

# 0. COVER

Pitch Deck | [www.yourwebsite.com](http://www.yourwebsite.com) | Name of CEO

## Logo

**A short caption of what your Startup Does.**

intriguing and  
culturally relevant

LOGO

TITLE & PAYOFF

SOCIAL MEDIA

# THE PERFECT PITCH

---

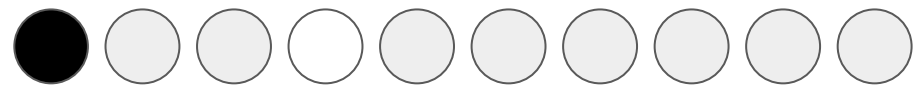
Presentation and demonstration

**The goal is to provide inspiring information that moves people to action.**

**- Guy Kawasaki**

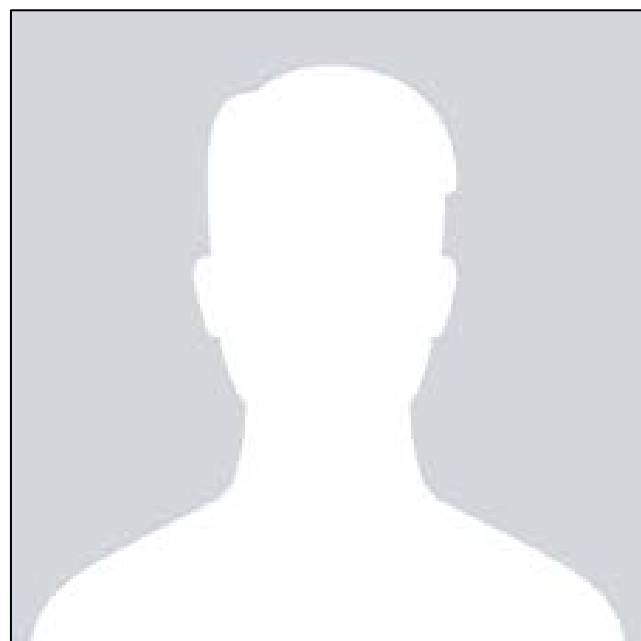
Joseph Gaylord  
joseph.gaylord@dpixel.it  
www.dpixel.it





## 1. THE TEAM

1. People make a difference
2. Key people and any additional figures
3. Who does what and why
4. Photo, name, title, short profile



- Pico della Mirandola
- Head of dealflow & CTO
- Consultant @ Neptuny 2006-2009
- MBA @ Oxford
- MSc ICT Engineering @ PoliMI



A good team is composed of at least 3 professionals with complementary skills



Emphasize the fantastic team you have

# WHO AM I?

---

**10 years experience**

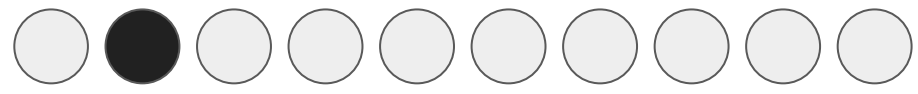
**10+ incubators and accelerators  
from all sectors**

**MA international politics**

**MBA, University of Bologna**

**dpixel: Italian certified incubator  
within Banca Sella Group**





## 2. THE PROBLEM

Describe pains or gains for a customer

The 5 components of a problem statement:

1. Who
2. What
3. When
4. Where
5. Why



**Be passionate  
but brief!**



**Include data to  
support your  
statements!**

# THE POINT OF A PITCH

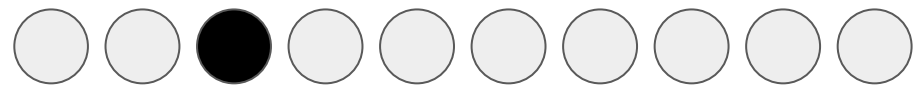
---

## The audience needs to know:

- What you do
- Why you do it
- How they can help
- Why they can trust you

## The audience might be:

- A competition or event
- Investors or supporters
- Customers
- Partners



### **3. THE SOLUTION** (Value Proposition)

How do you address the problem?

The 4 key-points of a solution statement:

1. Solution
2. Business benefits
3. Measurable outcomes
4. Data and market research



**Keep this slide  
high level!**

# 3 (MAIN) KINDS OF PITCH

---

## Elevator Pitch

30 seconds

Only spoken

Spark interest

## Investor Deck

Can be longer

Primarily read

Provide details

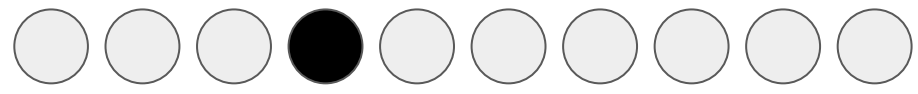
## “Standard” Pitch

5-15 minutes

Presented

Generate enthusiasm





## 4. THE PRODUCT

1. Show how your solution works
2. Describe the technology, secret sauce or magic

3. Get into details

4. Depending on the type of product:

- Prototypes
- Mock-up
- Screenshots
- ...



Be product obsessed!



Show don't tell



Make it awesome



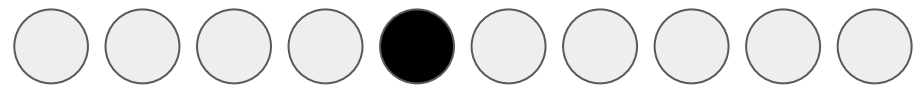
Include a demo if possible

# THE PITCH

---

1. Problem
2. Solution
3. Product, Innovation & Technology
4. Team
5. Customers & Market
6. Channels & Go-To-Market
7. Competitive landscape
8. Business model / Revenue Model
9. Current status & Roadmap
10. Investment and use of proceeds

- One idea per slide
- Tell a visual story
- Do not read the slides
- Engage the audience



## 5. CUSTOMERS & MARKET

1. Give specific numbers about potential growth
2. Be clear on your customers and numbers
3. Use quantitative terms (especially \$)
4. Top-down approach
5. Be ready to explain and defend



Do your homework!



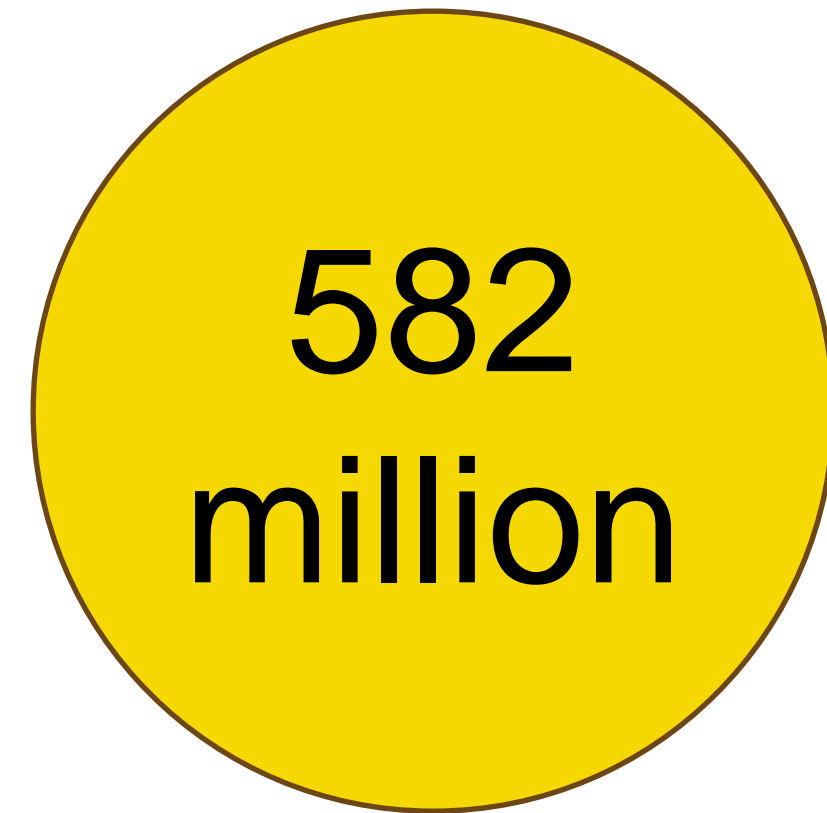
Be realistic (Your market isn't everyone)



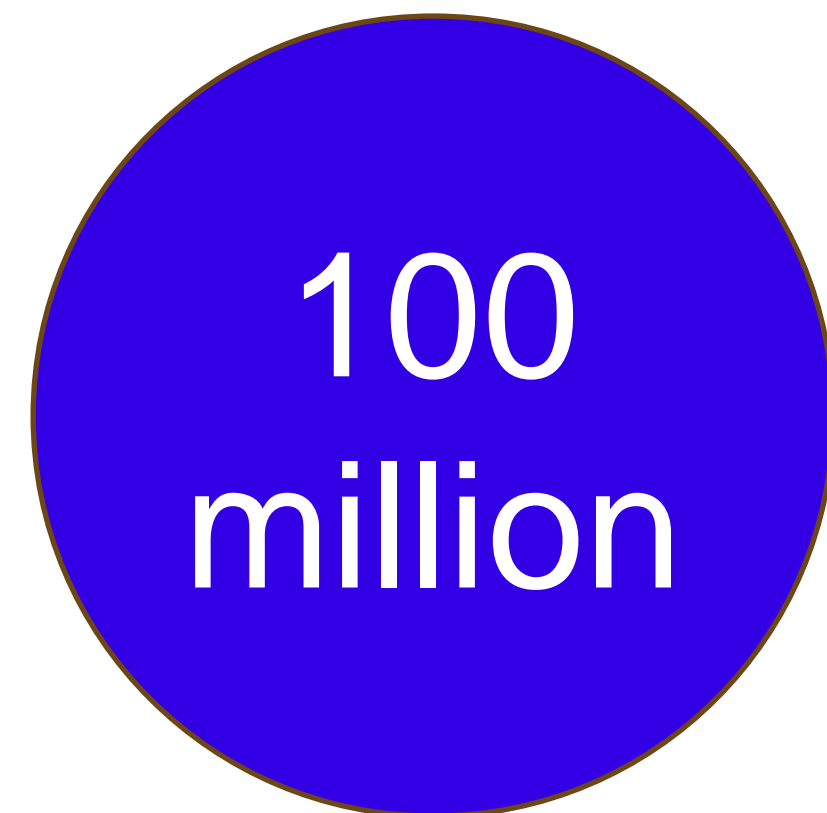
Cite sources!

# WHY THIS MATTERS

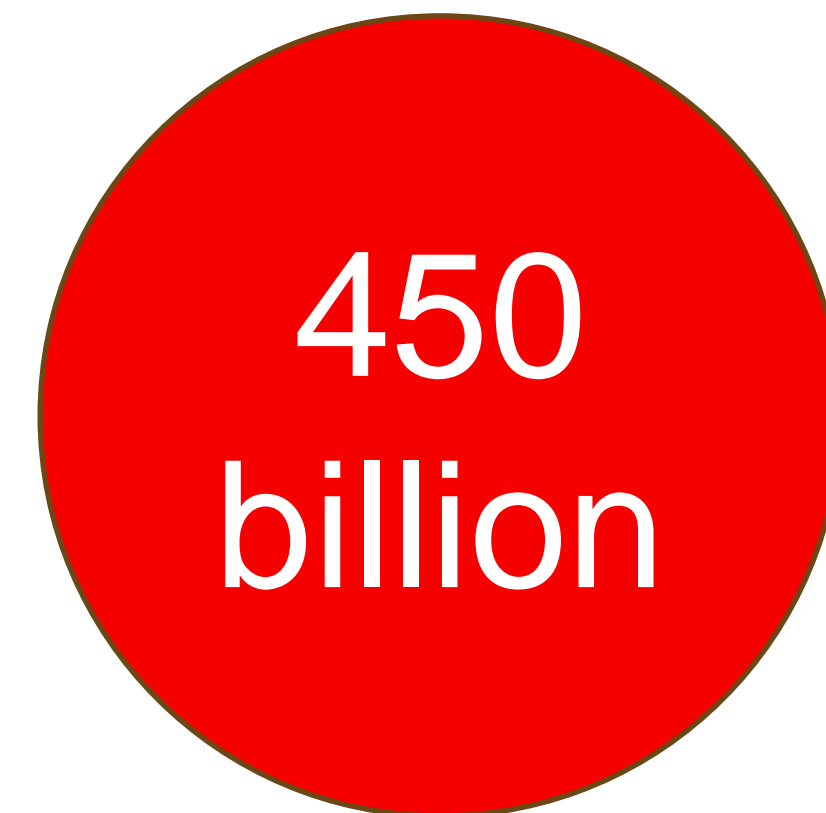
---



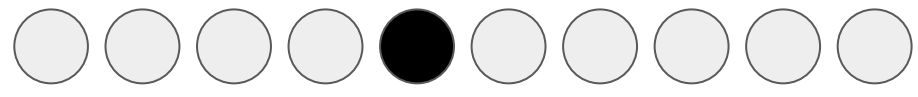
Global entrepreneurs  
in 2020 (GEN)



New startups  
in 2020 (GEN)



Dollars invested  
in 2022 (Crunchbase)



## 6. CHANNELS & GO-TO-MARKET

- Tools and channels for promotion, distribution and commercialization
- What is your sales pitch?
- Who are you working with?



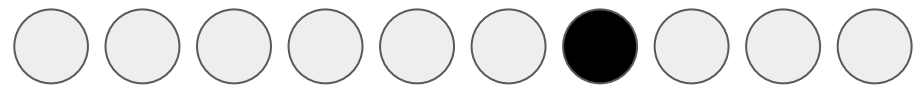
No product sells itself.

# WHERE PITCHES HAPPEN

---

- Hackathons and startup weekends
- Trade shows
- Investor days
- Demo days
- 1-1 meetings
- Networking events
- **Always be ready**





## 7. COMPETITIVE LANDSCAPE

- Identify major competitors
- Include alternative solutions
- Outline strengths and weaknesses
- What makes you unique

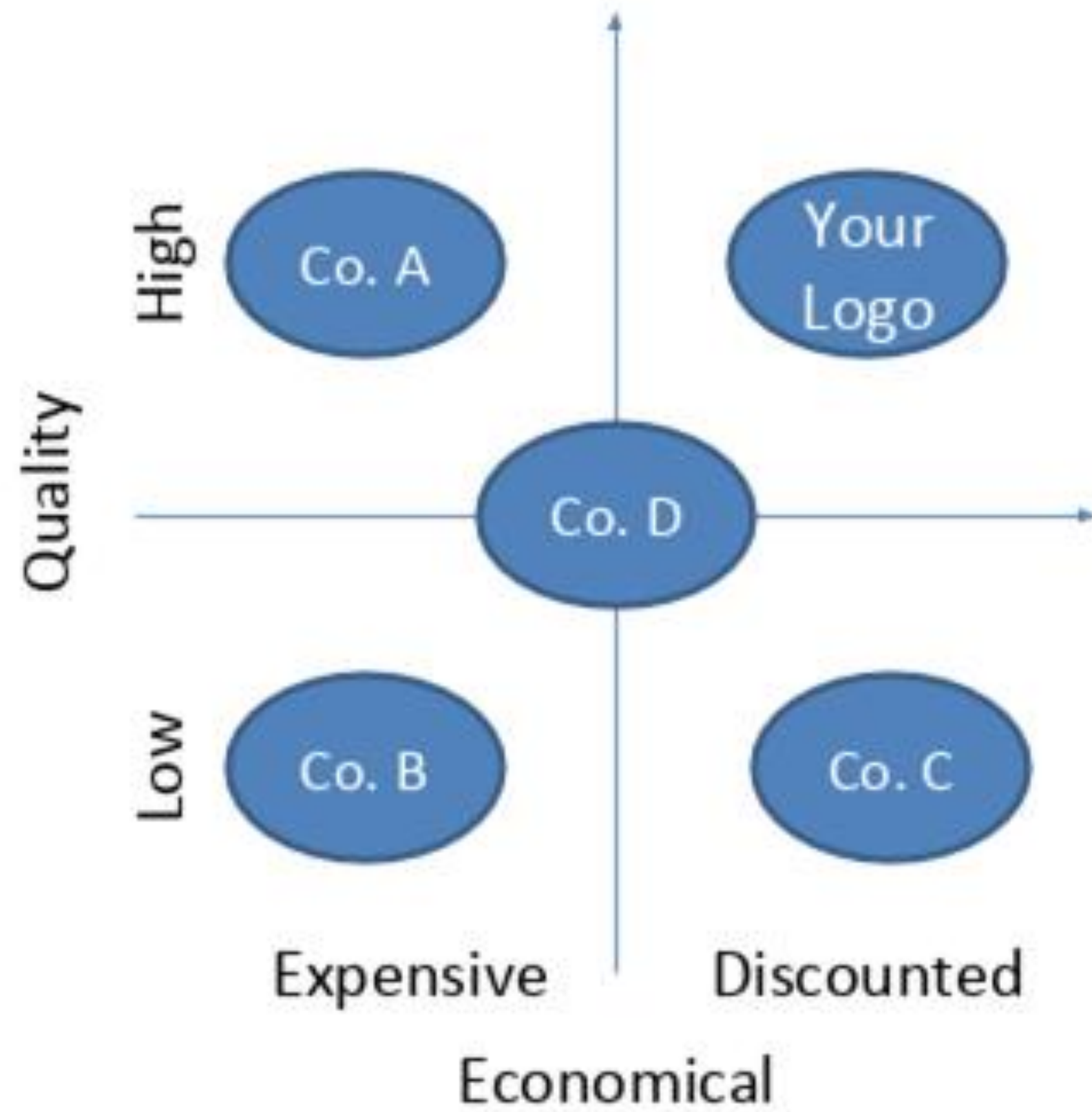


~~'We have no competitors,  
our solution is unique'~~



It's not being the only  
one, it's being special

# How to represent the competitive landscape - #1/3



## Competition





# How to represent the competitive landscape - #2/3

## Competitors

	Dropbox	Carbonite, Mozy	Foldershare	box.net
Sync	✓	✗	✓	✗
Backup	✓	✓	✗	✗
Sharing	✓	✗	✓	✓
OS integration	✓	✓	✓	✗
Web access	✓	✗	◐	✓
Versioning	✓	✗	✗	✗



Beware of bias

Rolex

Frog watch



Like for frog watch.



Tells time



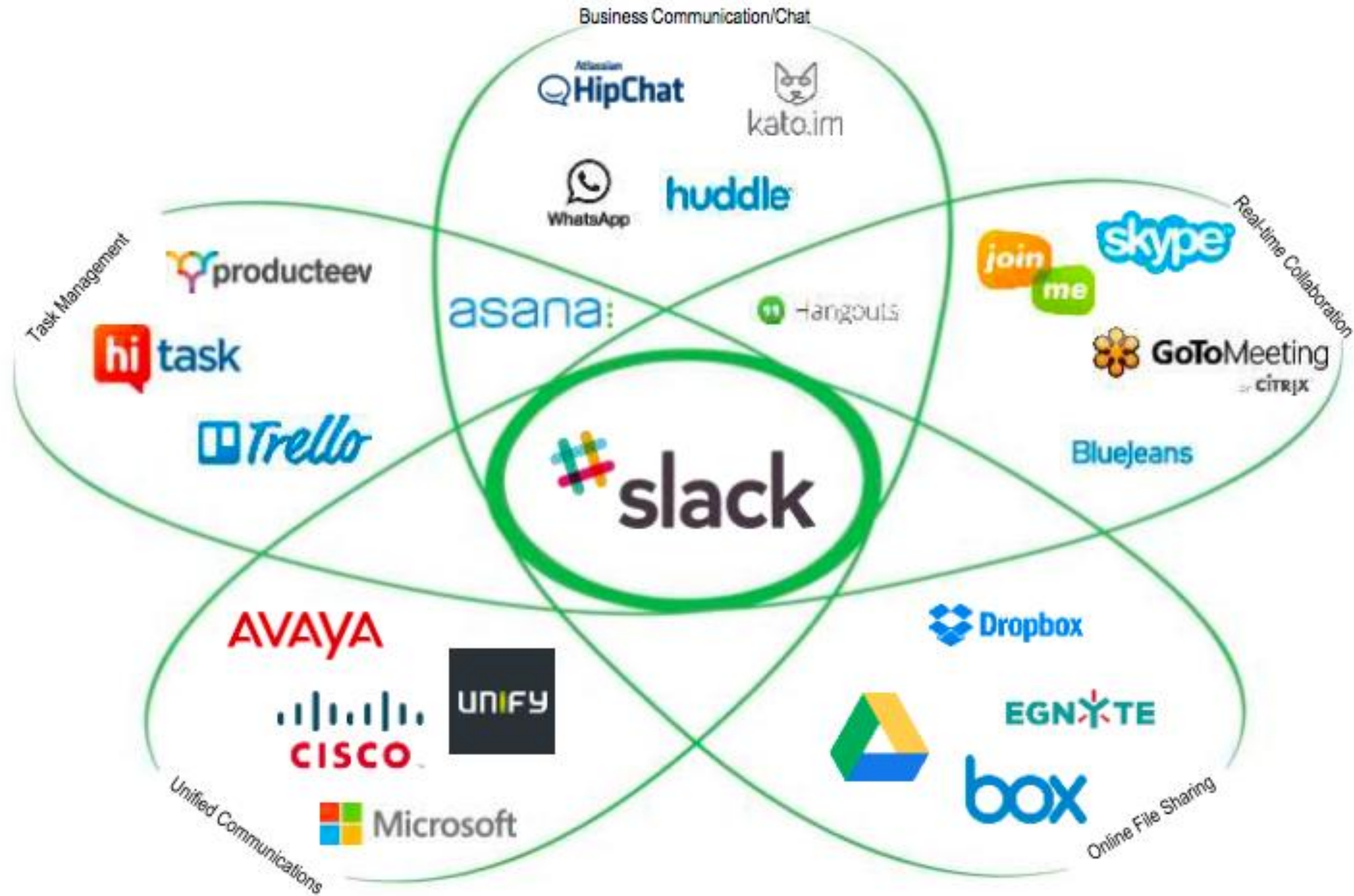
Affordable

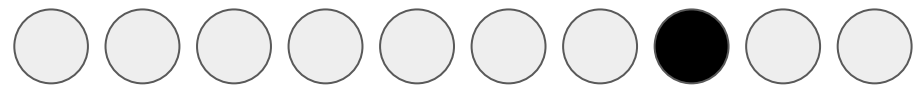


Frog



# How to represent the competitive landscape - #3/3





## 8. BUSINESS MODEL

- How will you earn money?
- Sale, licensing, subscription, brokerage, consultancy etc.
- How are you getting customers onboard?
- Who pays for what and why?

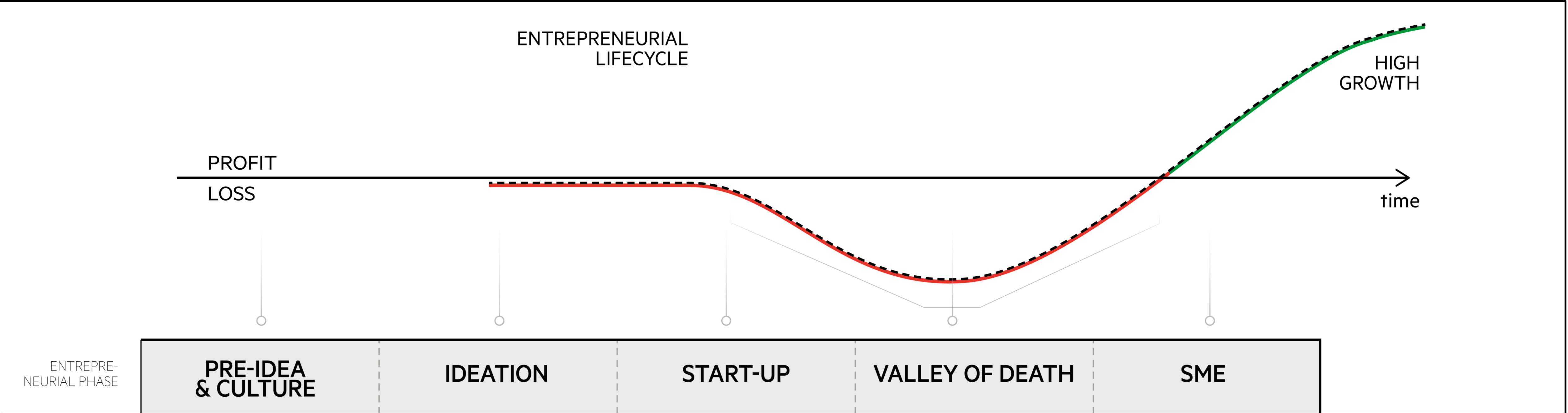


Acquisition doesn't matter without retention



Don't pick more than one revenue model

# GETTING MONEY



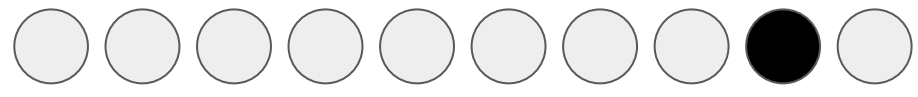
Grants,  
prizes and  
pre-seed

Seed and  
angels

Early-  
stage VC

Series  
A/B/C

Banks,  
exits and  
IPOs



## 9. ROADMAP

- What stage you are and what progress you've made
- High-level roadmap (1-5 years)
- Key milestones, goals and metrics



This is a great place for graphics

# WHAT NOW?

---

## Timeline:

### Day 1:

14h45-16h30: Define problem and project idea

### Day 2:

10h00-13h00: Refine project ideas

14h30-15h30: Create a prototype and a pitch

### Day 3:

09h45-10h45: Finalize and present

## Deliverables:

7-minute pitch

+/-10 slides, with features above

Clear understanding of problem

Clear proposal for a project

## 10. Key Asks

- What you need from your audience and why
- Current economic metrics to justify your request
- Future projections based on current situation



Be ambitious not implausible



Use economic figures, not vanity metrics

# TALK TO ME

The **Super Hunch Sketch Pad** gives you a chance to measure the value of an idea.

Think about a problem you might solve and a technology you might use to solve it.

Discuss the **impact**  
Discuss the **feasibility**  
Mark it on the chart

Discuss different pairings until you find a mix of problem and technology that fall into the **Super Hunch** category that you want to work on.

**Impact**

**Feasibility**

**Super Hunch**

Location-based "discoveries" Find nearby projects

History of activities/etc of organisations gives some trust

FACEBOOK APP

WORDPRESS NETWORK

Tinder-like Profiles of People



# CONCLUSIONS

---

- 10/15 powerpoint slides, 7 minutes presentation
- It's a selling document
- Don't pretend to explain everything
- Be ready to be challenged on any of your ideas, have defensible answers
- Do your homework
- Search for Guy Kawasaki, Steve Blank, other thought leaders
- Have a 30 seconds version (elevator pitch)

# SLIDE FORMAT?

---

1. Problem
2. Solution
3. Product, Innovation & Technology
4. Team
5. Customers & Market
6. Channels & Go-To-Market
7. Competitive landscape
8. Business model / Revenue Model
9. Current status & Roadmap
10. Investment and use of proceeds

- Preferably .pdf format (4:3)
- Remember that form and content go hand in hand
- Focus on key concepts, not about details
- Communicate your vision and enthusiasm

# KEY RESOURCES

---

## Books - Fundamentals:

Eric Ries - **The Lean Startup**

Alexander Osterwalder - **The Business Model Canvas**

Guy Kawasaki - **The Art Of The Start**

Alexander Osterwalder - **Business Model Generation / Value Proposition Design**

## Blog & links:

Guy Kawasaki, pitch template: [guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/](http://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/)

Examples of presentations (both Startups and investors):

<http://onboardly.com/startup-pr/best-startup-pitch-decks-of-all-time/>

How to prepare a good presentation: <http://blog.kirigin.com/how-to-prepare-a-great-presentation>

Guy Kawasaki - <http://guykawasaki.com/>

Steve Blank - <http://steveblank.com/tools-and-blogs-for-entrepreneurs/>

*Thank You*

**Logo**

**This is What Your Startup Does.**



# QUESTIONS?

---



*joseph.gaylord@dpixel.it*

*Thank  
you!*