

# Welcome To Your Pitch Deck Template



This pitch deck is made by an entrepreneur who has pitched their business, worked with investors and has received investment.

Please use this as a guideline, use your own presentation with your colors, logos, etc.

And keep your eye out for the Pro Tips!

What *real*  
investors with  
*real cash* want  
to see in *your*  
pitch deck.

Pitch Deck Template

& tips on how to [craft  
a killer pitch](#)

ATB™

# What is the problem?

Clearly articulate what the **problem** is.

**Don't talk about the solution - just the problem.**

*Example:*

**Restaurants:** experiencing hidden fees, long punitive contracts and zero customer service.

**Homeless shelter:** There is barely any transitional employment available for those wanting to get a job.

# What is the solution?

Hint: The Solution is  
**YOU!** *(well the business you are pitching, but you get the point)*

*Example:* We provide a local, simple and reliable service to the hospitality industry they can count on without any smoke and mirrors or long punitive contracts while employing people living in our homeless shelters at a living wage.

# Who are your customers?



\*EVERYONE is not the answer. Know your customer, be specific.

*Example:* Our target is locally owned restaurants who use linens on a daily basis. For employment our target are the people who have taken job employment training and are ready to leave the homeless shelter and become self-sustainable.

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# How big is the market?

Time to do your market research!

- ❑ Size
- ❑ Growth rate
- ❑ Segmentation
- ❑ Concentration

*Example:* There are over 3,000 locally owned restaurants in Calgary, we need 50 to be profitable, less than 1% of the market.

# What is your competitive advantage?

How do you create value over and above competition?

- ❑ Who are your competitors?
- ❑ What are they doing in the market?
- ❑ What is your competitive advantage?

# What is your Sales & Marketing Strategy?

If you are going to have \$500,000 in sales - how will you get there?

How will you go to market?

Sales?

Physical & Online Marketing Strategies?



# Financials

- ❑ Historical and Current Financial Position
- ❑ Financial Projections



\*Don't cram this screen with info. Do a graph or list simple Expense / Revenue numbers. Save details for due diligence or supplemental slides.

# Management Team

- ❑ Management Team
- ❑ Advisors
- ❑ Current Board



\*Highlight the skills of what each member brings to the company.

# Funding Requirements The ASK

- ❑ Funding to date  
(grants, loans, other)
- ❑ Current Valuation /  
Funding ASK / Deal  
Structure
- ❑ Other needs like  
mentorship or  
expertise

# Contact Details

## Final Slide

Wrap up with a 1 sentence big vision statement (or picture) & how to contact you.



Save the detail.  
Focus on the essentials.  
Stop.  
Breathe.  
Give your audience time to  
digest the info.



- ❑ Presentations are highlights, not short novels.
- ❑ Save the technical detail for due diligence.
- ❑ Know your presentation and numbers. Don't read from notes or your presentation.
- ❑ Pictures really do speak a thousand words!



Investors are investing in the entrepreneur.

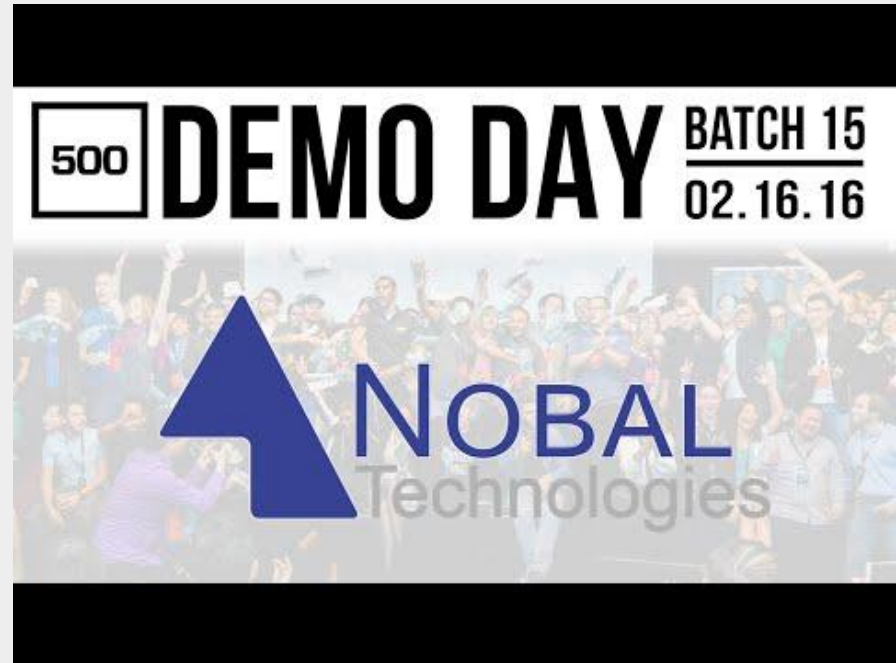
It might be a great deal but if the entrepreneur is not the right person to execute, they won't invest.

- ❑ Energy and attitude is very important. Let your passion and enthusiasm shine through!
- ❑ Ensure you also have the right team. You can't execute on everything. If you are weak in marketing, bring on a marketing expert. If you don't like numbers, bring on a financial expert.
- ❑ Ask for support and resources you need, you never know who someone might know or the past experience they may have.



Most entrepreneurs think they need 20 mins to pitch their business, if you can do it in 2 mins, then you are ready.

See a great pitch example from [Nobal](#) at 500 Startups.





Connect with your local coworking spaces, startup communities ([Startup Canada](#)), accelerators and Google is your friend (you can look up anything)!!

## Good Reads:

- ❑ Lean Startup by Eric Ries
- ❑ Rework by Jason Fried and David Hansson
- ❑ Startupland by Mikkel Svane
- ❑ Creativity Inc. by Ed Catmull with Amy Wallace
- ❑ Zero to One by Peter Thiel with Blake Masters
- ❑ The \$100 StartUp by Chris Guillebeau
- ❑ Building a Social Business, by Muhammad Yunus
- ❑ Delivering Happiness: A Path to Profits, Passion, and Purpose, by Tony Hsieh