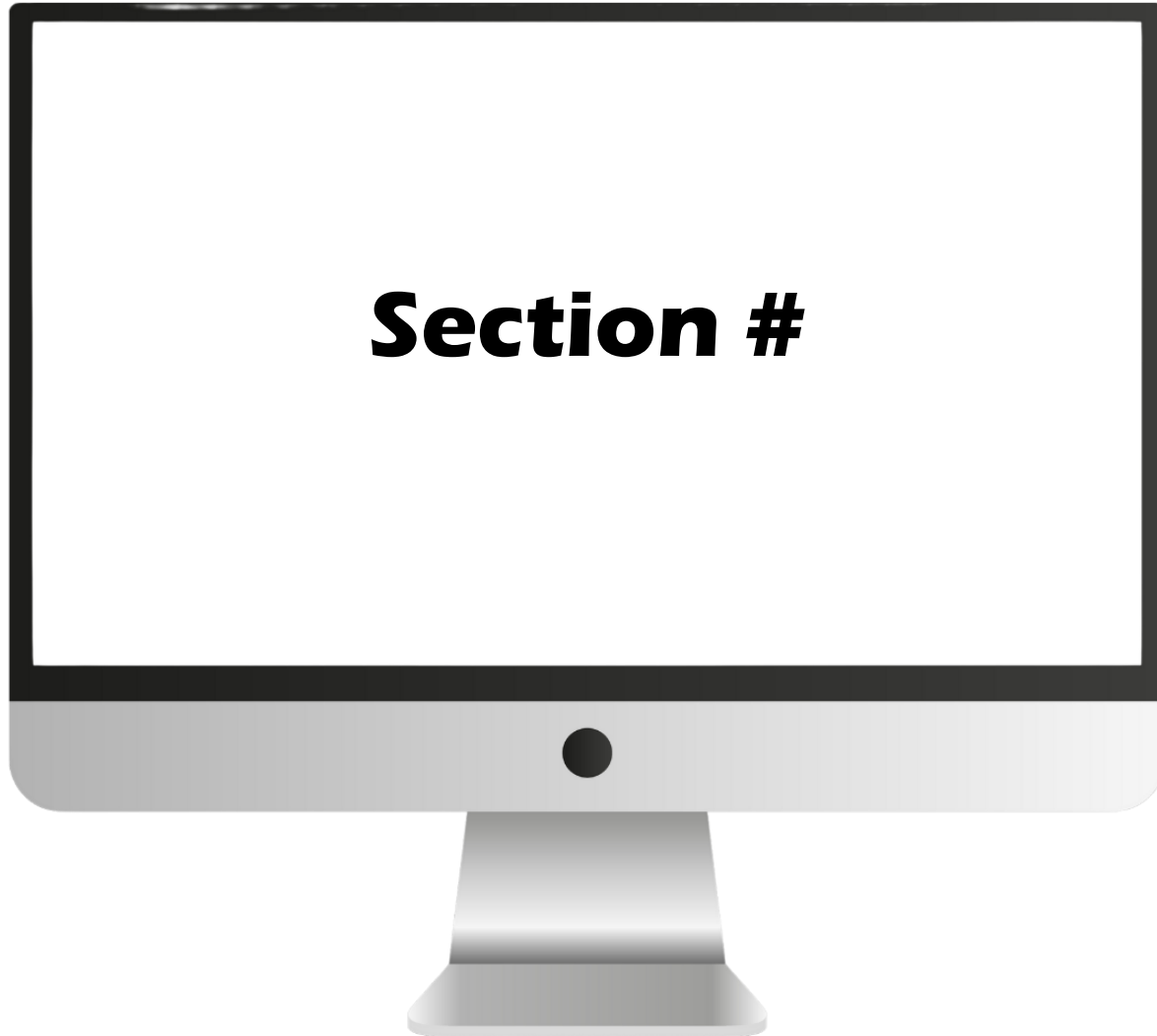
Investors want to know what is your next milestone, how are you planning to get there, how much money you need to survive the journey and (if possible) what are the terms you're willing to give them.

This slide, which typically comes at the end of the deck should answer all these questions.

Bonus Points:

Do your research and highlight strategic (non-financial) help you want from them. This will highlight why you are pitching to THEM

Slides in a pitch deck – Transition Slides

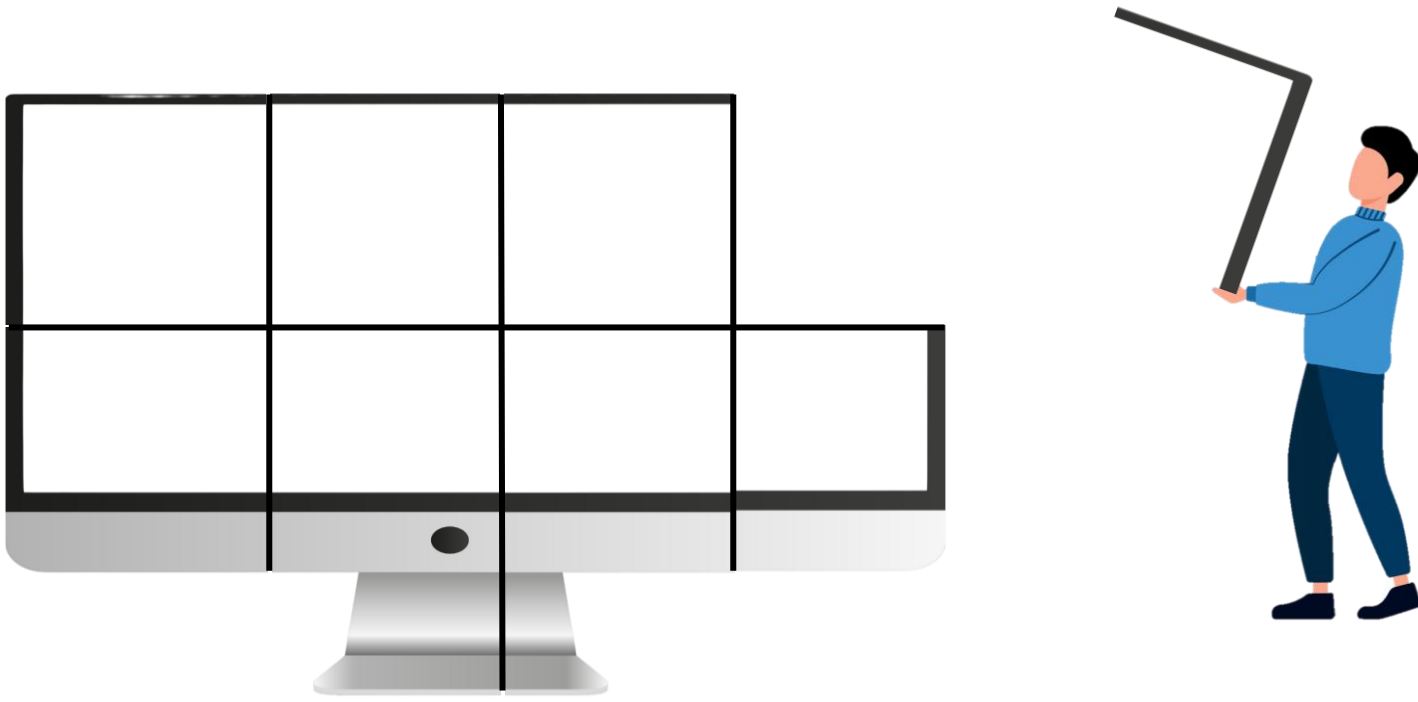


Transition slides are helpful to give context to the next section of your pitch.

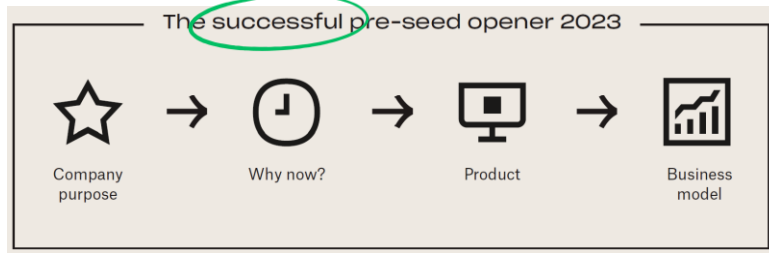
If the deck is built like a good story, one slide should naturally lead to the next and you won't need them...

Building Your Deck

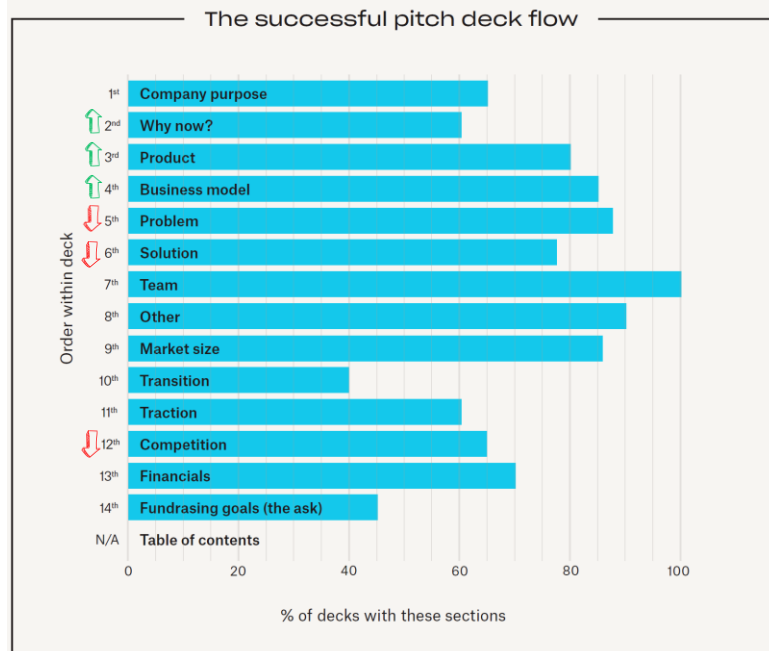
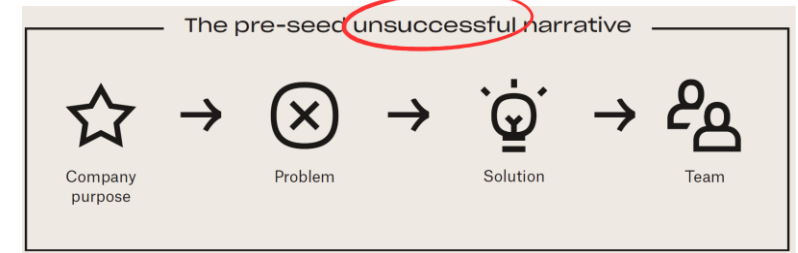
Let's talk about the structure of the deck and what is the right order for your slides



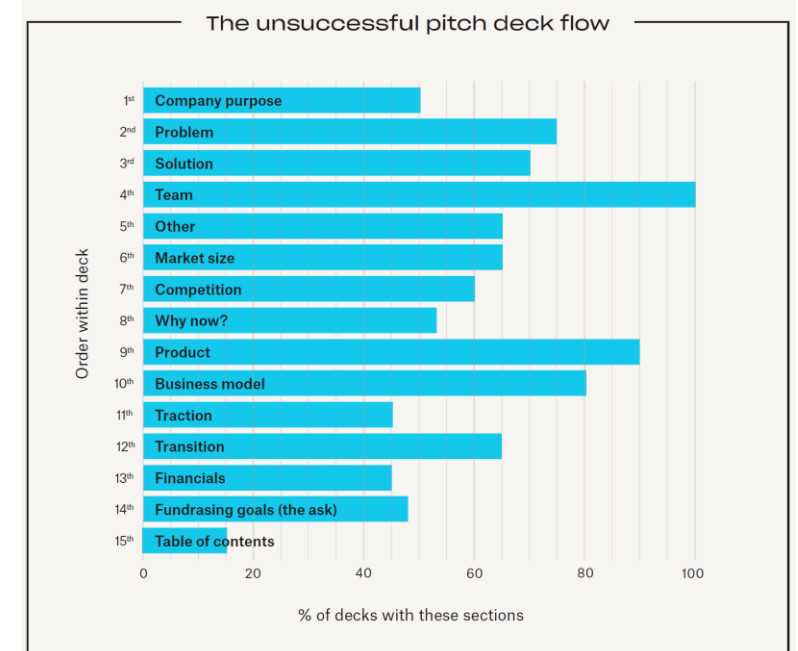
Slide Order at Successful Vs. Unsuccessful Decks



The analysis of **successful** vs. **unsuccessful** early-stage pitch decks shows the importance of deep market understanding (why now) and business model over competition and problem/solution

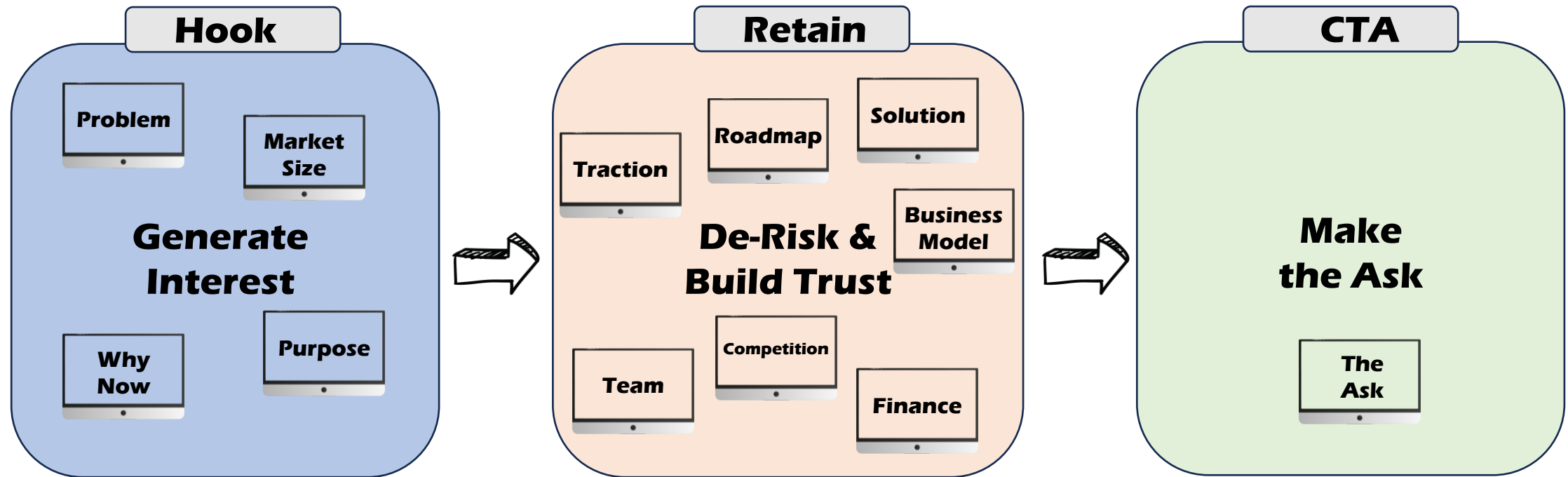


Important Note: Different decks have different slides (as seen by the % on the x axis) highlighting the importance of **tailoring your deck to your strengths**



How to Build an Engaging Deck

A deck is a piece of content and should be built as such. Luckily, the formula for engaging content has long been established and validated by many content creators online



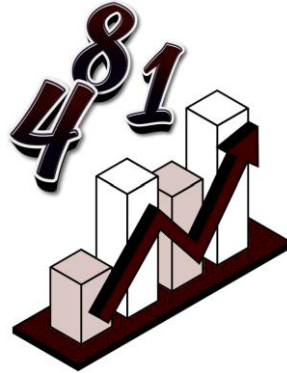
Important note:

Each slide type can be one or many slides, depending on the complexity and amount of data to show. Remember that nothing is set in stone and the flow and story should determine the slides order.

How to Build a Slide

1

**Message
per slide**



**Use numbers
and visuals
instead of text
(when possible)**



**Remember that
the deck is here
to help, not to
be the center of
attention**

**Putting it all
Together**

Preparation

1. Find your differentiation
2. Define your business model
3. Collect relevant growth metrics
4. Build your team
5. Answer the “why now” question
6. Answer the “why you” question
7. Define your roadmap
8. Define your ask



Build Your Story

Order the content according to the model to build a compelling story



Fine tune the story to have flow



The Workflow of Building a Deck

Create your Slides

Create the graphics to support your presentation



About the Author

Hey,

I'm Avinoam Kaminski. Father of 3, a serial entrepreneur and an early-stage investor.

I sat on every side of the table (founder, investor, board member, advisor etc.) of the table giving me a unique perspective on the gap between founders and investors.

I've spent years trying to bridge that gap, helping founders better understand what investors want...



Overwhelming?

Let me help you:

- **Build your **elevator speech****
- **Optimize your **messaging, business model & roadmap****
- **Answer all the hard business questions**
- **Write your story and build your pitch deck**
- **Build the strong strategic network you need to grow your startup**
- **Prepare you for investors meetings**
- **And help you get the funding you need to build your dream...**

All you have to do is to reach out by mail to
Avinoam@buildingstartups.net