

# PITCH BOOK DESIGN

*April 2021*



**WHAT DO YOU  
THINK MAKES A  
PITCH DECK  
EXCELLENT?**

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# WHY DO WE NEED A DECK



**Storytelling**



**Data Dumping**

## **2 STEPS TO CREATE AN INVESTOR DECK**

**write down your narrative**



**create an outline of slides with supporting data**



**create slides based on the outline**



**reshuffle the slides while adjusting the flow**

## 2

# STEPS TO CREATE AN INVESTOR DECK: EXAMPLE

## NARRATIVE

- We love our furry friends, but as pet owners with busy lives like myself, it's difficult to bring our pet to the doctor and we often have to rely on Dr. Google which is never a safe idea!
- Veterinarians, like our co-founder Dr. Hilary Jones, also love our furry friends, but they feel the brunt of pet owners inability to come in for appointments -- veterinarians spend a long time per day fielding phone calls of "hey, quick question, I can't bring my pet in today but what do you think about xyz??"



## OUTLINE

- **Slide 1: Bringing Pets to Hospital Is Time-Consuming and Not Always an Option**
  - xx time spent on commute
  - % pet visits are not surgical in nature
  - xx mistreatments due to Dr. Google
  - Picture to show pet owners ask "quick questions"
- **Slide 2: Vets Spend ~800h a year on those "Quick Questions", Missing Out ~\$100K Revenue/Year**
  - ~800 Hours Lost for Each Vet per Year
  - ~\$100K Revenue for Each Vet per Year
  - Top [3] challenges among vets
  - Picture to show exhausting vets picking up those calls

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## WHAT IF I HAVE CREATED MY DECK?



**3**

## **HOW TO DESIGN: RULES OF THUMB**

**start with an outline**

**consistency is key**

**titles summarize the story**

**a story that eyes can follow**

**strive for conciseness**






# 3 HOW TO DESIGN: START WITH AN OUTLINE

## Outline

- Introduction / Vision
- The Problem
- The Solution
- Business Model
- Traction
- Market / Competition
- Growth playbook
- Team

## Examples

Company	Industry	Description
	Medical Hardware	BlueWave Technologies makes an ozone infusion device to disinfect and deodorize almost anything - without using water, detergents or manufactured chemicals
	Fashion / e-commerce	ShopJenzy is an e-commerce platform powered by innovative sizing technology that makes it easy for parents to buy the right size shoes for young kids online
	Ed Tech	SmartGurlz teaches girls to code through toys. A consumer would purchase the robot, download the app and start the educational app to control the robot's movements

# 3

## HOW TO DESIGN: INTRODUCTION

Focus on big idea and be bold; do not undersell your vision

Keep it short and simple, clear and compelling



Making The World A More  
**Inclusive And  
Innovative**  
Place By Creating  
Educational Coding Robots  
for **ALL** kids

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# 3

## HOW TO DESIGN: THE PROBLEM

Identify the pain points you're solving

Leverage impactful third-party statistics to further your argument

Yes, it looks just like a cartoon book

### Buying Kid Shoes is a Continuous Headache

Young kids grow a 1/2 shoe size every 2-3 months



Researching kid shoes is time-consuming

best sneakers for toddlers  
best sneakers for toddlers  
best sneakers for toddlers with flat feet  
best sneakers for toddlers with wide feet  
best sneakers for toddlers with fat feet  
best sneakers for toddlers 2018  
best wide sneakers for toddlers  
best summer sneakers for toddlers  
best sneakers for active toddlers  
best running sneakers for toddlers  
best walking sneakers for toddlers

No two Size 8's are the same



Jenzy

2

Jenzy

Introduction

The Problem

The Solution

Business Model

Traction

Market / Competition

Growth playbook

Team

# 3

## HOW TO DESIGN: THE SOLUTION

Visuals help investors understand complicated process

Could also use actual pictures, demo, etc.

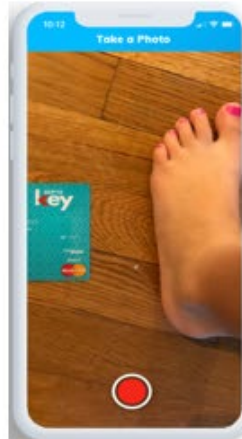
Make sure do not overwhelm investors with too many details

Use statistics to show your offering solves the problem



### Jenzy Makes Buying Kid Shoes Simple And Fast

1 Jenzy only requires one photo to calculate size



2 Jenzy recommends shoes based on a child's profile



3 Jenzy sends the correct size, which varies across brands



<10 Minutes to Complete Shopping

Jenzy

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Introduction

The Problem

The Solution

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# 3

## HOW TO DESIGN: BUSINESS MODEL

Make it as logical and simple as possible

Again, title summarizes key takeaway

### BLUEWAVE Has Two Revenue Streams: Device and Add-Ons



Device: \$2,500



Ozone Filter: \$400



Treatment Bag: \$29 each

Recurring Revenue  
\$3,000/year per device <sup>(1)</sup>

Note: (1) Assuming 8 bags per month

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# 3

## HOW TO DESIGN: TRACTION

Pick KPIs that tell a cohesive story, no need to list everything

Lead with most impressive statistics

Could “cherry pick” traction by adjusting time period



# 3

## HOW TO DESIGN: TRACTION

If you're B2B and it takes time to acquire customers, try highlighting recent customer acquisition momentum and emphasizing revenue opportunity

### BLUEWAVE Has 16 Pilot Partners...



### ...including 4 Acquired In the Past 6 Months...



### ...and an additional 30 Customers in the Pipeline





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# 3 HOW TO DESIGN: MARKET / COMPETITION

Use matrix to show your competitive advantages

### Full Spectrum Offering Establishes Unique Positioning

				
Contract Creation	✓	✓	✓	✓
Contract Negotiation	✓	✗	✗	✗
E-signing	✓	✗	✓	✗
Document Storage	✓	✓	✓	✓
Copyright Registration	✓	✓	✗	✗





# 3 HOW TO DESIGN: MARKET / COMPETITION

If you are in a space investors are not quite familiar with, try to visualize the offerings on the market

No Effective Solution in the \$10Bn Medical Device Cleaning Market



Chemical Disinfectants

Inefficient,  
Leave Chemical Residue



UV

Inefficient,  
Too Expensive



Large Ozone Cleaners

Inefficient, Too Big,  
Too Expensive

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Introduction

The Problem

The Solution

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Growth  
playbook

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# 3

## HOW TO DESIGN: GROWTH PLAYBOOK

Use an arrow that points upper right to showcase your long term business plan

Does not need to be too-detailed, save it for Q&A



# 3

## HOW TO DESIGN: TEAM














One of the most important slides in your deck

Use logos to show key work experience

Highlight # of years in the industry or # of years working together if relevant

Showcase your advisors if relevant

### A TEAM OF EXPERTS IN EDUCATION AND TECHNOLOGY

EDUCATION	TECHNOLOGY	TOY INDUSTRY	ENTERTAINMENT
			
<b>SHARMI ALBRECHTSEN</b> Co-founder and CEO	<b>JESPER NIESEN</b> Co-founder and CTO	<b>MARTIN PIDEL</b> Chief Marketing Officer	<b>KARI BYRON</b> Chief Creative Officer
20+ years in STEM & consumer	20+ years in R&D	20+ years in Ed. Toy	10 years as TV host
Past Experience:	Exited 3 tech companies	Past Experience:	Past Experience:
 	 	 	  

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# 4

# TOOLKITS: RESOURCES

## Noun Project: Free Icons For Everything

[HTTPS://THENOUNPROJECT.COM/](https://thenounproject.com/)



## DECK / STORY TEMPLATES

### Seed Deck:

<https://ablepartners.nyc/creating-an-investor-pitch-deck/>

### Series A Deck:

<https://medium.com/@collinmathilde/front-series-a-deck-f2e2775a419b>

### Series B Deck:

<https://medium.com/@collinmathilde/front-series-b-deck-6dc686267a24>

### Series C Deck:

<https://medium.com/@collinmathilde/front-series-c-deck-11773b30b272>

### 3 Storylines for VC Pitches:

<https://robgo.org/2014/04/28/3-storylines-for-vc-pitches/>

**QUESTIONS?**