



Venture Investor Pitch Deck Template

Team bio

Founders

Key Employees

Board & Advisory Board Members

Investors want to know whom they are talking to.



30,000 foot view of your startup

Define the company / business in a single declarative sentence.
Why you are the next big thing?



Problem definition

Clearly define the problem your startup is trying to solve. Describe the pain of the customer. Explain how the customer address the issue today.



Solution

Explain in detail, but simply, the way in which your startup is going to solve the problem.
Demonstrate how you are going to make the customers' life better.
Present the main use cases.



Market Size

Define which industry you are in. Calculate the TAM.
Provide a dollar value as to the market size you are in.
(Do not forget to add sources in appendix)



Competition

State your competitors.
State their competitive
Advantages.
Demonstrate what makes
you so special.



Why now

Define recent trends that make your solution possible.

Show that your product is getting traction. (Could be based on actual revenues, booking, Proof-of-Concept with leading players in the ecosystem, etc...)



Financials

Show how you are going to generate income.

Explain the potential business models

Info re typical deal size

Indication re Sale Scalability



Next steps

Demonstrate that you have a game plan.
Provide step-by-step solution going forward.



Investment Opportunity

Explain the investor opportunity:

Capital Sought in this round

Pre-money valuation

Post- investment Burn rate / Runway

Use of Proceeds

(Explain why this investment is less risky with more potential than their alternative venture investments)



Appendix

Provide sources.
Prepare back-up slides for
potential questions you
might be asked.

