



The Pitch

Creating a Pre-Seed Stage Presentation

The Pitch

- Cater to your primary audience
 - Investors (Angel, VC, Corporate VC)
 - Client
 - Strategic Partner
- You must capture their attention in the first 60 seconds
- An effective pitch is **no more than 10-12 slides**
- Create a compelling narrative, deliver your pitch like a story
- Help your audience get a picture in their heads.

Each audience you pitch to will have different time constraints, different expectations. Prepare, practice, adapt.





The Pitch

Rehearse. Rehearse. Rehearse.

Knowing your talk track inside and out builds confidence and prepares you to be adaptable.

The Pitch

Note:

This presentation contains our recommendations for a general pitch deck. Please feel free to modify the flow of the slides to tell your story in the most compelling way and always adapt your slides to your audience and your ask.

Key considerations:

- Be concise. Have as little on a slide as you need to make your point and leave an impression. Do not overwhelm or have so much on any slide that your audience is getting distracted.
- Be bold. You have around 60 seconds to grab the attention of your audience and then you will need to keep them engaged as you pitch.
- Be accurate. At this stage, some things may be assumptive, make sure you show your work.

The Pitch

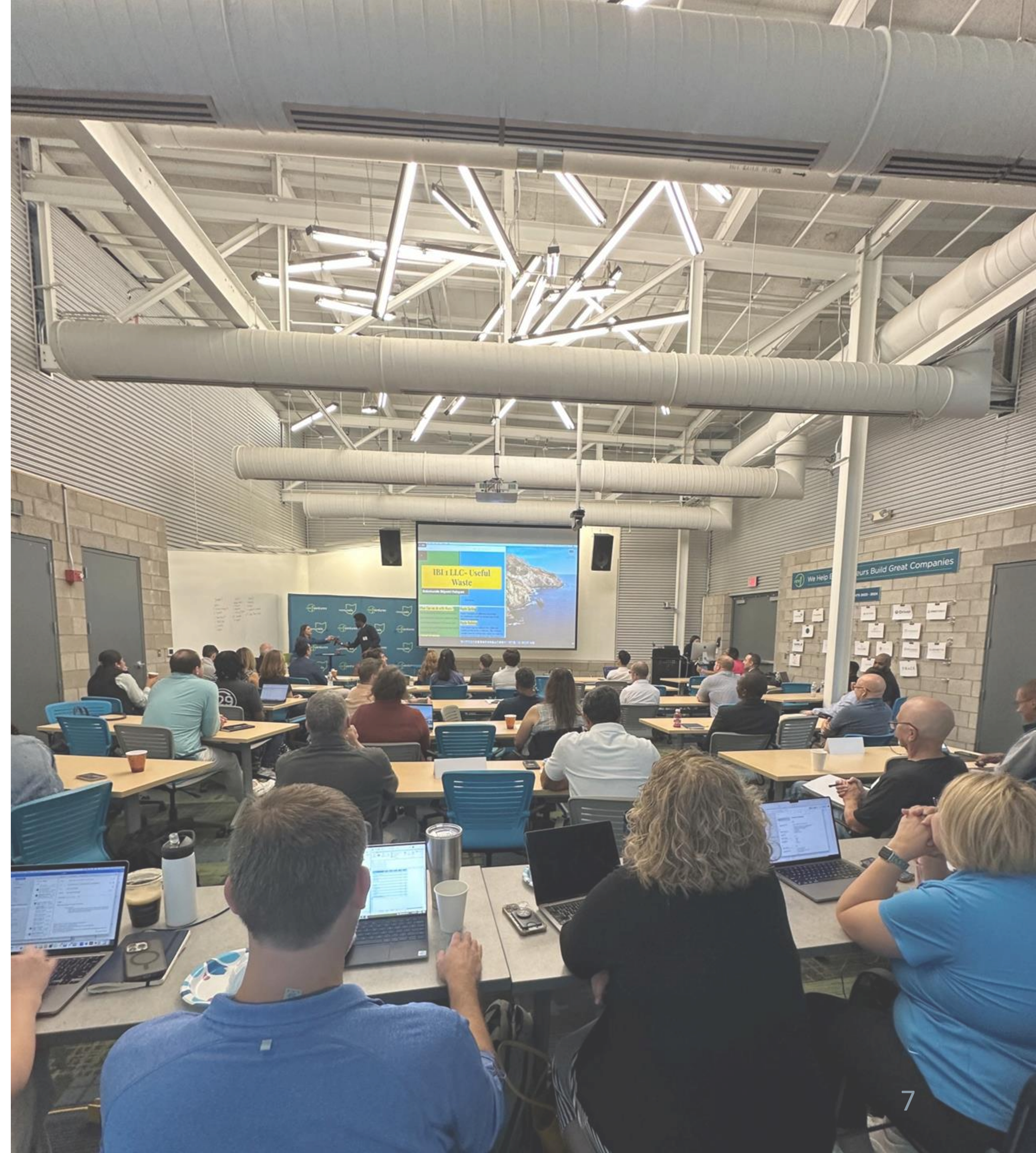
1. Title Slide
2. Customer Problem/Opportunity
3. Your Solution/Technology
Examples of your Solution/Technology
4. Market Demand
5. Competition/Status Quo
Competitive Matrix
6. Team
7. Technology Development per
Customer Specification
8. Unit cost analysis
9. Sources & Uses of Funds
Use of Funds Chart
10. Milestones To-Date & Future
Milestones Chart
11. Risk Assessment
12. Appendix

Resources: Angel Capital Foundation & Angel Resource Institute & Ohio TechAngels Funds & The Entrepreneur's Handbook

The Title Slide

- Introduce yourself and your role
- Company name & graphics
- Deliver your two-line elevator pitch
- This is your opportunity to develop quick credibility and grab attention.

Spend less than 2 minutes on this slide



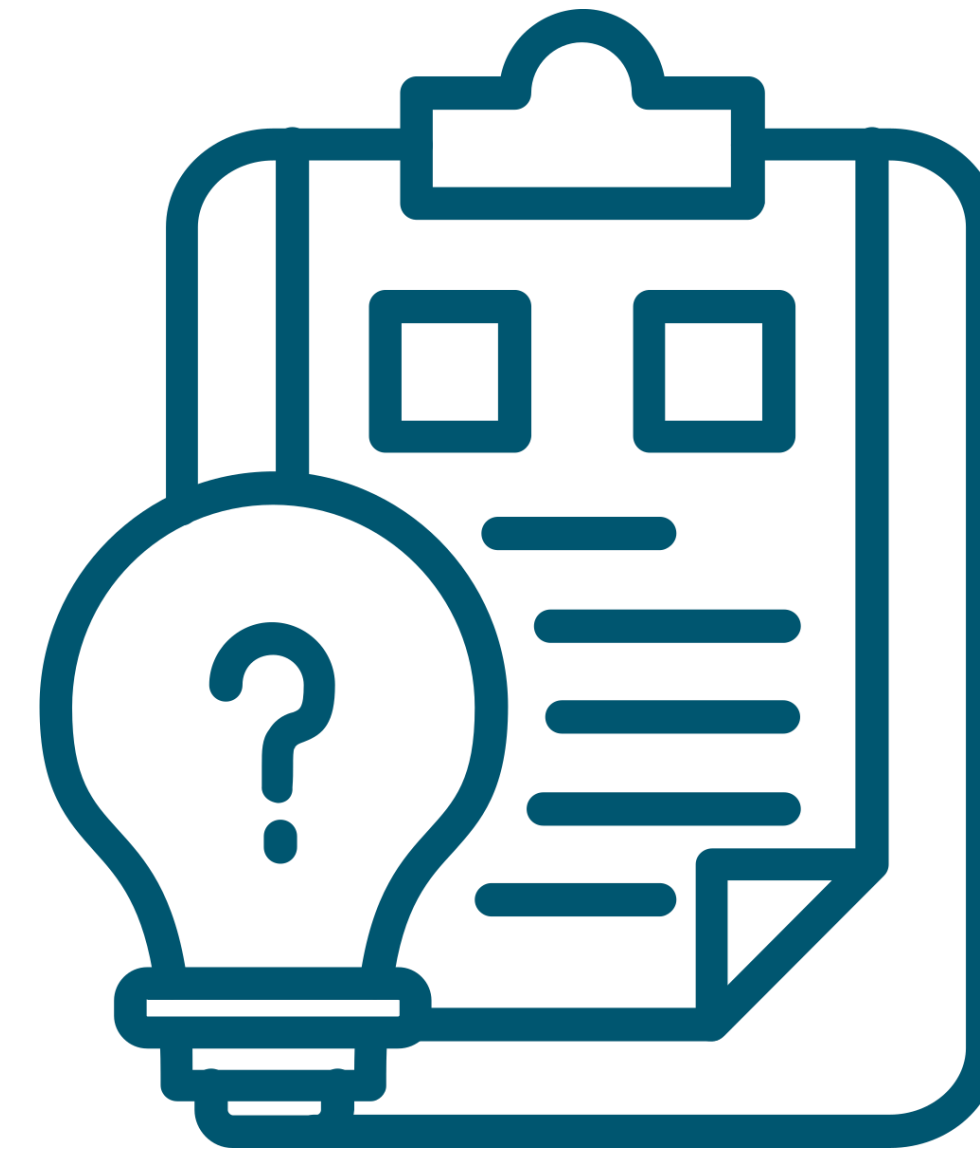
Customer Problem/Opportunity

- Clearly communicate the problem and/or opportunity in the market, laying the foundation for the presentation by answering:
 - How do you know there is a “problem” in the market...
 - Who are the specific customers and what do they need...
 - The cost of the problem or value of the opportunity...



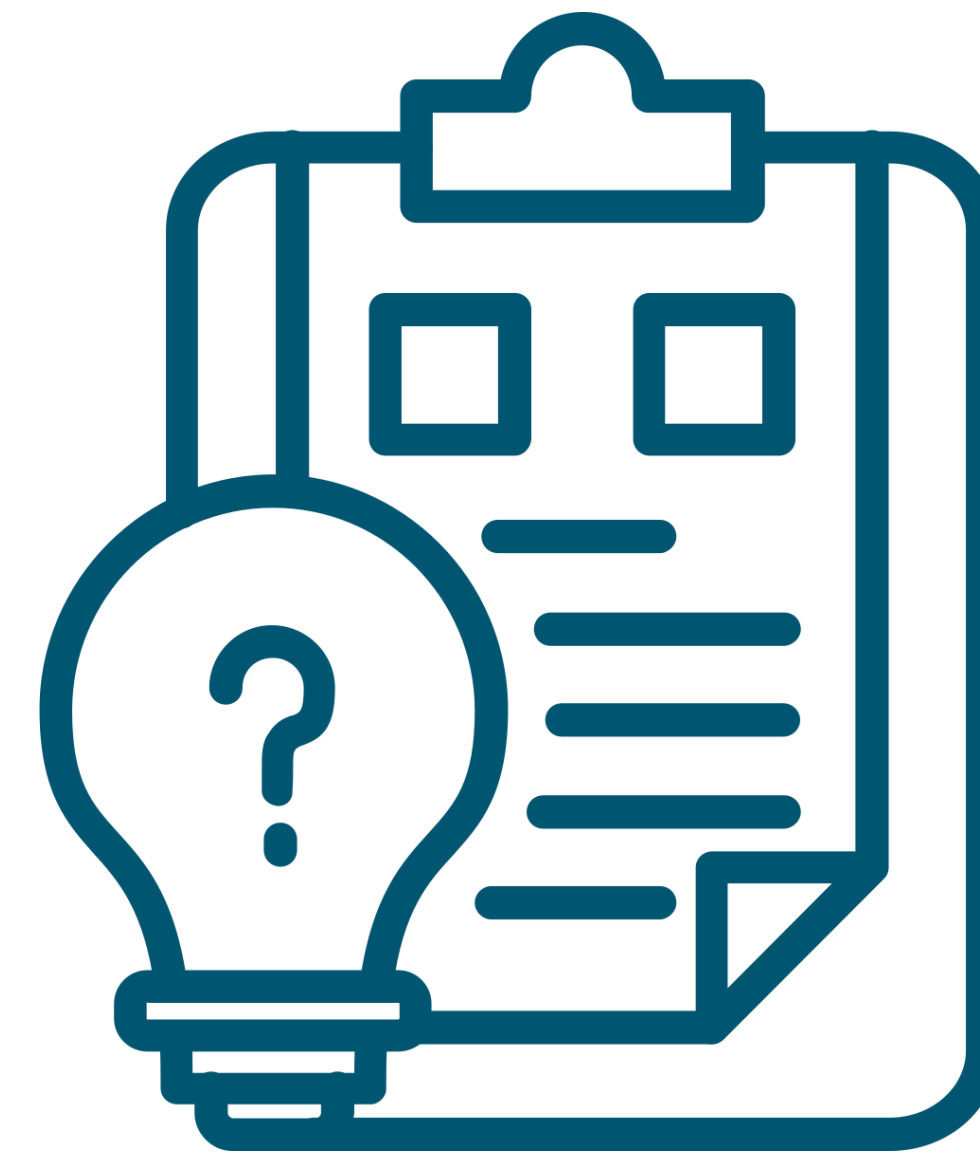
Your Product/Technology

- Discuss how your technology/ product solves customers' problems or gives them a competitive advantage by:
 - Summarizing the solution, emphasizing your differentiation
 - Describing any barriers to entry or IP protection for your technology
 - Providing specific customer feedback
 - Focusing on customer benefits from your differentiated features
 - Do not describe your company as “We’re the Uber for....”



Your Product/Technology - Continued *(Content should be just one slide in your final pitch deck)*

- Provide no more than 2 examples describing your solution's "unfair advantage"
 - Outline customers' ROI, including the time to recoup their investment
 - Highlight actual examples that have been or will be deployed at customer sites, if applicable.





Market Demand

- Quantify the market by size, segments and potential sales (**TAM/SAM**)
 - You must be able to rationalize your numbers
- Focus on your target customer.
 - Which customer profile or segment will you target first and why?
 - Articulate urgency for product or service – why now? Why you?

Competition/Status Quo

- Create a Competitive Matrix comparing you to competitors – **don't forget the status quo is competition!**
- Include large and small competitors
 - The well established and better known
 - The up-and-comers
 - Describe your strongest barriers to prevent competition from eating your lunch
 - Be concise, do not overcrowd the matrix, you want this to be easy to understand and not distracting
- **Must customers change behavior to adopt? How do you mitigate that?**



Competitive Matrix - Continued

(Content should be just one slide in your final pitch deck)

		KEY FEATURE		KEY FEATURE		KEY FEATURE		KEY FEATURE		PRICE
YOUR COMPANY										
COMPETITOR 1										
COMPETITOR 2										
COMPETITOR 3										
COMPETITOR 4										
Make certain to address the status quo - how most customers currently solve this problem										
Which competitors are the dominant incumbent										

Competitive Matrix - Continued

(Content should be just one slide in your final pitch deck)

COMPETITIVE LANDSCAPE TEMPLATE					
Product X	Own Business	Competitor 01	Competitor 02	Competitor 03	Competitor 04
Feature 01	✓				
Feature 02	✓	✓	✓	✓	✓
Feature 03	✓	✓	✓	✓	✓
Feature 04	✓	✓			✓
Feature 05	✓	✓	✓		
Feature 06	✓	✓	✓	✓	
Feature 07					
Over All Assessment	6	5	4	3	3

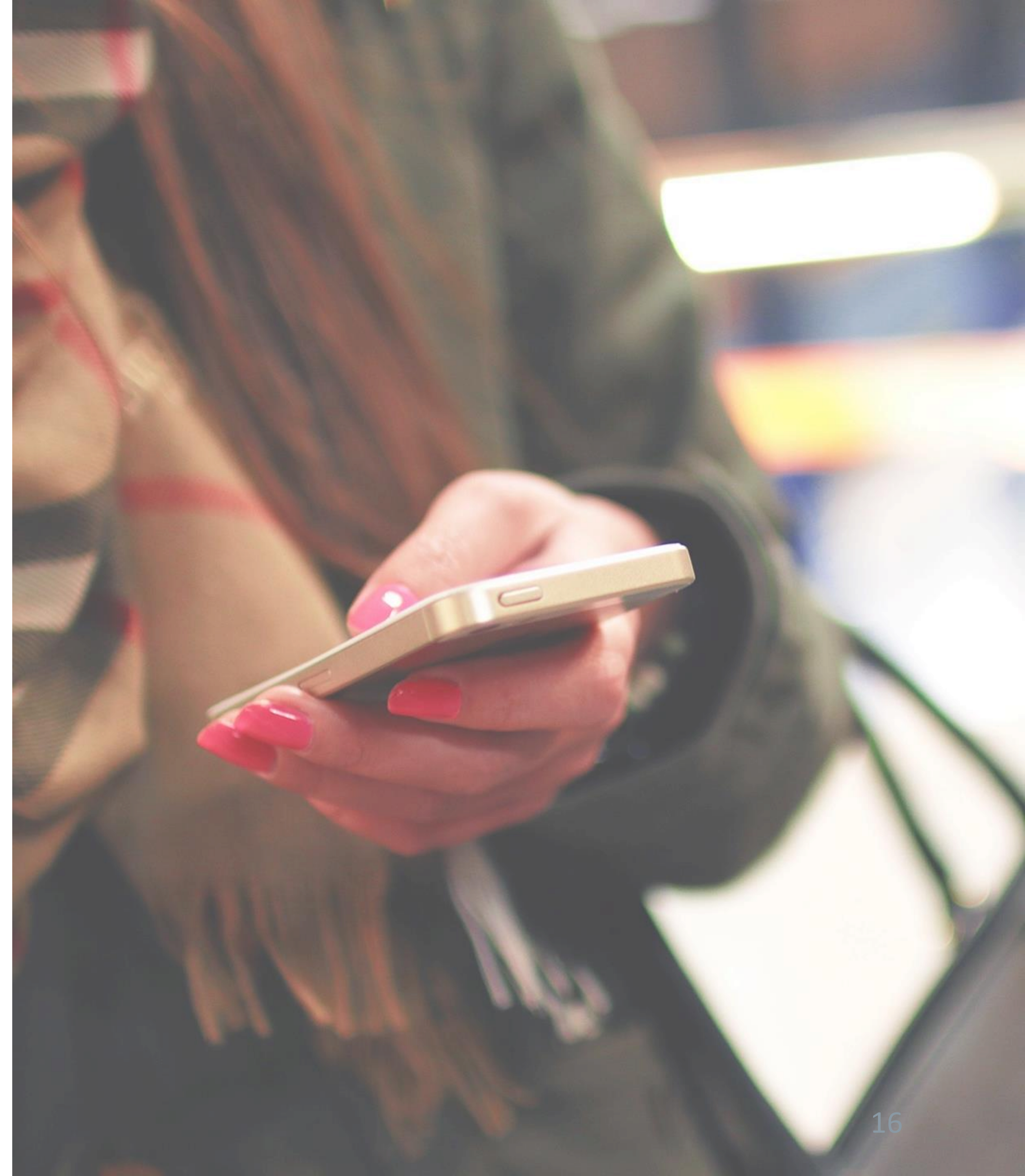
Team

- If you have a team, show your team strength as individuals and how you form an effective team
- Use bullet points to highlight key experience
 - Entrepreneurial experience
 - Years in target markets
 - Experience producing technical and market results
 - Who has the necessary and relevant domain knowledge
- Highlight advisors and/or board of directors
- Keep the information high level, and the talk track short and sweet



Tech Plan Per Customer Specifications

- Do you have a committed first customer?
 - If not, what is required to make it market ready?
(e.g. is there a necessary product development milestone before customers will use and buy?)
 - Demonstrate how the technology becomes a product/effective service and it's potential to generate revenue
- Are current product feature requirements based on documented customer specifications and/or market standards?





Unit Cost Analysis

- Determine the theoretical cost to build, install, implement and support the product for a single customer.
- Can you generate a gross profit based on those assumptions?
- Over which variables do you have the most control?
- Which costs are fixed and which are variable?
- What costs have the most affect on your ability to generate revenue?

Sources & Use of Funds

- How much does the company need to raise in this (or a future) round to achieve its milestones? How long would that amount of money last?
- Any prospective co-investment? If so, how much and from whom? **Don't forget to include the specific amount of funds requested.**
- What activities will be funded from this raise or a future raise? (break down into high-level line item buckets). **Suggested format on next slide.** Be sure to footnote what milestones are achieved.
- Since inception, how has the company been funded? (and total cash consumed)



Use of Funds Chart - Continued (One slide in total)

	2024												2025	
	January	February	March	April	May	June	July	August	September	October	November	December	January	February
Payroll	25	25	25	25	25	25	25	25	25	25	25	25	25	25
Outsourced Development	10	10	10	10	40	40	5	5	5	25	25	25	10	10
Legal	15	10	5	0	0	0	0	0	0	0	5	10	15	15
Accounting	1	1	1	1	1	3	3	3	3	3	3	3	3	3
Bucket 5	25	10	5	0	0	0	0	0	0	0	0	0	0	0
Bucket 6	25	10	5	5	5	5	5	5	5	5	5	5	5	5
<u>Total Use of Funds</u>	<u>\$101</u>	<u>\$66</u>	<u>\$102</u>	<u>\$41</u>	<u>\$71</u>	<u>\$73</u>	<u>\$38</u>	<u>\$38</u>	<u>\$38</u>	<u>\$58</u>	<u>\$63</u>	<u>\$68</u>	<u>\$58</u>	<u>\$58</u>
Month End Cash Balance	899	833	731	690	619	546	508	470	432	374	311	243	185	127

***In Thousands & Assuming Raise of \$1M

- Company Will Achieve the following milestones
1. 5 Paid Betas by June 2025
 2. Hire CTO by February 2026
 3. Validate Value of Date with customers by January 2027

Company Milestones

- Include an abbreviated historical milestone chart to illustrate key progress to date
- Include a projected milestone chart to illustrate future objectives including and beyond this particular fundraiser
- This chart will tie to all assumptions in the presentation
- Include these key milestones:
 - Company formation, key personnel
 - Technology or product achievements
 - Any paying customers and/or paying beta customers
 - Future investments required for go-to-market...Make sure to show time needed to raise next round!!!



Company Milestones - Continued (One slide in total)

	2022			2023			2024			2025		
	Jan-Mar	Mar-July	July-Dec	Jan-Mar	Mar-July	July-Dec	Jan-Mar	Mar-July	July-Dec	Jan-Mar	Mar-July	July-Dec
Company Formed												
250K Proof-of-Concept												
Product Prototype												
\$400K Seed Round												
Field Tests												
\$500K Angle Round												
1 st Production Ship												
Positive Cash Flow												
\$2M VC Round												
Additional Milestones												
Etc.												

Risk Assessment

- What are the key risks that the company will face in completing the milestones anticipated from this use of funds?
- Segment risk by business model, technology/product, market, execution, and financing.
- Strike a balance between optimism and realism





Appendix

- What are the details on the company's funding history? From what sources?
 - Include a current Capitalization Table
- Provide a hypothesis for your next round of financing:
 - When do you need to raise the next round? How much will you raise and who do you think you'll raise it from? What will you do with that money? How does the next round tie into your milestones for this round?
- Other information not included above that you want to reference if necessary

RULES FOR THE PITCH

- Rehearse. Rehearse. Rehearse
- Show up early and only bring key personnel
- Business attire only
- Use appropriate social skills, no off-color jokes
- Know your content inside and out
- Be courteous and respectful
- Don't read to the audience, engage with them
- Pictures and graphics should be additive to your talk track
- Avoid jargon
- Be prepared to answer questions
- Be open to recommendations



BE PREPARED FOR Q&A

Potential Q&A

- What contingency is in place to mitigate technical problems?
- How does your business make money?
- How do you plan to acquire and keep customers?
- When do you need to raise the next round? How much will you raise and who do you think you'll raise it from? What will you do with that money?
- When will the company reach break even?
- What makes your team uniquely capable of executing on this business plan?
- What are the long-term risks that could impede the company's success?



THINGS YOU NEVER WANT TO SAY

- This is the best deal you will ever see
- No one else does what we do
- We are chasing multi-billion dollar markets
- Our technology is the best
- We don't have any competition
- Big corporations are too slow to be a threat
- Our financial projections are conservative
- We just need a 1-2% market share to meet projections
- Revenues are not our current focus



Thank You