



Seminar 5.  
Pitch  
Deck

**TAKE OFF STRATEGIES**

Many black swans, lethal risks and your company is at a strategic inflection point

Organizational Advisors isn't the right solution. Exponential development Consulting (10X) is missing, testing Ideas/business models, blitzscaling. Simply maintaining your position is a death sentence. In these situations "only the paranoid survives" Andy Grove. Act non linear...



**DARE TO DREAM**

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# Disclaimer

**This is ONLY a seminar on micro-entrepreneurship but it isn't for everyone.**

1. If your family needs monthly the support of your salary and depends on you it is better to sacrifice temporarily the vision of micro-entrepreneurship for the sake of your family.
2. If you don't understand that success isn't the only probability. Odds are against you.
3. If you believe that success is easy and fast.
4. Success comes from execution . Any idea isn't enough
5. Wishful thinking is death sentence for new entrepreneurs

**WE DONT ADVISE ANYONE TO BE ENTREPRENEUR.  
YOU KNOW YOURSELF AND YOUR  
CIRCUMSTANCES. ONLY YOU DECIDE. THIS  
SEMINAR IS ONLY FOR EDUCATIONAL PURPOSES.  
ANYONE WHO DARE TO TRY ENTREPRENEURSHIP  
HAS THE FULL RESPONSIBILITY!!!**

# INTRODUCTION

**“Starting a company is one of the most rewarding, amazing and hardest things you can do. You have a shot at changing the world, creating wealth, fulfilling your dreams, learning and growing”.**

**Written by Alex Iskold**



# INTRODUCTION

**“You also need to be ready for incredible obstacles, mental and physical exhaustion, and a real potential of a failure”.**



# WHAT IS DRIVING YOU TO START A COMPANY?



**Is entrepreneurship in your DNA?**

**Did you always want to be a founder?**

**Was this your childhood dream to own your own business?**

**Did you see a friend or someone in an industry start a successful business and you said to yourself I want to be like them?**



# WHAT IS DRIVING YOU TO START A COMPANY?



**Or was the entrepreneurship part of your growing up experience because of your parents?**

**Are you motivated by money?**

**Do you want to create a lot of wealth and become wealthy?**

**Or is your mission to change the world to make people's lives easier?**

# WHAT IS DRIVING YOU TO START A COMPANY?



**Do you have a Strong Founder  
Market Fit?**

**If you don't your road maybe much  
harder as you'd need to learn the  
intricacies of the market?**

**Is this an opportunity you simply  
can't pass on?**

**Have you been dreaming about it,  
thinking about this problem non  
stop?**

# WHAT IS DRIVING YOU TO START A COMPANY?

**Are you sure you want to start THIS specific company or you are excited about starting A company and being a founder and an owner?**





# WHY NOW?


**What is your  
opportunity cost?  
What else could you  
be doing?**

**Every time we make a  
decision in our professional  
career, it is rational to  
evaluate the alternatives.**



# WHY NOW?

**Are you starting  
the business now  
because of you or  
because of the  
opportunity?**




**Every time we make a  
decision in our professional  
career, it is rational to  
evaluate the alternatives.**



# WHY NOW?

**Do you believe that  
the time for your  
idea is now, or you  
just want to start a  
company now?**



**Every time we make a  
decision in our professional  
career, it is rational to  
evaluate the alternatives.**

# WHY NOW?

just want to start a company now?

**Spend more time  
thinking about the  
timing of your idea**

**If you get to market too early, customers may not be ready to buy. If you get to market too late there maybe too many competitors. In either case you might not win.**



# CAN YOU AFFORD IT?

Are you in the financial position to start a company ?

**Can you afford to go without  
a salary while getting the  
business off the ground?**

**BE CAREFUL! THIS IS A VERY  
SERIOUS CONSIDERATION.**

# CAN YOU AFFORD IT?

Are you in the financial position to start a company ?

**Do you have to pay rent,  
repay loans, or have other  
financial obligations?**

**BE CAREFUL! THIS IS A VERY  
SERIOUS CONSIDERATION.**



# CAN YOU AFFORD IT?

Are you in the financial position to start a company ?

Depending on your answer, you will need to decide if you can jump in full time or will need to have a full or part time job and work on your startup nights and weekends?

**BE CAREFUL! THIS IS A VERY SERIOUS CONSIDERATION.**

# CAN YOU AFFORD IT?

Are you in the financial position to start a company ?

**If you can't afford to quit your day job, do you have to access to capital? Will your friends and family want to invest in you? Will you be able to raise money from angels or VCs?**

**BE CAREFUL! THIS IS A VERY SERIOUS CONSIDERATION.**



# DO YOU HAVE A GOOD IDEA?

What is your idea and why do you think it is a good idea?

How have you validated it?

Have you talked to customers?

Have you experienced the problem first hand?

Have you thought about this idea deeply or did it just come to you?

**Do the work and really think things through. Regardless startups are NOT ideas. They are so much more. If your idea is great your success will depend on your unique execution.**

# WHAT IS YOUR VISION?

**Think about whether what you are thinking about is truly needed in the future?**

**Is your idea forward looking?**

**If the idea is backwards looking you will be in a shrinking market and it will be hard to grow and hard to attract investors.**

# WHAT IS YOUR VISION?

Have a clear vision, a true north is critical.

It will help guide your path, it will help you

Without strong vision attract capital and  
talent, and it will help you pull through many  
challenges and obstacles along the way



# WHAT IS YOUR VISION?

**Without a strong vision you are running blind into the future.**

**With a strong vision you could be charting your path backwards, and have much more control over your destiny**

# Who will be on your Team?

**Startups are really hard.  
While some founders go  
at it solo, it is much  
better to have a  
founding team, because  
you can go faster.**

# Who will be on your Team?

**Choose co-founders that  
are complimentary to you  
and have super powers  
that you don't have.**

**That way you can go faster**





# Who will be on your Team?

**Choosing your co-founders  
is the second most  
important decision after  
deciding to start the  
company**

# WHO ARE YOUR CUSTOMERS?

**Who will be buying your product?**

**How well do you know your customers?**

**Do you truly understand their needs?**

**How they are solving the problem now, without  
you?**

**How big is the need?**

The background features a vibrant, abstract design. It includes several overlapping organic shapes in shades of yellow and orange. A circular cutout on the left side reveals a view of a modern skyscraper against a blue sky with white clouds. The top left corner has a pattern of small black dots on a yellow background. The bottom left corner is filled with a pattern of diagonal black lines on a yellow background.

**WHO ARE YOUR CUSTOMERS?**

**Who will  
be buying  
your  
product?**



# WHO ARE YOUR CUSTOMERS?

How well do you know your customers? Do you truly understand their needs? How they are solving the problem now, without you?

**WHO ARE YOUR CUSTOMERS?**

**Will you selling a  
pill or a vitamin?**

**If you are not addressing an acute  
problem , customers will not be  
compelled to buy your product**

**WHO ARE YOUR CUSTOMERS?**

**Do you understand how  
your customers buy?**

**Who makes the decisions?**

**What their budget?**



# WHAT IS YOUR PRODUCT ?

How are you going to  
package your solution?

What makes you think it is  
the right solution?

Who makes the decisions?

**WHAT IS YOUR PRODUCT?**

**How and why will  
you make certain  
product choices?**



**WHAT IS YOUR PRODUCT?**

**Which  
features will  
you choose?**



**WHAT IS YOUR PRODUCT?**

**What will be  
the user  
experience?**



# WHAT IS YOUR PRODUCT?

**What will make  
your product  
unique and stand  
out among  
competitors?**



**WHAT IS YOUR PRODUCT?**

**What is  
your  
MVP?**

**MINIMUM  
VIABLE  
PRODUCT**

# WHAT IS YOUR PRODUCT?

**Why do you think it will  
work and be sticky?**



# WHAT IS YOUR PRODUCT?

**What will be the key things in your product 5-10 years down the road?**





**HOW YOU WILL MAKE MONEY?**

**What is your  
business  
model?**



**HOW YOU WILL MAKE MONEY?**

**How much  
customers  
will be willing to  
pay you and why?**



**HOW YOU WILL MAKE MONEY?**

**What will be  
your unit  
economics?**



## HOW YOU WILL MAKE MONEY?

**How much will it cost to acquire customers (CAC) and how much you expect from each customer over the lifetime (LTV)?**





## HOW YOU WILL MAKE MONEY?

**Will you be selling a  
one time product or  
will you have a  
recurring revenue?**



## HOW YOU WILL MAKE MONEY?

**Build a financial model to understand if the business you are thinking about is actually a good business.**



**⚡ What is your unique insight, moat, and why do you win?**

**We live in the increasingly competitive world.**

**Why will  
you win?**



⚡ **What is your unique insight, moat, and why do you win?**

**What is your unique insight and why will you be better than the competitors in the near term?**

⚡ **What is your unique insight, moat, and why do you win?**

**How will your company create a moat and become defensible over time?**



⚡ **What is your unique insight, moat, and why do you win?**

**Have you created a unique / patented IP? Over time, will you get an unfair advantage through data?**

⚡ **What is your unique insight,  
moat, and why do you win?**

**Network  
effects?**



⚡ **What is your unique insight, moat, and why do you win?**

**Strong  
brand?**



⚡ **What is your unique insight, moat, and why do you win?**

**What fundamentals do you have to build a lasting business?**



**What is the market dynamic and size?**

**Who else is going after this problem?**





**What is the market dynamic and size?**

**Who are your competitors?**



**What is the market dynamic and size?**

**Is this a Blue Ocean-a brand new opportunity, or an Innovator's Dilemma-are you disrupting entrenched competitors?**



**What is the market dynamic and size?**

**How big is this market?**

**Do a bottom up calculation and decide is this worth while spending time on.**



# How will you get off the ground?

**How are you going to make the early version of your product? Are you going to bootstrap? Can you afford it?**



# How will you get off the ground?

**Do you need to raise angel or venture capital? If you do, how are you planning to go about it? Do you have support from family and friends? Are you networked with other founders who can make introductions for you?**



**How will you get off the ground?**

**Do you already  
have customers  
lined up and  
ready to pay?**





**How will you get off the ground?**

**Have a plan  
and figure  
out your  
path.**



**How to structure your presentation**

# Pitch Deck



# WHY IS IMPORTANT THE PITCH DECK?

**If you're raising money for your business, having an impressive pitch deck is a key component in your fundraising toolkit. A great pitch deck gets potential investors excited about your idea and engages them in a conversation about your business, hopefully leading to an investment.**



# WHAT IS A PITCH DECK?

**A pitch deck, also known as a slide deck or start-up deck, is a presentation that provides a brief but informative overview of your business. It should cover the key points of your business plan, the products and services you provide, high-level financial projections, and funding needs. Your pitch deck should work well on its own as a visual document, but it will primarily be used as a tool to tell the story of your business.**



# THE PURPOSE OF PITCH DECK?

**This may sound counterintuitive, but the goal of your pitch deck is not to raise money. What? I know that doesn't sound right, but the real goal of your pitch deck is to get to the next meeting.**

**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.**



# How to use the pitch deck templates to make your pitch stand out:

## 1. Tell a story:

**Nothing will hook investors more than a story that they can relate to. That's why your pitch deck should start by defining the problem you are solving. Make sure your audience can easily understand that there's a real problem that your company can solve by making your story real and relatable.**





# How to use the pitch deck templates to make your pitch stand out:

## 2. Show that there's a market:

You may have a great idea to solve a real problem, but unless enough people have the problem, it's going to be hard for investors to consider your pitch.

Your presentation needs to show that there is a market, but don't exaggerate the size or make the classic mistake of saying that you're going to, "get 1% of a trillion dollar market."



# How to use the pitch deck templates to make your pitch stand out:

## 3. Keep your solution simple:

You don't have a lot of space in a pitch presentation to go into detail about your company and your product, so keep the description of your solution simple and straightforward. Getting a second meeting with investors is your goal, so it's fine if not all questions are answered on the slide that describes what your company does.



# How to use the pitch deck templates to make your pitch stand out:

## 4. Show how you make money:

Surprisingly, many pitch presentations skip one of the most important parts—how your company actually makes money. Don't forget this critical slide in your presentation.



# How to use the pitch deck templates to make your pitch stand out:

## 5. Show that you have traction:

Traction is proof that you have a good idea.

Whether you have early customers, or other evidence that your target market is interested in your solution, make sure to share that evidence. It can be in the form of a timeline of milestones you've achieved, or a list of evidence that your company is likely to be successful.



# How to use the pitch deck templates to make your pitch stand out:

## **6. Have a marketing and sales plan:**

**You don't need to have all of the details fleshed out, but your pitch deck should include some details on how you plan on marketing and selling your product. Investors will want to know that you've thought about this aspect of the business.**



# How to use the pitch deck templates to make your pitch stand out:

## 7. Explain why you are the right person:

You, and your team, are what investors are really investing in. There are always great ideas, but only so many people who are qualified to turn those ideas into successful businesses. Your presentation should show why you and your team are the right people to build a successful business.



# How to use the pitch deck templates to make your pitch stand out:

## 8. Know your numbers:

Even though any forecast is just educated guess, potential investors will want to understand your thinking on how the business will grow over time and what it's going to take to be profitable. Be sure to include a brief summary of your sales forecast, expense forecast, and anticipated profits. Just be sure to be realistic.





# How to use the pitch deck templates to make your pitch stand out:

## **9. Know the competition:**

**Every business has competition, so don't make the mistake of saying that you don't have any. Your presentation should show who your competition is and why your product is better.**



# How to use the pitch deck templates to make your pitch stand out:

## **10. Have a spending plan:**

**If you do get investment, how will you plan on spending it? Investors don't just write checks because you have a great pitch deck. They are going to want to know how you plan on spending their money to build your business.**



# **PITCH DECK. WHAT TO INCLUDE:**

- 1. The idea.**
- 2. Why.**
- 3. Problem.**
- 4. Solution.**
- 5. Value Proposition.**
- 6. Business Model.**
- 7. Market Size.**
- 8. Target Market/Competition.**
- 9. Founding Team.**
- 10. 5 years “financial projections”.**
- 11. Investment proposal/use of funds.**
- 12. Contact details.**

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