

Company Pitch Deck

Essentials of a Company Pitch Deck

A good Pitch Deck is key to successfully raise capital

Not more than 20 slides maximum

Have a story with a differentiator that grabs the attention

It should fit with investor's interests (check ahead of meeting)

Solving a Big Problem = Big Market

Show market size and use cases

Get the right team in place

Assumptions are important and will be discussed

Timing of presentation is key

Sell ! Do not over-explain !

Structure of a Pitch Deck

- 1. Introduction**
- 2. Team**
- 3. Opportunity**
- 4. Solution**
- 5. Competition**
- 6. Business Model**
- 7. ESG considerations**
- 8. What are you looking for**

1. Introduction

1 slide containing:

- ✓ Summary of the company's history
 - ✓ Start date
 - ✓ Funding history so far
- ✓ Catch sentence defining the company and its business
- ✓ USP to which customer addressing which pain point(s)
- ✓ Credibility indicators (clients, press,)

2. Team

1 slide containing:

- ✓ Management
 - ✓ Relevant experience
 - ✓ Prior companies
 - ✓ Education
 - ✓ Prior exits
- ✓ Board of directors
- ✓ Advisors (experiences and roles in the company)
- ✓ Key hires (who is missing for now)

3. Opportunity

2 - 5 slides containing:

- ✓ Explain the Pain of customer / in the market
- ✓ Big Problem (Pain) = Big Opportunity
- ✓ How has the pain been addressed so far
- ✓ What has changed in the market
 - ✓ Are we at a turning moment
 - ✓ Why our solution is now possible and will succeed
- ✓ Define the market
 - ✓ Total market size
 - ✓ Total Addressable Market
 - ✓ Serviceable Available Market
 - ✓ Future evolution

4. Solution

2 - 6 slides containing:

- ✓ Which offering to whom
- ✓ Show and demonstrate your solution
- ✓ Differentiator (why are you different)
- ✓ Competitive Advantage (why are you better than others)
- ✓ IP/Technology/Patents
- ✓ FTO and regulatory issues

5. Competition

1 - 2 slides containing:

- ✓ Position within the ecosystem
- ✓ Competitive Landscape
- ✓ Competitive Matrix
- ✓ Competitors and their investors
- ✓ Reasons why our solution is preferred
- ✓ Why will people switch to our solution

6. Business Model

2 - 4 slides containing:

- ✓ Business Model (Use Business Model Canvas) with metrics:
 - ✓ Key Customers
 - ✓ Revenue model
 - ✓ Pricing policy
 - ✓ Average ticket size
 - ✓ Churn rate
 - ✓ Subscription base
 - ✓ Sales and distribution model
 - ✓ Pipeline
- ✓ Milestones to be achieved in the future
- ✓ Financials:
 - ✓ P&L, Cash Flow, Burn Rate, Cap table

7. ESG considerations

1-2 slides containing:

- ✓ ESG engagement policies
 - ✓ Policies in place
 - ✓ Mitigation actions
- ✓ Life Cycle Analysis
 - ✓ A Life Cycle Assessment (LCA) measures the environmental impacts of a product or service
 - ✓ Summary of results on Global Warming Impact

8. What are we looking for ?

1-2 slides containing:

- ✓ Company financing history
 - ✓ Equity (with pre-money valuations of each round)
 - ✓ Convertible
 - ✓ Grants / Non-dilutive
- ✓ Valuation expectations (in pre-money and % of capital)
- ✓ Target amount to be raised, why so much ?
- ✓ Runway available now and after financing
- ✓ Timeline with milestones and future financing needs
- ✓ Post-money of last round.

Contact Us

EQ / NEXT
Advisors

FULVIO MACCARONE

fm@eqnext-advisors.com

+41793985915

www.eqnext-advisors.com

