



Investor Pitch Deck

Template for Entrepreneurs



<Investor Pitch Deck?

<Insert One-Line Company Purpose>



<Insert
Company
Logo>



Customer Pain Point

Tips for drafting the customer pain point slide:

- Briefly summarize the customer problem in a sentence or two.
- Frame the problem in a way that leads to your unique solution.
- A few styles in which companies describe the problem are single statement description, bulleted statement description, quantified problem description, and visualized problem.

Customer Pain Point - Sample

Personal Transportation Rental Companies Are Losing Millions in Potential Revenue

- Lost revenue due to not having bike/scooter available:
 - Not located in the right places
 - Not charged and ready at the right times
 - Too much downtime from unplanned maintenance
- Little insight into actual usage and/or special activities that can drive changes in plans and demands.
- Success is driving growth that is “good enough.”

Company Confidential



Impact

Tips for drafting the impact slide:

- Highlight the impact of the customer problem or the impact of not having your solution to resolve the problem by using quantitative measures.
- Use measures such as cost, revenue, and risk to highlight economic impact.
- Use measures such as safety, innovation, productivity, transparency, and accuracy to highlight impact on other critical aspects.

Impact - Sample

Inability to Meet Demand = \$200 Million per Month in Lost Revenue



Estimates show that utilization is at 15% overall.



Average scooter rental company revenue today is:

\$17 per scooter per day
400 scooters per city
\$200,000 per month for each city
Global cities of right size = 1,000
Total opportunity = \$200,000 per month
x 1,000 cities = \$200 million per month



Optimizing location and availability = double the revenue

Solution

Tips for drafting the solution slide:

- Articulate how your solution uniquely addresses the customer problem before highlighting functionality and features.
- To show how your solution works, include a demonstration graphic or video.

Solution - Sample

SoftwareCo
Can Start
Optimizing
in One Day

Optimizing
SaaS
software
solution to:

Advise on number of devices, starting locations and repositioning adjustments

Anticipate and schedule maintenance to keep more scooters operational

Advise charging times and locations so scooters are ready when needed

Short time
to value

Integrate and configure to rental information database
Standard set of scooter configurations that can be adjusted (charge length, maintenance information, location data)

GIS mapping and traffic information built in for 2,000 global cities

Event scheduling input from major event producers automated

Ability to integrate additional city/event data to further optimize

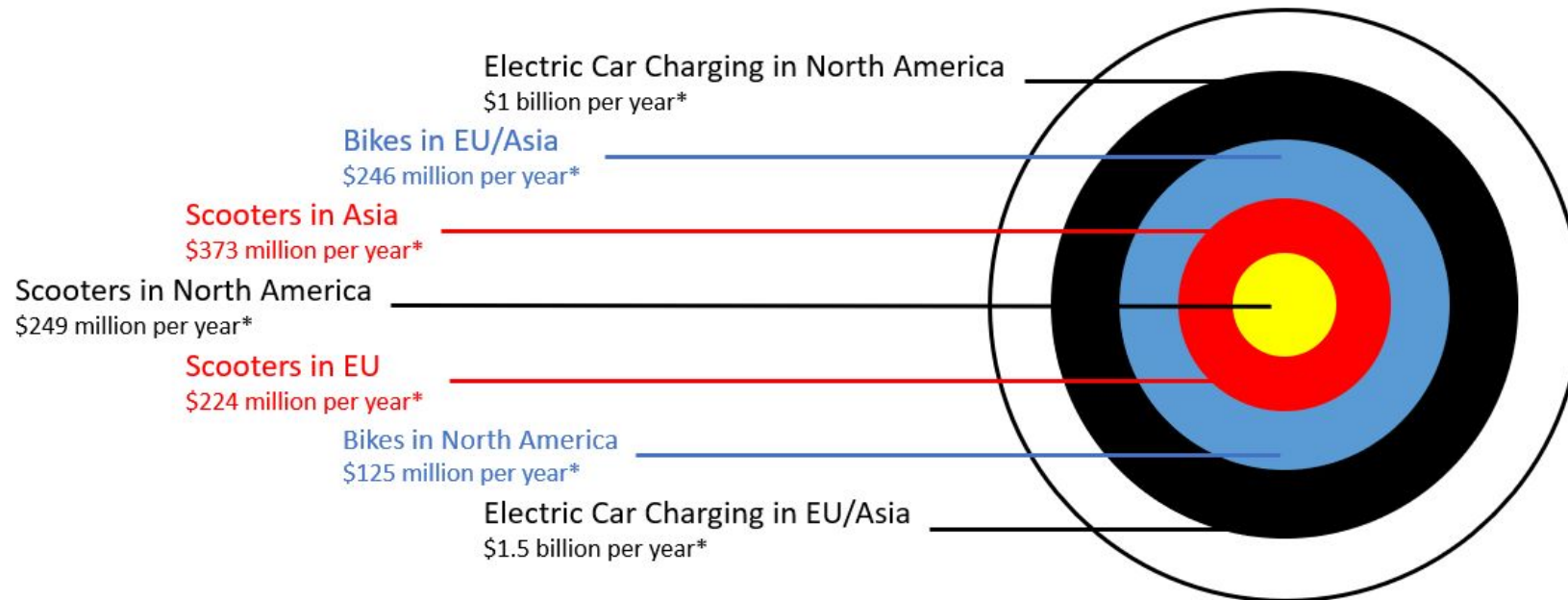
Target Market Segment

Tips for drafting the target market segment slide:

- Identify the ideal target customer segment by starting with a common set of needs that can be served with similar product, marketing, and services.

Target Market Segment - Sample

SoftwareCo TAM = \$1.2 Billion, Growing to \$5 Billion by 2023
Global With Scooters ... First



* Market size based on estimated number of rides at 10 cents per ride;
excludes electric car potential = \$1.2 billion

Market Opportunity

Tips for drafting the marketing opportunity slide:

- Briefly summarize the drivers of the customer problem or the opportunity in a sentence or two.
- Highlight the urgency of addressing the customer problem or leveraging the opportunity in your statement.

Market Opportunity - Sample

Why Now?

AdTech is growing. Display Advertising (display, mobile and video) is forecasted to grow from approximately \$43 billion in 2012 to \$90 billion in 2017^[1].

AdTech investments have been able to do IPOs recently (Rubicon, Rocketfuel, Marin). Outbrain, RadiumOne and more to file soon.

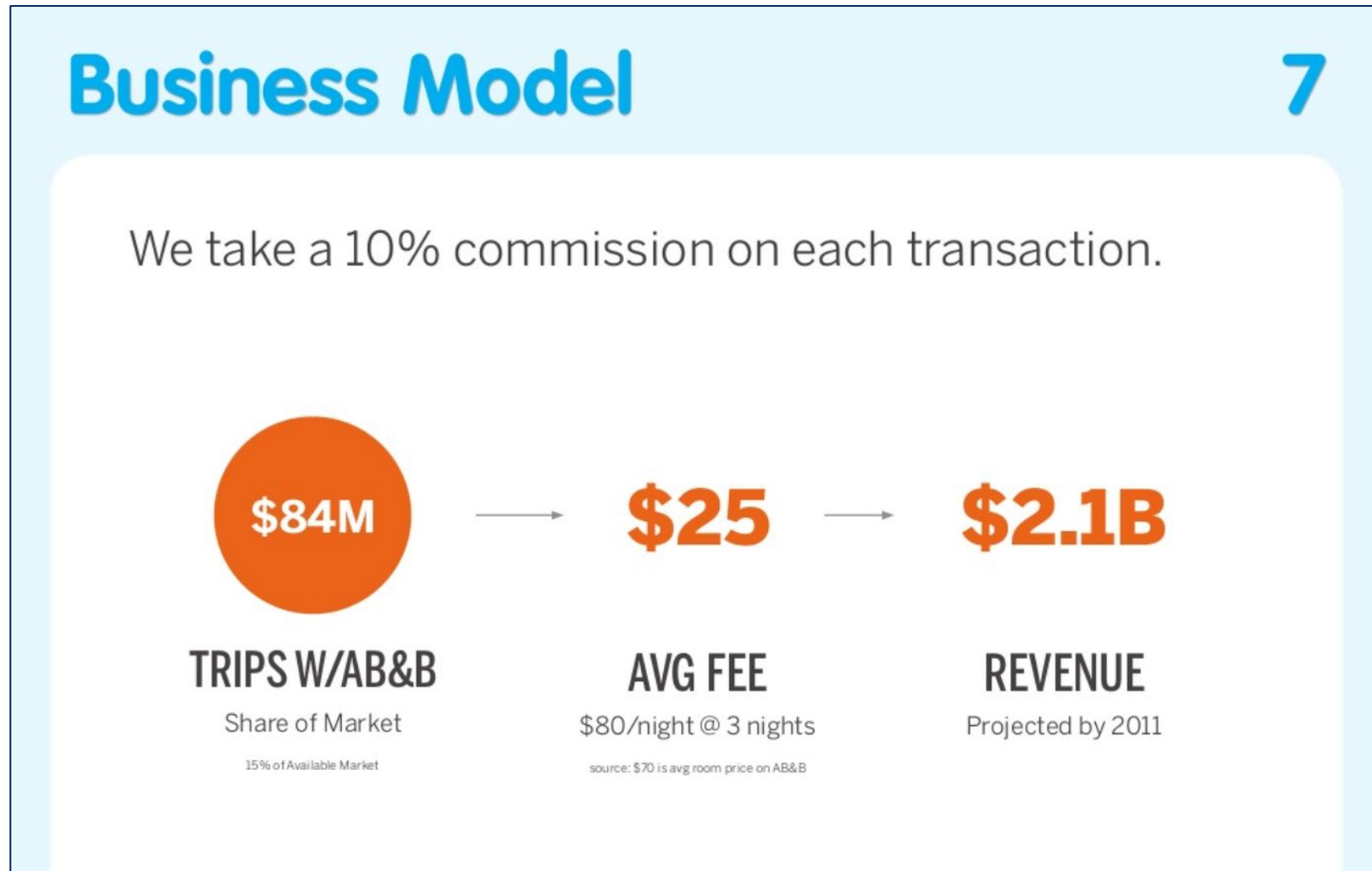
A/B Testing is a hot market (Optimizely, VWO) and no one is using it for Publishers, yet.

Market Strategy

Tips for drafting the market strategy slide:

- Highlight the unique aspects of your go-to-market strategy, such as free trial or licensing.
- While it's tempting to show a long list of feature differences, highlight the two most important aspects:
 - Your business model (how you price, sell, service, or provide your solution)
 - Product (architecture or patented capability that is a sustainable difference from competitors)

Market Strategy - Sample



Source: <https://www.cirrusinsight.com/blog/startup-pitch-decks#airbnb-seed>

Competitive Landscape Template

Instructions: Design your competitive landscape illustration by inserting the attributes for comparison and the name and/or logo of your company and its competitors in the template below. Adjust the color scheme to suit your pitch deck. You can use textual description, tick and cross, yes or no, or Harvey balls to make the comparison. Some examples of attributes are cloud connectivity, machine learning capability, and ease of use.

Attribute Comparison

<Insert Your
Company
Name/Logo>

• <Description>



<Insert Competitor
A Name/Logo>

<Insert Competitor
B Name/Logo>

<Insert Competitor
C Name/Logo>

< Insert Attribute 1>

< Insert Attribute 2>

< Insert Attribute 3>

Market Traction

Tips for drafting the market traction slide:

- Use the market traction slide to enhance and validate your story, using elements such as sales traction, case studies, or customer validation.
- Prioritize showcasing revenue growth if you have significant sales activity.
- Use customer success case studies or testimonials to demonstrate the value of your solution clearly.

Market Traction - Sample

Proven
Success and
One Major
Account



Two regional scooter rental companies on board for six and nine months



Closed one of three largest national players in North America.

Initial trial for five cities just completed
Rolling out to 50 cities in next three months



Replaced two competitors in regional deals and beat both in evaluation for large national deal.



Tips for drafting the ask slide:

- State the amount you are looking to raise and the series of the investment round in a slide, followed by the purpose of raising the investment.
- The amount will depend on factors such as the stage in the company life cycle, series of investment, shareholders' willingness to dilute, and geography.
- Summarize how you will use the investment to execute your growth strategy.

Ask - Sample

Raising
\$5 Million
Series A
Preferred

1Q19: Funding expanded staff
and regional access

2Q19: Growth in product
development team to drive new
capabilities and integrations

3Q19: Expand marketing, sales
and support staff

4Q19: Expand staff to automate
operations for billing reporting

2020: Develop local presence in
Europe and Asia

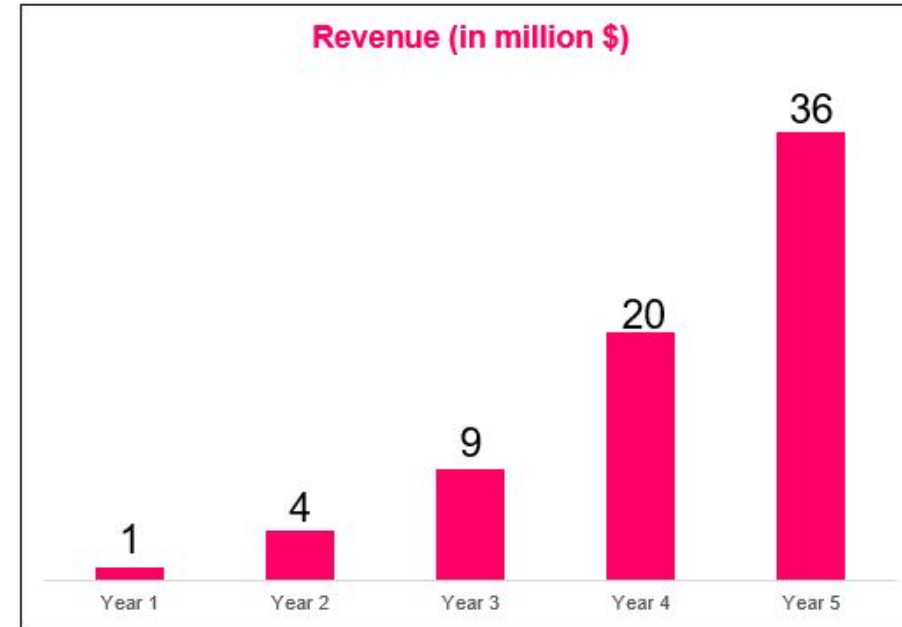
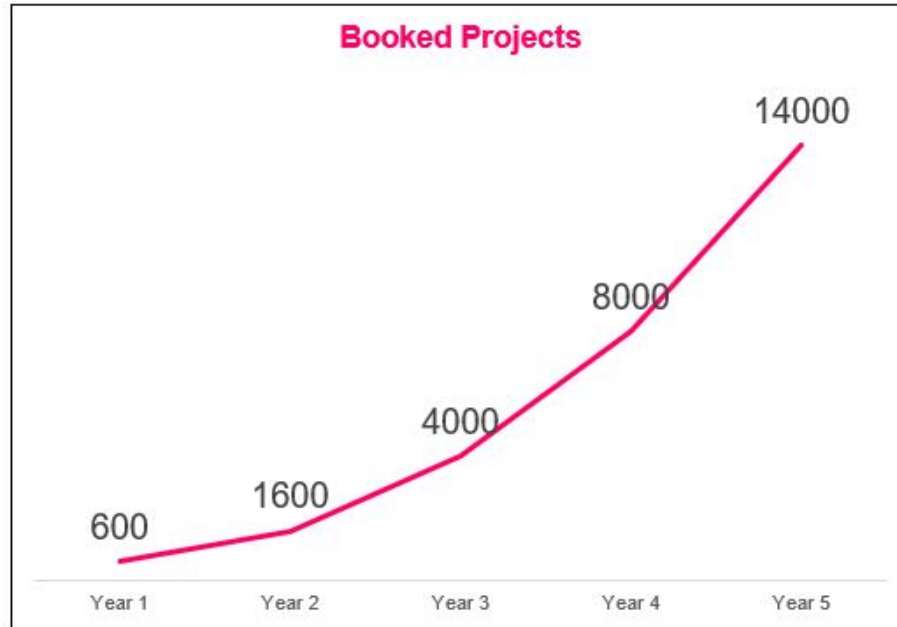
Financial Plan

Tips for drafting the financial plan slide:

- Build a simple financial projection with revenue split by key drivers to showcase the expected growth of the company.
- The projections should be consistent with the funds being raised and the go-to-market strategy.

Financial Plan - Sample

Forecast Booking Post Funding





Thank You