

# Pitchdesk - Sample 2022

## 1. STRUCTURE

- Cover
- Problem
- Solution
- Product Demo
- Market Size
- Business Model
- Competition
- Underlying Magic
- Go-to Market
- Team
- Traction / Milestones
- Fundraising Information

### ***Problem***

- No complicated jargon
- No debatable arguments
- 100% straightforward verifiable claims
- Creating Empathy with Investors
- Questionable Statement = whole premise of the pitch will be doubted
- If the problem you are trying to solve can be applied to them, then: great!
- If you are solving the problem to an entirely different audience: acknowledge it

### ***Solution***

- You and your company
- Mention 3 or 4 core functions of the product and how they address the problem
- Avoid jargon: think of benefits instead of features Product Demo
- Video Capture vs. Live Presentation
- Aha Moment in 30 seconds or less Investors
- Want returns for their investment! (It's not about sympathism)
- Your Team and your solution can grasp this opportunity, create a sizeable and give a sizeable return on investment

### ***Market Size***

- Important for how large the company can become
- Top down market approach: Total Market Size, SoM
- Bottom up market approach: Premises, KPIs
- Scenarios: Worst, Realistic, Best Business Model
- Make-or-break for the pitch

- Must be intuitively understood Competition
- Grid (BCG-Matrix)
- Steve Jobs: comparing the iPhone to any other phone
- Product should stand far from the competitors Underlying Magic
- = Competitive advantage
- Elaborate on Technology
- Unique Product or Service
- Uber: (1) Route optimization system (2) Reputation Tracking (3) Demand Forecasting Go to Market
- Try and Fail (nobody knows how this will work out until it's tried)
- Fake it till you make it
- Picture it as you are 100% sure: that's the way to go
- Prove that you can figuring out ways to grow your business
- Ideas + ability to execute them
- Market Adoption: (1) Events (2) Partnerships (3) Craigslist: dual posting features (increasing traffic) Team
- Simple
- Mentioning Founders
- Why are you the right people to grow this company
- Hustler (CEO), Hacker (CTO), Hipster (Can build a high quality brand)
- Do not talk about advisors here, first employees or anybody who is not 100% dedicated to the company Traction and Milestones
- Traction might come directly after cover
- Traction is the climax of the story
- If you have revenues. Only use the revenue growth in the chart Fundraising Information
- On stage: do not add financial data
- Sending the deck to a VC: ok
- US: "Fundraising 101: A tale of two rules – Fundraising under 505 (b) vs. 506 (c)

## ***2. 5 Pitch Mistakes Entrepreneurs make, and how to fix them (Brandon Baker)***

### ***1. They fail to tell a story***

- Ingredients w/o flow
- A story arc: "Pain and response."
- "I saw the pain firsthand"
- "There are millions like me."
- "So we built a solution."
- "Here is how the product works."
- A pitch is a sequence of story arcs
- Arc 1: "Pain and response."
- Arc 2: "It's working."
- Arc 3: "It's spreading to a big place"

## ***2. They don't think at an investors's level***

- Entrepreneurs are good at execution, not good in how the world is changing
- How the world is changing – Company Vision – Execution
- “Why is now the only time this company could be built?”
- “Why is this the only Team that can built it?”

## ***3. They think a pitch is rational***

- Its stupid to investment I a company in the seed phase
- Investors want to be excited
- Exitement must be bigger than the Hesitation
- Exitement vs Hesitation List

## ***4. Entrepreneurs try to hard to be credible(defening themselves)***

- Be specific, be different
- Be unique
- Create room to be challenged

## ***5. They can't cut shit***

- The more aspects are added, the worse it gets
- Take the 3 Best (vs 10 Best, vs 25 Best)

**[Download the file here!](#)**

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