

# Pitch Deck Checklist

Your slide deck determines if investors perceive your startup as a good investment opportunity, so it's essential that you anticipate and address the questions that they will ask. This checklist identifies the topics that your deck needs to cover.

Slide	Topics to Address
<p><b>Title</b></p>	<p><i>This is our first impression of you and your business. Make the most of it!</i></p> <p>Include the most important things we should remember about you: Who you are. What you're working to accomplish. Why you're here (type of funding round).</p>
<p><b>Customers' Needs / Problem</b></p>	<ul style="list-style-type: none"> <li>• Describe your Target Customer and their Situation.</li> <li>• What 'job' are they trying to do? (see 'Jobs to be Done')</li> <li>• From the customer's perspective, what does doing the job better look like?</li> <li>• What are they willing-to-pay to do this job better?</li> <li>• How many of these customers exist?</li> <li>• (Why is this a great business opportunity?)</li> </ul>
<p><b>Product / Solution</b></p>	<ul style="list-style-type: none"> <li>• What are the unique benefits/outcomes you're delivering to your target customers (don't geek out on the design or technology)</li> <li>• Explain why your business will matter to thousands/millions of paying customers.</li> </ul>
<p><b>Competitive Landscape</b></p>	<ul style="list-style-type: none"> <li>• What are the alternatives your target customers are considering to do this job? This includes the status quo, and indirect competitors.</li> <li>• How will these competitors respond when you enter the market and pursue <i>their</i> customers?</li> </ul>

**Your Startup's Competitive Advantages:** What gives your business lasting, unfair advantages over your current and future competitors?

Slide	Topics to Address
<p><b>Team</b></p>	<ul style="list-style-type: none"> <li>• How does each team member contribute to your success? How have you worked together successfully in the past? What other roles do you need to fill during this funding round? (Note: Don't skimp on this slide: investors bet on the people, not the product)</li> </ul>
<p><b>Intellectual Property</b></p>	<ul style="list-style-type: none"> <li>• Describe the unique know-how that gives you powerful business advantages. This includes insights, trade secrets, patents. Note: saying "our tech is better" isn't meaningful</li> </ul>
<p><b>Market Strategy</b></p>	<ul style="list-style-type: none"> <li>• Explain your Strategy: Where will you play? How will you win? How will you grow this business to \$35M-\$50M+ in annual revenues? Will you expand into additional products/segments? How? Why?</li> </ul>
<p><b>Business Model</b></p>	<ul style="list-style-type: none"> <li>• How will your business work and generate sales? How will your business scale?</li> </ul>
<p><b>Traction / What's Next</b></p>	<ul style="list-style-type: none"> <li>• Show what your team has accomplished so far, including: customers, supporters, products, patents, and funding. Show what you plan to do next: key milestones / deliverables</li> </ul>
<p><b>Financials (Path to an Exit)</b></p>	<ul style="list-style-type: none"> <li>• Describe the most likely scenario of how your startup will achieve a \$300M+ valuation in 5-7 yrs. Be audacious, not ridiculous.</li> <li>• Show a high-level Income Statement for this scenario (as a table, not a chart)</li> </ul> <p><b>NOTE:</b> Use a 'bottom-up' revenue model that's based on unit economics, numbers of customers, and headcount.</p> <ul style="list-style-type: none"> <li>• 'Use of Funds Table' describing what it will cost to reach each milestone. (We know this is an educated guess: we need to see your thought process)</li> </ul>
<p><b>The Ask</b></p>	<ul style="list-style-type: none"> <li>• What type of round are you raising? Amount? Valuation? Structure? What else will ideal investors bring to the table? (e.g. help in recruiting talent)</li> </ul>

## Is the SoCal Venture Pipeline right for your startup?

Please note that the SVP is limited to working with startups with the potential to reach a \$100M+ exit strategy or \$300M+ valuation in 5-7 years and are actively raising a Seed or Series-A round.

If your firm is pursuing a Pre-Seed round, for example, your company is unlikely to be selected for this program today, although we look forward to staying in touch and assisting you when you prepare to raise your seed round.

### Type of Funding Rounds that SVP Supports

Type	Characteristics	Size of Round
Seed	<p>You've proven the concept of your product / business with prototypes and pilot users/customers.</p> <p><b>Now you're raising capital to build out the core product and the core business that will market the product to customers on a limited scale.</b></p>	\$500K to \$5M
Series A	<p>You've demonstrated that customers are willing to pay for your product and have six or seven-figures of annual revenues.</p> <p><b>Now you're raising capital to begin scaling-up the size and growth rate of your business.</b></p>	\$1M to \$10M

**For more information on the SVP program:**

[www.alliancesocal.org/programs/venture-pipeline/](http://www.alliancesocal.org/programs/venture-pipeline/)