

How to Pitch a VC

With Dave McClure

REDESIGNED

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10 Slides to an Awesome Pitch

1. Elevator Pitch
2. The Problem
3. The Solution
4. Market Size
5. Business Model
6. Proprietary Tech
7. Competition
8. Marketing Plan
9. Team
10. Money



Teaser slide here



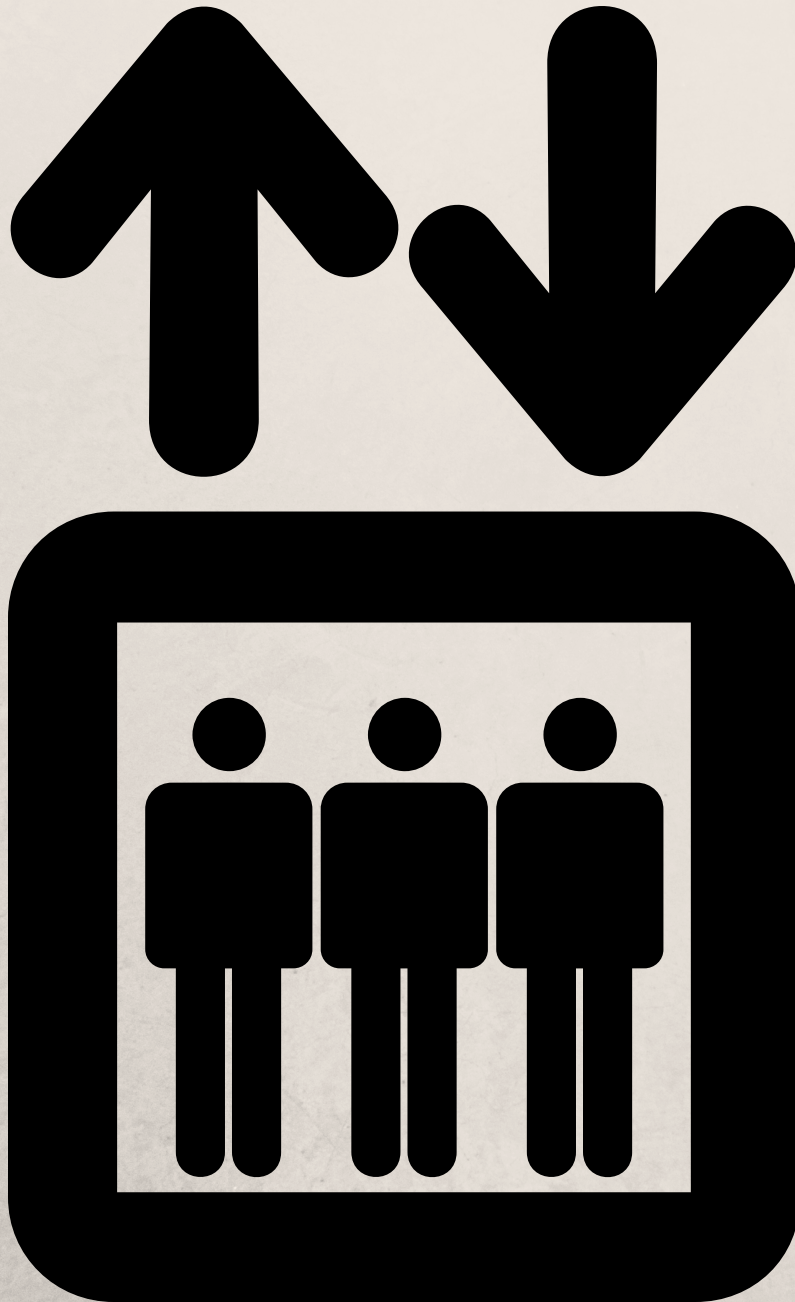
Demo here

Make your teaser slide
MEMORABLE





1. Elevator Pitch



Hey I'm Bill
from
hikers.com,
The place
where we do...
If you have
this problem,
this is how we
solve that
problem...



30 Seconds

2. The Problem





I always get lost
when I go hiking

The **BIGGER** the problem the **BETTER**

3. The Solution



How do you solve the **problem**?



Describe how your **SOLUTION** fixes the **PROBLEM** and does it better or different than your competitors

Time for a...

DEMONSTRATION





4. Market Size

The **BIGGER** the market, the **BETTER**

We have Y customers in our market...the average customer buys Z times per year....average transaction size is X.

Market Size = X x Y x Z growing at +100% per annum

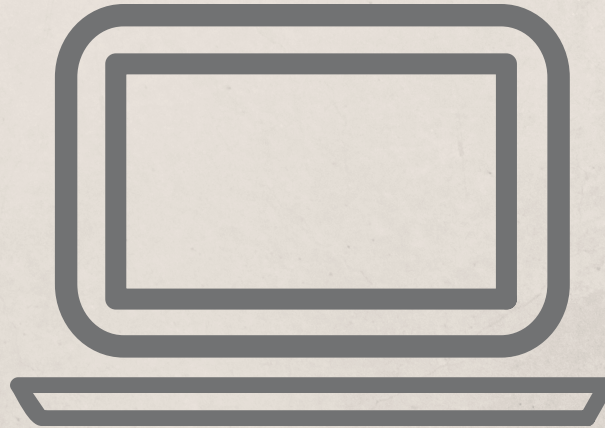
5. Business Model



HOW WILL YOU MAKE MONEY?



Retail



Online



Direct

Describe 1-3 **REVENUE** sources



6. Proprietary Tech

WHAT ADVANTAGES DO YOU HAVE?



Patents



Market Lead



Experience

Investors really like **UNFAIR** advantages

7. The Competition



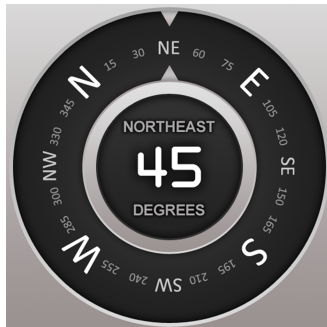
Premium



Unreliable

Reliable

2x2 Matrix



Budget

List **ALL** of your competitors. Describe how you are
BETTER or at least **DIFFERENT**

8. Marketing Plan



HOW DO YOU GET CUSTOMERS?



Email



Print



Social Media

There are lots of **DISTRIBUTION**
channels? Pick your top 3

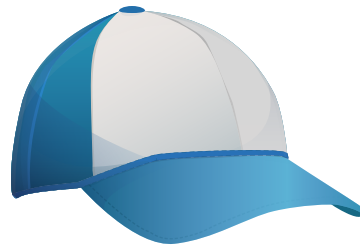
9. Team



WHO IS ON YOUR TEAM?



Techs



Entrepreneurs



Sales

These are the **PEOPLE** that really "prick the ears" of VCs

10. Money



WHAT HAVE YOU ACHIEVED SO FAR?



Revenue
& Profits

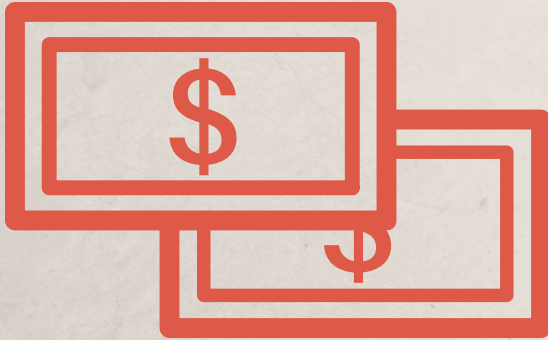


Customers



Testimonials

WHAT DO YOU NEED?



How much do
you need?



How much have
you raised?



How will you spend
the money?

LET'S SUMMARISE

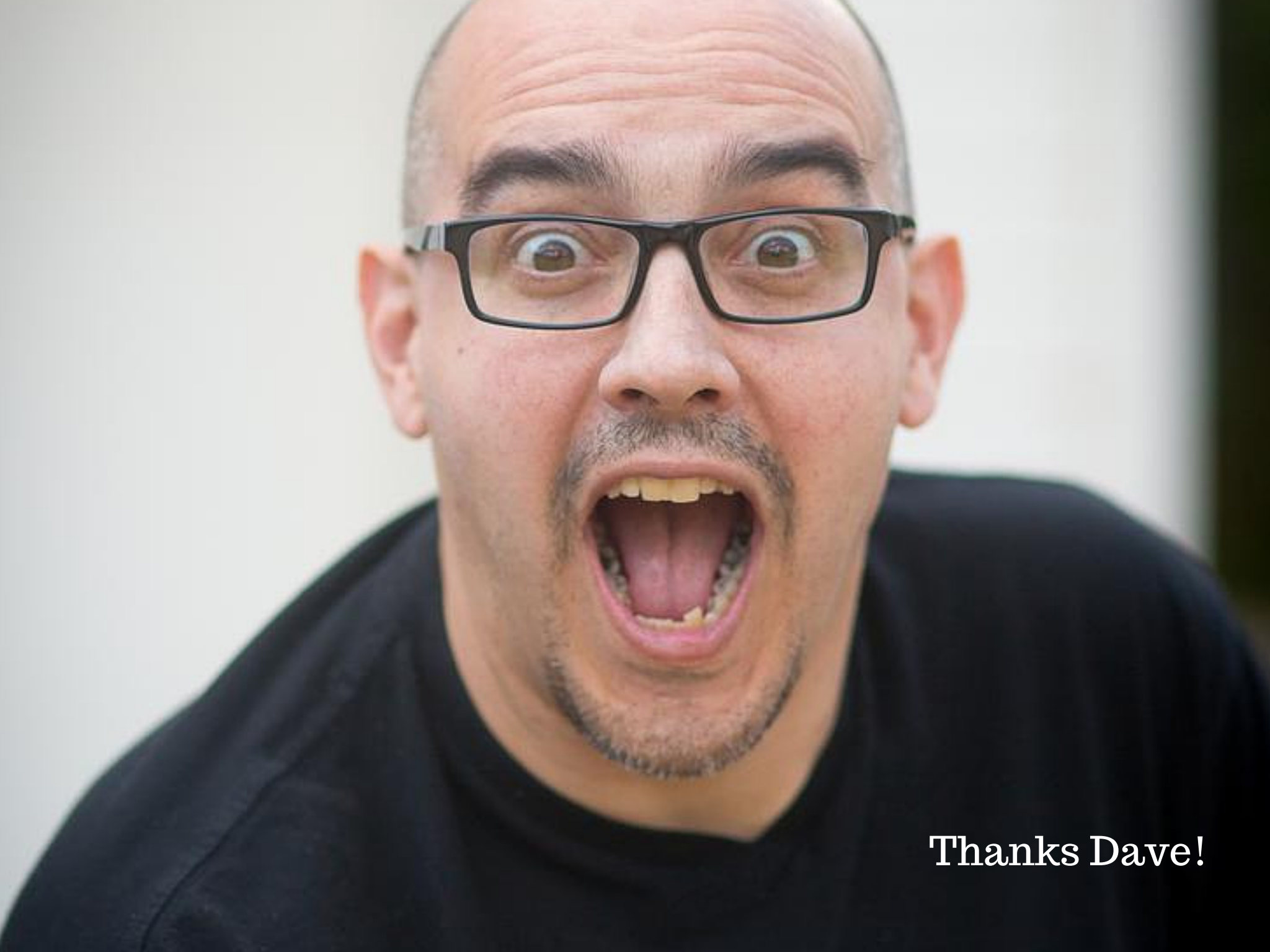
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Thanks Dave!

Credits

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