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BEEHIVE

THE PITCH DECK

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Know your Audience

Is the audience knowledgeable about the market/sector?

Do you need to explain or educate the audience about the product?

How/where will the pitch deck be presented/viewed?

a group presentation?

or

discussion with a single investor?

or

pitch to be emailed to a potential investor?

The deck will have to be customised for each of these scenarios.

Get the tone right for the audience.

SLIDE 1:

High Level Overview

Highlights of the business – high level teaser (advert!) for your business.

What's the story behind the idea?

How has the idea developed from concept to reality?

What has been achieved to date?

Describe the team – key members.

Describe the market opportunity.

How do you plan to realise the opportunity?

SLIDE 2:

The Problem Being Solved

What problem is the business aiming to solve?

What's the nature of the market opportunity?

For example:

- manual process being automated.
- ability to provide key data to customers in real time.
- technically improved product.
- improve lifestyle/well being of target group.

Ideally, the market opportunity should be large enough to attract investors.

SLIDE 3:

The Product

Describe the product/solution including **key features**

Explain how the **product is differentiated** from the competition (why is it a better mouse trap?)

Describe how you made the product better.

Describe how you will make money – **what's the business model?**

Detail the customer experience/reaction to date – **customer validation.**

e.g new customer engagement, customer trials, early stage sales.

SLIDE 4:

The Market

What's the ***route to market*** – direct or via sales channels or combination of both?

What sales/marketing initiatives are key to driving sales:

How will you reach your target customers?

e.g sales team, trade fairs, access to key influencers/early adopters.

What's the lead time on sales?

SLIDE 5:

The Team

Provide background info on the team – ***founders & key people, careers & experience.***
Introduce the wider ***team of advisers & mentors.***

Provide info on the teams network.

Show the commitment & dedication of the team (in terms of what has been achieved to date on scarce resources).

Provide summary of key staff hires for the future.

SLIDE 6:

Financial Projections

Provide summary of key figures from your financial model (revenues, expenditure, gross margin, EBITA).

Detail how much investment is required for the current round of funding.

Understand the numbers & relationship between revenues & costs.

Know the '***cash burn***' ***per month*** and show that you understand the importance of being cash positive (especially during the early stages of the business).

Have a company valuation figure in mind - be able to back it up!



**PRACTICE AGAIN & AGAIN
MAKES PERFECT**