



# THE PITCH DECK OUTLINE GENERATOR

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Remember, your pitch deck and pitch presentation are probably some of the first things that an investor will see to learn more about your company. And because investments rarely are made after just one meeting, your goal is to spark interest in your company. You want investors to ask for more after they hear your pitch and not just show you to the door.

So, while a solid pitch deck is critical to raising money, the key goal of the deck is to get to the next step—another meeting and a request for more information.

## **Business Name:**

## **Vision & Value Proposition**

This is a quick one-sentence overview of your business and the value that you provide to your customers. Keep it short and simple. A great way to think about this slide is to imagine it as a short tweet—describe your business in 140 characters or less in a way your parents would understand.

1. What is your vision?
  
  
  
  
  
  
  
  
  
  
2. What is your value proposition?

## **THE PROBLEM**

Ideally, try and tell a relatable story when you are defining the problem. The more you can make the problem as real as possible, the more your investors will understand your business and your goals.

3. What is the story behind the problem and is it worth solving?

## **THE SOLUTION**

Describe how customers use your product and how it addresses the problems. If possible, use pictures and stories when you describe your solution. Showing is nearly always better than telling.

4. What makes your solution special??

## **PRODUCT/SERVICE**

This slide is all about showing screenshots of your product in action. To make it even more powerful you may want to add some description about the product itself and some quotes of some of your existing clients talking about how much they love your product.

5. How does your product or service work?
6. Share photos & screenshots (product samples).
7. What are the key differentiated features of the product or Service?
8. Testimonials for customers or early adapters.

## **COMPETITION ANALYSIS**

The key here is explaining how you are different than the other players on the market and why customers will choose you instead of one of the other players on the market.

9. Who are the company's competitors and how is your company better/different?

## **TRACTION**

If you already have sales or early adopters using your product, talk about that here. Investors want to see that you have proven some aspect of your business model as that reduces risk, so any proof you have that validates that your solution works to solve the problem you have identified is extremely powerful.

10. What early traction has the company gotten (sales, traffic to the company's website, app downloads, growth metrics, etc., as relevant)?

## **BUSINESS MODEL**

What do you charge and who pays the bills? For some businesses (content sites, for example), advertisers pay the bills instead of users, so it's important to flesh out the details here.

11. How do you make money?

## **THE MARKETING STRATEGY**

You'll want to detail the key tactics that you intend to use to get your product in front of prospective customers.

12. What strategic partnerships have been consummated?

13. How will you use social media?

14. Where will you advertise your business?

15. Which country is the primary target for your product?

16. Do you have logos and brand colours?

## **THE INVESTMENT**

You need to be able to explain why you need the amount of money you are asking for and how you plan on using the money. Investors will want to know how their money is being used and how it is going to help you achieve the goals you are setting out for your business.

17. How much do you want to raise?

18. What do you want to use the money for?

## **THE TEAM**

Why are you and your team the right people to build and grow this company?

19. Who are your key team members and their experience?

## RESOURCES

- Rober Kawasaki's 10:20:30 Rule - <https://youtu.be/0iqIBDVMOyw>
- Air Bed & Breafeast <https://www.slideshare.net/ryangum/airbnb-pitch-deck-from-2008>
- What the best pitch decks have in common - <https://youtu.be/h5qWn0SfTXA>
- **Buffer Sample Deck** - <https://www.slideshare.net/Bufferapp/buffer-seedrounddeck>
- **The Facebook Sample Deck** - <https://www.slideshare.net/startuphome/facebook-pitch-deck-87761364>
- **Aspire food group pitch deck** - [https://youtu.be/Q\\_1HufkQujY](https://youtu.be/Q_1HufkQujY)
- **Pitch Deck Design Tips:**
  - The best pitch decks add icon headers to your important content
  - Use similar charts and graphs for easy comparisons across slides
  - For long pitch decks, switch up the slide layouts
  - Pick a consistent theme for your presentation background images
  - Don't just list your ideal users, create visual personas
  - Use a timeline to show how your company has grown
  - Do the math for your audience