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Pitch Deck Template

Establish the problem

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Slide objectives:

To demonstrate that the problem you are solving is significant enough in terms of importance, urgency, and size.

To be specific, measurable, and accurate on the those points.

Make the biggest issue your headline. You could even devote an entire slide to it if you have enough conviction behind it.

Define what the impact of this pain is for your target market? What is the cost to them when dealing with this problem:

1. Lost revenue?
2. High customer churn rates?
3. Employee dissatisfaction?
4. Not ready for the future?

Here are a few ideas on how to portray this:

Use images wherever possible to direct the eye and accompany them with impactful, short bullets or sentences.

This should be no more than 1 to 3 slides, max.

If the pain you are articulating is based on primary data you have collected, or it is from secondary sources, make sure you reference it. The former is pretty much always better as it shows that you deeply researched your market and used that data to build your company strategy.

We have the solution!

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Slide objectives:

This is where you suddenly announce that you have the software 'paracetamol' to your target market's headache. This slide will provide your reader with the strongest prompt for them to continue reading your materials.

In essence, you need to show that you have a killer solution to the problem(s) previously mentioned

Here are a few ideas on how to portray this:

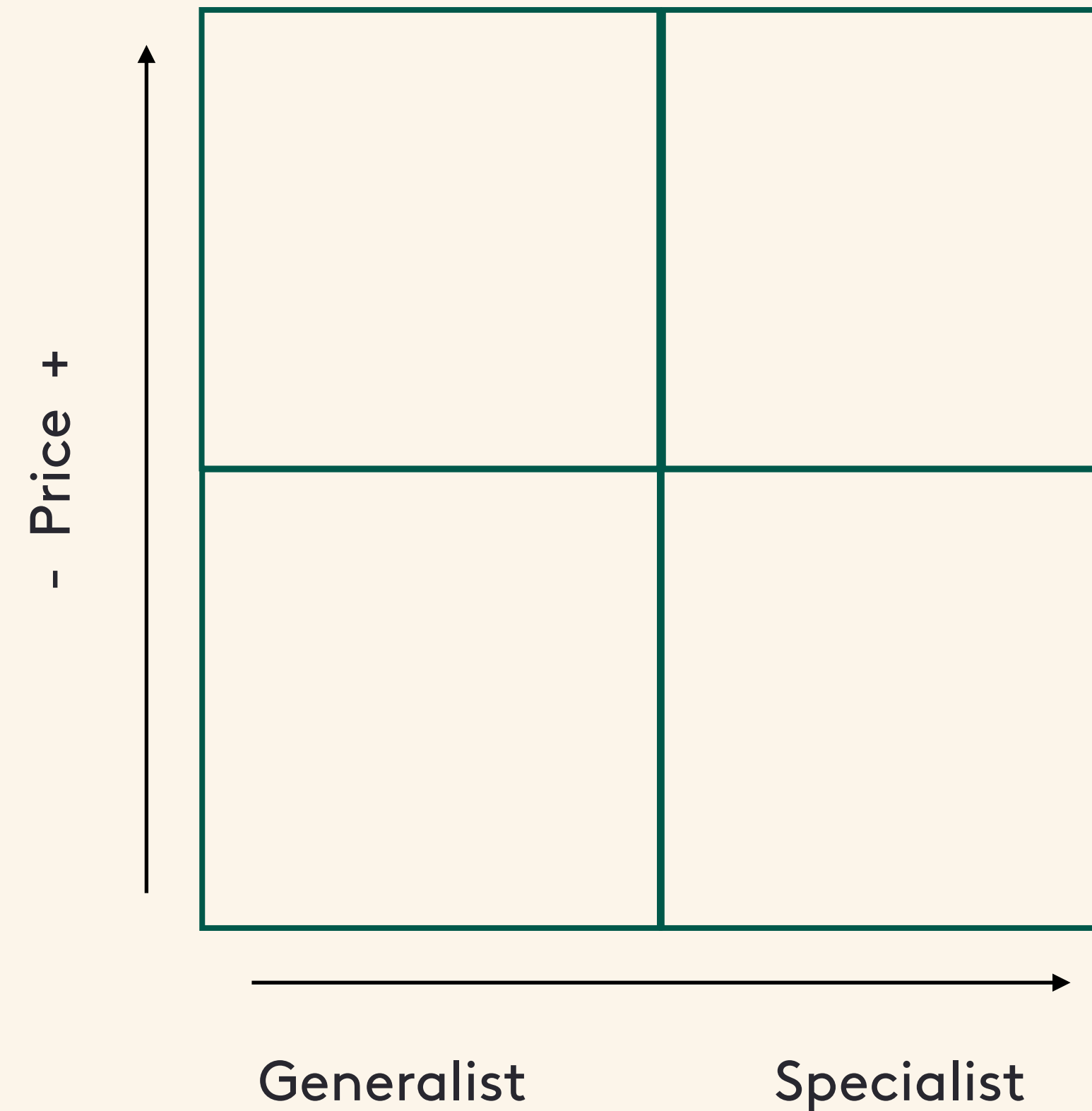
However, this is also the slide where the crescendo you have been building has the greatest chance of falling on a flat note. Here are some thoughts on how to maintain the beat:

1. Be really precise about the articulation of your solution: "X solves X" Nothing more. Nothing less.
2. Highlight the top three things your product offers to solve the problem
3. Use a single product shot, not multiple, to maintain reader attention and keep the copy very snappy.
4. Use easy to comprehend language. Practice your pitch with a wide range of people.
5. Keep it to one slide – if you can't convey your company's mission in under 10 seconds, you have a problem.

So, why does this matter?

Slide objectives:

On this slide, you need to show why your solution is the best one in the marketplace. This is not necessarily a competitor review (that comes later) but rather a statement about how much better/different your solution is than what is currently practiced or available from others. A Venn diagram or competitive grid is an effective way of showing this:



Why we exist, today.

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Slide objectives:

This slide is all about answering one of the most important (and frequently asked) questions in my repertoire: “Why Now?”. We have spoken a length about this question in previous blogs, but here are some quick ideas:

1. What has changed or happened to enable your company to exist, today?
2. What has changed in your target market’s business models to facilitate your product?
3. Has something become cheap that was once expensive?
4. Why is this hard to accomplish? Why has no one else done (or failed) to do this?

Here are a few ideas on how to portray this:

1. Again, keep it snappy, visual and brief
2. Maybe focus in on three points of differentiation that have the most impact

The Total Addressable Market (TAM)

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Slide objectives:

This topic has been done to death by countless other VC blogs, however, the pieces of advice we would offer are:

1. If it is too small, it will not be interesting to early-stage VCs. If it is too large, it will not be taken seriously.
2. Whilst this is a slide that we often gloss over (we know it is always 'big'), please don't underestimate its significance. It is an important credibility check for investors and a useful test on how you view the size of the opportunity.
3. Make it focused and realistic. If you are developing a new search engine tool, do not estimate your TAM on the market cap of Google. Base it on the number of users/customers/people using this particular tool in your target market. If the TAM is still embarrassingly massive, why not just state the size of your domestic market and then add the global market as a footnote.

A few ideas on how to portray this:

1. A pie chart is probably the best infographic to demonstrate your TAM.
2. Feel free to show or discuss your workings/calculations on how you got to your TAM.

Slide objectives:

Whether you are pre-seed or further along in your business lifecycle, the traction slide remains one of the most critical slides of all. This is your chance to tell the story of your hunt for product-market-fit.

If you are pre-seed, mention how many pilots you have run or how developed your customer pipeline has become.

If you are at the seed stage, talk about current revenue growth since launch and percentage change between these key points in time. Here are some other ideas:

1. Demonstrate that your market is willing to use and pay for your product.
2. Show that interest is growing at a substantial, beyond steady rate.
3. Make sure the data is 100% accurate

A few ideas on how to portray this:

1. Don't try and massage the numbers by including non-recurring/scaleable consulting income. This is valued at lower multiples than subscription revenue.
2. Don't include customers in your revenue line who have only just signed an LOI and not paid you any fees. This is not banked revenue
3. Do include projections and have a thorough spreadsheet that backs them up

Slide objectives:

Again, this is a well-trodden subject that I will not labour on, however, it is expected piece of content that can be useful for an investor to assess a market, which she or he may not know much about.

Help your investors understand your competitive landscape. If they are interested in digging in more, they will need to do this anyway.

1. We expect you to have more checks in the boxes than your competitors – tell us why.
2. I would recommend focusing on competitors that are easily discoverable by investors and ensure that your knowledge of their current product suite is up-to-date.
3. Make sure you have assessed the global competitive market not just Australasia.
4. Also, be careful to not criticise them too much – you never know if the investor you are pitching has invested in them!

How do you make money?

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Slide objectives:

We can't tell you how many pitch decks we have reviewed where we are excited about what we have read thus far to only be disappointed with a missing/poorly written business model slide. Some things to cover are:

1. Demonstrate how you make money
2. Tell us about your pricing model
3. Discuss your product up-sell suite

If you are pre-seed and don't have any customers, clearly present a simple and sensible pricing strategy. Also, own the fact that you are nearly always under-selling your products and can always increase prices!

A few ideas on how to portray this:

1. Use this slide as another place to sell your company – what is the ACV (average contract value) for your product and how this has trended (hopefully it has gone upwards) since you launched.
2. If you are proud of your CAC (Customer Acquisition Cost) then tell us why – what nifty and thrifty ways have you developed to sell to your target market? Are you a growth hacker? If so, tell us how and what you did?
3. Ensure that your pricing model is simple, easy to understand, and appropriate. Don't overcomplicate it and make sure it follows through to your 18-month financial model

Why You?

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Slide objectives:

This is the most important part of your deck

1. This is all about telling us why you and your team are the most logical and credible people to build this company
2. Briefly mention your backgrounds - just the highlights.
3. Use clear photos that are professional and not your Instagram profile picture.

A few ideas on how to portray this:

1. Under your photos include a brief bio. We don't need your entire career history, just the reasons that make you the only people who can do this.
2. We sometimes question the need for long lists of advisors. Only list them if they actively working with your company, have invested, and/or are highly relevant.

Slide objectives:

The most commonly missed opportunity in decks that we review is that the entrepreneur(s) do not ask the investor they are pitching for investment capital. Always, always, always make “the ask”!

1. One line – tell us how much money you need and why.
2. If you are coming to market with your own term sheet (it is ok to do so) state the terms of your raise.
3. Demonstrate what this amount of capital will deliver for your business? More revenue? More product development?
4. Add a few bullets about the use of capital:
 1. How many people will you hire and what will they be doing?
 2. How long will the money last you?
 3. What is your deadline for hitting the goals (hint: 18-24 months)?
5. If it sounds right, feel free to briefly cover your cap table and founder ownership

The following slide includes our fundraising checklist. Feel free to bring this along to your investor meeting. You don't need to include it in your deck ;)

Fundraising checklist

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	Pre-Seed & Angel	Seed	Bridge	Series A
Team	Founder & 1 or 2 key hires	Up to 10 employees	10-15 employees (not all full-time)	Up to 25 employees, including sales and marketing
Product	Not yet released/very early beta	In market and developing, with more than a dozen customers	Dozen customers plus 2/3 large contracts in late pipeline stage	Initial product built, happy customers & up-sell product in development
Customers	Usually none/couple of unpaid pilots	Mostly sourced and closed by the Founders	Dedicated sales team built but not yet at full capacity/optimal performance	Sourced and closed by sales team. Early customers have renewed contracts
Revenue	Usually pre-revenue	\$100k - \$1m ARR	NZ\$1.5m - NZ\$2.75m ARR	NZ\$2.75m - NZ\$10m ARR
Profitability	Unlikely	Clear pathway to profitability outlined	Getting closer...	Break-even/early signs
Amount raised	NZ\$400k - NZ\$1m	NZ\$2.25m - NZ\$6m	NZ\$1.5m - NZ\$3m	NZ\$7.5m and up
Pre-money val.	NZ\$3m - NZ\$6m	NZ\$7.5m - NZ\$15m	NZ\$15m - NZ\$25m	NZ\$25m - NZ\$75m
Runway	12 months	18-24 months	6-12 months	Ideally 24 months
Founder equity	80-90%	70%	65%	50-60%

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Thank you!