

How to Build and Structure Your Pitch Deck

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Pitch Decks Have **4 Main Sections**

CORE Market & Growth Drivers, Target Customers, Product

COMPETITION Comparable Businesses, Competitive Advantage

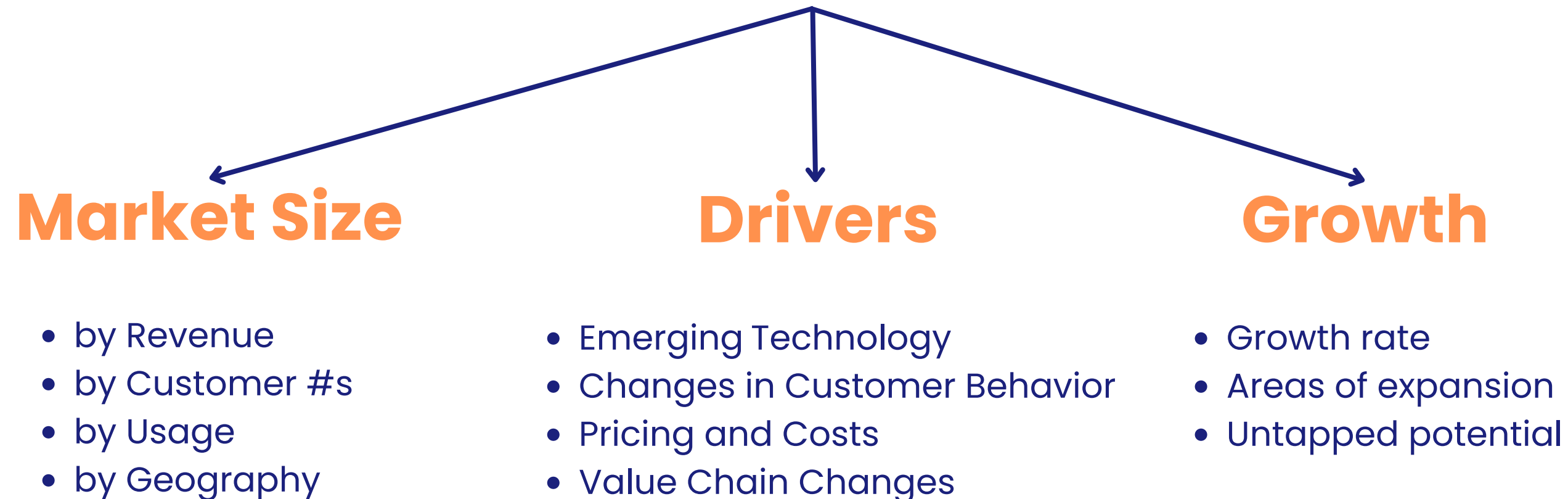
MONEY Financials, Business Model, Funding Needs

COMPANY Team, Current Traction, Growth Path

Define Your Market and Explain How and Why It Is Growing

Market Definition

- by Sector / Category
- by Job To Be Done
- by the Value Chain



Describe Your **Target Segments** and What Makes Them Different

Target Segment(s)

- Size
- Characteristics
- Behaviour
- Product Usage

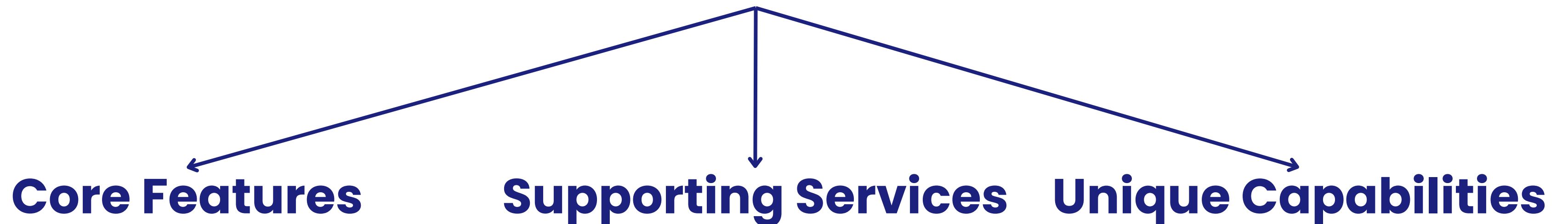
Customer Needs

- Problem / Job To Be Done
- Context of product usage
- Perceptions about existing products

The Product Value Proposition Is Supported By **Selling Points**

Value Proposition

- How your product improves the customer experience
- Benefits your product provides



Talk about **Comparable Businesses** and **Sources of Competitive Advantage**

Comparable Businesses

- In the same sector
- With the same business model
- With similar types of competitive advantage

Sources for Competitive Advantage

- Features of the product or service
- Relationship with the customers
- Complements
- Price

Financials Include Sources of Revenue, Metrics and Funding Needs

Business Model

- Sources of Revenue
- Pricing Model
- Growth Vectors
- Other Potential Sources of Revenue

Current Metrics

- Current Customer #s
- Revenue Growth Pattern
- Cost Breakdown
- Other Metrics (e.g. MRR, GMV, Operating Leverage)

Funding Needed

- Current and Needed Investment
- Investment Areas (e.g. Marketing, R&D)
- Future Valuation Perspective
- Exit Opportunities

The Team Is the **Driver** of the Business

Leadership

- Role at the Company
- Superpowers
- Background

Headcount

- Current & Projected Hiring Plan
- Office Location(s)
- Hiring Philosophy
- Employee Retention Strategy

Need Help with Your Pitch Deck?

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