

# PITCH DECK BASICS



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## THE 10 BUILDING BLOCKS TO DESIGNING A PITCH DECK

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MINNEAPOLIS BUSINESS MENTORS  
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# PITCH DECK BASICS

## OVERVIEW

A pitch deck is all about who you are, what you do, and what you want to do. A well designed pitch clearly conveys what your business does (the value proposition), why and how you will be successful and how investors will benefit. This is done in an engaging and compelling way that excites your audience and spurs them to want to invest in you and your business.

Too often people passionate about ideas have jotted down them those ideas across scrapes of paper, e-mails and even just thoughts in their head. The ideas are probably disorganized, disconnected and doomed if you can't get others to understand your vision. You need clarity of your ideas. That's where a pitch deck comes into play.

Developing a business model and then putting it to paper is the first step to making the model better. It will force you to articulate your ideas clearly, concisely and in a form that others can understand and comment on. A pitch deck can help you articulate the critical assumptions of your venture and help you practice telling others why they should care.

The suggested 10 slides for your pitch deck are:

1. Cover/Introduction
2. Opportunity
3. Problem
4. Solution/Value Proposition
5. Traction/Your "Secret Sauce"
6. Customer / Market
7. Competition
8. Business Model
9. Team
10. Financials

## DETAIL

### 1. COVER/INTRODUCTION

- Logo - your logo is your face of your brand.
- Descriptive title - Define your company in a single declarative sentence.

### 2. OPPORTUNITY

Describe your industry and how your business will work within it. You will describe trends within that environment, the size of your market and the growth potential of your venture.

This slide is the 40,000 ft picture of the space your entering into.

### 3. PROBLEM

- Entrepreneurship at its core is about solving problems. The bigger the problem the better
- Describe the problem you are solving and how and why it is painful.
- Start with high level then move to a specific customer story. People don't relate to big general problems, they empathize with the struggles of specific people.

#### **4. SOLUTION/VALUE PROPOSITION**

This is your product/company/idea and how it solves the problem(s) you just talked about. You want to make sure you demonstrate that you are solving something painful.

#### **5. TRACTION/SECRET SAUCE**

This is where you describe your point of difference, growing sales, and/or other key metrics you have identified. In some cases it may be the “secret sauce” behind your product or service. It’s why any investor is going to look at your idea and say, “I want to be part of this venture.”

#### **6. CUSTOMER / MARKET**

Demonstrate how well you know your customers and the market. Where they live, what they like to do and how much they’d be willing to spend. If you already have sales, you can use them here as an example.

#### **7. COMPETITION**

Every venture has competition. If not today it’ll be there very soon. Your customers must be doing something right now to deal with the problem you are solving. That “something” is your competitor. You need to address the competitive landscape and how you are different.

#### **8. BUSINESS MODEL**

Your business model determines the sales and marketing strategies of your venture. This includes branding, pricing, sales channels and potential partners.

A well known example is Wal-Mart. Their business model is offering the lowest possible price so it can sell more products -- maximizing its profit that way. Another company may take the premium, high quality approach. They would sell fewer, higher quality items while earning a higher profit per unit. You need explain how you will make money.

#### **9. TEAM**

Here you want to give the background for each of your key team members, roles, experiences, accomplishments etc. Additionally, if there are any major investors or advisors, you can name them here.

#### **10. FINANCIALS**

- A good pitch deck has a clear ask of the investor. This ties to what the investor is going to get in return for their money.
- Spell out how you will use the money you are asking for.
- What will be the terms or milestones they can count on?
- The best thing however is to tell investors how their money will be used and the milestones that will be achieved.

#### **OTHER SLIDES**

The above are the Top 10 but there are a number of other slides you should have ready if asked. These include but aren’t limited to: FAQ’s, History, Patents, Income statements, Supply chain, Sales funnel, Exit strategy and more.

## FOLLOW-UP

The last item is kind of a catch-all called “due diligence.”

When a venture capital firm gets more interested in a deal, the next phase of discovery is called due diligence. During this phase, they’ll dig into all the details of your business, from financials to the details of how the business model works.

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### **RESOURCES:**

#### **Free Pitch Deck Templates:**

Microsoft:

<https://templates.office.com/en-us/templates-for-PowerPoint>

**Google:**

[https://docs.google.com/presentation/d/17wRgIpjHlyhtgglm31CPL\\_09h2oEdy80uodjd5iaQE/edit#slide=id.p](https://docs.google.com/presentation/d/17wRgIpjHlyhtgglm31CPL_09h2oEdy80uodjd5iaQE/edit#slide=id.p)

#### **Innovation Challenge Pitch Deck Finalist:**

[https://d253pvgap36xx8.cloudfront.net/challenges/resources/1d253d4a614e11e9873d0242ac110002/Pitch\\_Deck\\_Training.pdf](https://d253pvgap36xx8.cloudfront.net/challenges/resources/1d253d4a614e11e9873d0242ac110002/Pitch_Deck_Training.pdf)

## **FREE HELP IS AVAILABLE!**

If you are in need of advice on the development or design of a pitch deck we are available to assist you. We provide advice, counsel, webinars, roundtable discussions and a lot more - all for FREE to entrepreneurs and small businesses.

**We also offer a free webinar on how to design a PITCH DECK**  
**Check our website at [www.mbmentors.org](http://www.mbmentors.org) for dates/times**