

The \$150 Million Investor Pitch Deck Template



PRESENTED BY



SCALING POINT™

I created this document to help you solve a problem that most founders never solve.



It's a problem that keeps investors from getting involved in your company.

The first goal is to truly understand the size of the challenge you're up against. You're not just trying to convince investors to choose your company. You are competing against every other option they have for that capital. That means you're competing against hundreds and hundreds of other possibilities.

Going up against that challenge with a weak presentation means you will lose.

But here's where the mystery deepens: because there's no shortage of "how to do this" information freely available online for making a great pitch deck.

And yet, it usually takes about 10 seconds to stump a company founder by asking one or two very simple questions. The quickest way to ruin your chances of finding investors is to look like a deer in the headlights when you get questions about your company.

What's the real problem here?

Not knowing the answers isn't actually the problem. It's a **symptom** of the real problem. And **that's** what the \$150 Million Investor Pitch Deck Template will help you solve.

The real problem is that your average pitch deck doesn't resolve the lack of clarity most company founders have about what investors WANT and NEED to see. You need this level of clarity to present your company in the way that makes investors want to be involved.

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Your presentation must be simple, it must be clear, it must be complete. And the story you tell has to be positioned in a way that makes it easy for investors to say, “Yes.” Most founders tell a story that only leads to more questions.

This pitch deck template contains **the core elements** that investors expect you to cover when you first present your company. Miss one of these key elements and your story is incomplete. Fortunately, these elements are the same whether you are raising money from angel investors or raising big money from venture capital firms. And, the outline is the same whether you are presenting your company in 60 seconds, 20 minutes or three hours.

I have included the top 103 common questions you will need to address in your pitch, Q&A time and in the discussions that will follow. If you’ve got a great business that is worthy of investment, then you will be able to answer the long list of standard questions that every investor will ask. There are very few surprise questions.

There’s just one more catch:

Understand that if you want to win, just *answering* the questions isn’t enough. **How** you answer them is just as important.

And that’s why I’ve included some “mind therapy” in this template to help craft the way you present your answers.

And finally, remember that raising money is not actually the real game. *Building a company that can serve customers, grow and change the world is the actual game.* But getting investors is an important and sometimes necessary means to the end of growing a great business. If you can, *you should just create a business so good you don’t need outside investors.* Those are the companies that investors really want to invest in anyway.

Best wishes in your entrepreneurial quest.



Greg Head

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The 13 Essential Slides in a Great Investment Pitch Deck

An investor presentation follows a common structure that is communicated as a simple, memorable story. Here are the elements and the order I have used. You don't have to use these exact names as the titles of your slide, but you do need to cover each of these topics and answer key questions.

1. Purpose
2. Problem
3. Market
4. Product
5. Technology
6. Competition
7. Go-To-Market
8. Business Model
9. Financials
10. Traction
11. Team
12. Investment
13. Summary

The most common adjustment to the order is to move the Team and Traction slides up to the front if you have an amazing team and stellar traction. Don't save these credibility points for the end of the story, since this will have a positive impact on the way investors will perceive every slide that follows.

Purpose

Purpose is the first slide, which includes your company logo and introduces your business. It includes your tagline and briefly describes your business and reason for being. What does this company offer and what's the big goal? This quickly sets the context for the rest of the presentation. Some founders separate Title and Purpose into two slides to create more focus on the company purpose.

KEY QUESTIONS

What is the name of your company?

What is the primary purpose of your company?

How are you really changing the world and why does it matter?

Why should investors care?

DO

- Dress appropriately for your audience
- Understand your audience's background, preferences, investments, goals
- Find out exactly how much time you have to present (and answer questions) before you start
- Introduce yourself as the CEO and founder
- Demonstrate confidence in your big vision
- Stand up for your presentation, if possible
- Be simple and brief about what you do and why you are doing it
- Introduce your professional brand identity

DON'T

- Be vague, wordy or unclear about what business you are in
- Put too much info on the title slide or stay more than a minute on this slide
- Be shy about your big ambitions
- Forget to provide important context about your presentation (e.g. "I am here today to present our company as an investment opportunity to you and see if there's a good fit")
- Say you're the [unicorn] of [new market], "the Uber of breakfast cereal delivery"

Problem

The Problem slide highlights the significant problem you are solving that creates the big opportunity. Like any compelling narrative, the story begins by identifying the hero (your target customer) and the serious conflict they face (their problem). Your product is not the hero in this story, your customer is. Your company and product helps the hero overcome their big challenge.

KEY QUESTIONS

What is the specific important problem your company solves for your target market?

Who is your target market and how are they addressing this problem today?

What proof or validation can you provide that this problem exists?

Why is this problem so painful and important that your target buyer will take action?

If this problem is so important, why hasn't it been solved before?

How did you discover this problem? Did you experience this problem yourself?

DO

Clearly describe the problem in one or two slides

Use simple diagrams and examples to explain the situation

Use credible facts, charts and customer stories to prove a critical problem exists

Identify who is experiencing this specific problem and who isn't

Describe the frustration, urgency and pain in the customer's own words

DON'T

Show too much detail that will confuse your audience

Use data that can easily be refuted

Use complicated examples or industry terms that will not be understood

Expect the audience to understand a specialized market situation

List multiple problems experienced by multiple audiences

Market

The Market slide describes your market space and target customer. Include a description of the segment you are currently targeting and the future market potential. You can also describe whether the category is new, a new segmentation of an existing category or a new angle in an existing category.

Some big markets and established categories were created by unknown companies (and “crazy” visionary founders) who sold to early adopter customers before the problem they were solving was well understood. You are making the claim that your scrappy company will someday be an established category leader in a big market.

KEY QUESTIONS

In dollars, how big is the total market you are targeting? How do you estimate the size of the market if your market is new and not measurable yet?

What is the market’s capacity for your solution? Is it saturated?

In dollars, how big is the “achievable” segment you can target right now?

How did you arrive at that market size and growth rate?

What are the key market segments and who are the buyers you are targeting?

Is this a new market category, a new market segment or a new angle in an existing market?

What trends and disruptions have created the opportunity in this market?

Is the market potential big enough to support several big businesses, including yours?

Why is now the right time to solve this problem? Why now?

DO

Describe who your specific ideal customer is and who it isn't—don't try to be everything to everyone

Clearly describe your market, including size, characteristics and recent trends

Relate concrete experiences from prospects, customers, partners and experts

Explain market sizing with both top-down and bottom-up math

Focus on the demand characteristics of the market - what are customers looking for?

DON'T

Dismiss competition or alternatives

Describe multiple markets

Say “if we get 1% of this big market we'll be a big company”

Assume every potential customer in the market has the same level of pain, interest or ability to buy

Product

The Product slide introduces your product or service, or what you offer that solves your customers' problem. This needs to be explained simply and powerfully, even if the product is complicated or it is a completely new concept. Remember, your customer is the hero in this story and your product is what helps them overcome their problem. Your product solves her specific problem and changes the world for the better.

For services companies or those that offer a hybrid product and service, this slide is often called Service or Solution.

KEY QUESTIONS

What exactly is your product or service? An app, a website, data, a shoe store, marketing services?

What are the core products and what are the ancillary products?

How does it solve the problems of your target customers and deliver important benefits?

What value does solving that problem have to your customers? Do customers love your product?

Is there clear differentiation from alternatives and competition?

What stage of development or maturity is your product in right now?

How did you overcome roadblocks to build a great product that customers love?

Are customers coming back to expand their usage or refer new customers?

How long does it take to get up and running with your product?

How long does it take for a customer to get value and positive ROI?

What about "platform risk" of building atop ecosystems like YouTube, Facebook, Salesforce or others? Is your product in the direct path of the platform or is it complementary?

DO

Describe your solution in as few words and diagrams as you can

Explain in simple terms why your typical customers will buy and use your product

Show the key result and benefit the target customers will experience which creates a compelling reason to buy

Quote a customer who loves your product

Describe how your product fits into your customers' current environment

DON'T

List many product features or show detailed architecture slides

Show complicated product slides you would use in customer or sales presentations

Demonstrate the product on a first meeting, unless it can be accomplished successfully in a few minutes

Forget to confirm the internet connection or audio-visual setup if you do a demonstration

Technology

The Technology slide describes the technical advantage of your product or service that can't be easily duplicated by competitors. Investors want to understand your innovation, how it can be used today, and your plans and its potential for future development. This slide is sometimes called "Underlying Magic" in Silicon Valley.

This is where you'll introduce screen shots, a simple product architecture diagram or a physical product used as a prop. Product demonstrations usually don't make sense in initial investment meetings, but are appropriate in meetings with more time to share details.

KEY QUESTIONS

How does your technology, architecture or methodology provide a solution that wasn't previously available?

Is the technology novel or a significant improvement over existing options?

What's the "special sauce" in your technology?

How is your innovation unique, defensible or difficult for others to duplicate? Do you own the intellectual property (IP)?

Does the IP provide protection for the technology?

Is some technology licensed from others?

What is the nature of any licensing agreements?

What stage of maturity is your product in now?

What's the vision or product roadmap?

Can your product or service be scaled and delivered at 10x or 100x more customers?

Is the technology broadly applicable over a wide range of markets?

DO

Tell a simple story about how your technology uniquely solves the customer problem

Describe how your technology and your ability to scale gives you an advantage

Prove that you understand what your customers really value and that you know how to deliver your technology solution with confidence

Describe how the technology will help you grow a big company

Demonstrate strong understanding of the technology, even if you aren't a technical founder

DON'T

Don't get too technical

Don't use acronyms and buzzwords that the audience (or you) may not understand

Describe all the features and plumbing of your product or service

Assume that your better technology is the answer to all your customers' problems

Assume that your technical advantages will be sufficient to grow awareness and sales ("build it and they will come")

Competition

The Competition slide describes your market space and identifies obvious competitors. All investors know you will be challenged to create new markets (or market segments), differentiate from competitors and fight for buyers' attention. Every startup has competition – buyers have alternative ways to spend their money to solve their problem (including “do nothing”).

KEY QUESTIONS

Who are the current or likely competitors in your space?

What are the common solutions or substitutes for your target customers right now?

Where is the “hole in the market” that you will identify and fill?

How are you different and significantly better than competitors for your target customers?

What is your simple value proposition that will stand out relative to competition?

What are the trends in this market and the trajectories of your competitors?

What are the barriers to entry in this market?

DO

Demonstrate a clear, high-level understanding of your market, including size, characteristics and recent trends

Relate concrete experiences from prospects, customers, partners and experts that demonstrate why your product was chosen over alternatives

Describe how your company will win to become a leader in an important market or market segment (e.g. technology, pricing or distribution)

DON'T

Dismiss competition or alternatives

List all the potential markets you could possibly target in the future

Go-To-Market

The Go-To-Market slide explains how you will attract and acquire customers. This slide can also be called Sales (for expensive B2B solutions) or Marketing (for B2C or inexpensive B2B products and services).

Predictably acquiring new customers is widely recognized as the key challenge for emerging and growth companies, so this discussion is important. Most companies with viable products fail to become big companies because they can't grow revenues efficiently.

KEY QUESTIONS

How does your sales process align with how customers buy?

How will you build awareness, attract new customers and grow sales?

How can your business grow faster by investing more in sales and marketing?

How can you grow efficiently without breaking the bank?

Which marketing and sales approaches have you tried and what worked best?

What no-cost marketing is working, such as word of mouth, search marketing, viral mechanisms, partnerships?

Does your product inspire your customers to evangelize it?

How will you build awareness for your new category?

How will you establish your company as the leader in your market?

DO

Describe three main strategies or tactics you will employ to attract and acquire new customers

Demonstrate traction with numbers and metrics from your customer funnel

Understand the unit economics and timing to acquire a typical new customer (Customer Acquisition Cost, CAC)

Describe how you will increase efficiency and leverage in your sales and marketing

Describe how you will create a new category and become the leader

DON'T

List 10-20 marketing and sales tactics you *could* use

Say "the product will sell itself without sales and marketing"

Be shy about advocating for your product and demonstrating you can sell

Assume that sales and marketing will get easier as your company gets bigger

Treat sales and marketing as an afterthought to creating your product

Business Model

The Business Model slide is the bridge between your Product and Market slides and your Financials. How do you turn a market problem and product solution into a repeatable and scalable business? Business models are innovating quickly, so clearly explain how your revenue model works and why you made the decisions you did.

KEY QUESTIONS

What does your typical customer look like? What and how do they buy?

What is your pricing? How did you choose this price? How does it compare to competition?

How did you select this revenue model? What other models or approaches did you try?

What are the current unit economics for a typical customer? Includes annual revenue per customer, churn rate, customer Lifetime Value (LTV), Customer Acquisition Cost (CAC), upsells and services revenue.

What is the average contract length and terms?

How do the economics of a single customer translate into a repeatable and growing volume of customers?

What one-time or recurring services are required or available to purchase?

What are the key levers to increase growth and profits?

What potential opportunities could produce incremental revenue in the future?

What are the key impediments to scalable growth?

How can your current business model evolve into a more strategic and defensible business as you grow?

DO

“Micro before macro” - describe a single customer and unit economics before describing the economics and growth plan of your business with many customers

Describe how you arrived at business model decisions, what you have tried and the hard lessons you have learned

Be clear about what is working well and what is not working

Describe how other companies have been effective with your approaches and model

DON'T

Expect everything to stay the same as you grow and the market evolves

Act like everything you do is perfect and has no room for improvement

Hide the hard lessons you have learned that led you to this model

Assume potential investors understand the nuances of your business model (e.g. advanced SaaS metrics)

Financials

The Financials slide provides a high-level summary of key financial data and metrics. Detailed financial statements are not part of the investor deck, since they are provided when investors express interest and agree to sufficient confidentiality. You should assume that the financial information in your standard investor deck will be shared with others and get around.

Early-stage investors know your financials will not be precise or correct, but they do want to see how you think about revenue growth, expenses, profits, cash flow and funding. They want to see how you connect your key operational metrics (e.g. qualified leads, customers, average selling price, customer churn) to your financial results.

KEY QUESTIONS

For companies with revenues and employees, what are your projected revenues, expenses and profits/losses for the last two years and next three years?

For pre-revenue startups with minimum expenses, what is your high-level view of potential financial scenarios?

What assumptions are you making in your financial model? (e.g. price, margin, growth rates, conversion rates, churn, staffing, marketing costs)

Do your assumptions and financial statements make sense?

How much future revenue do you currently have under contract? Over what term?

Are there any significant capital or expense investments required? When?

What are the key drivers of revenues and expenses? How do you measure them?

Does the company have reasonable potential to build a \$50-100 million revenue business?

How do you expect your financial and operational metrics to improve over time?

What is the current cash burn, if any? How long can the company survive without new capital investment?

What accounting methods have been used in the statements?

DO

Make sure your financials match other components in your investor deck - product pricing, new customer growth rates, marketing investments, product innovation, funding

Explain the key growth drivers of your business and how you expect key metrics to change as you grow

Demonstrate how funding will impact your financial projections

Discuss growth scenarios and your confidence in this plan

DON'T

Disclose non-public information you don't want to become public

Show hockey stick growth with steady or flat expense growth that creates insane profits (this never happens)

Don't say "these are conservative numbers" or "I just put some numbers up there since they are wrong anyway"

Traction

The Traction slide demonstrates your traction and results, which increases the credibility of your overall pitch. Investors want traction and proof, particularly irrefutable results that demonstrate strong momentum. This slide is sometimes called Company Status. It also communicates where you are in the startup or scale-up journey.

This isn't a year-by-year company history or view of the future, it's a snapshot of your most remarkable statistics: revenue growth, number of customers, customer usage, total employees, acquisitions, funding received, press coverage and financial ratios. Bigger companies use more size and financial stats; startups use traction and growth rate stats.

KEY QUESTIONS

What are the key metrics that stand out? Include revenue run-rate, revenue and customer growth rates, CAC/LTV, upsells, DAU growth, customer retention.

How many customers, employees and partners does the company have now?

What key accomplishments and endorsements enhance your credibility?

What is the current stage of the company – startup, emerging growth, growth, mature?

What's the current stage of the product or solution? Prototype, first version, mature solution?

DO

- Use the top five statistics that demonstrate momentum
- Share this information earlier in your presentation if you have impressive traction or scale
- Connect your decisions and actions to your traction and financial results
- Demonstrate that you understand the key metrics that drive growth in your business

DON'T

- Make numbers up
- Use irrelevant metrics
- Tell the long story of how your company was founded and the milestones in your history

Team

The Team or Management slide shows the founders and key leadership team members. Include notable advisors, board members and investors in separate sections of this slide.

An early-stage investment is a bet on the team as much as anything else, so quickly describe each team member, their role and relevant experience. This slide should be one of the first slides in the deck if you have well-known leaders and investors with impressive industry credentials.

KEY QUESTIONS

Who is(are) the founder(s) and what experience and talent do they bring to this venture?

What are their backgrounds and experiences that are relevant to this venture?

Who is on the team now and how long have they been involved? Are all leadership positions filled? Can they hire, develop and lead the talent required to scale this company?

Do they have the grit and commitment to overcome massive obstacles to grow the company?

What key leadership or skillset holes need to be filled?

Which board members or advisors are worth mentioning?

DO

Demonstrate that you, the founder, are the right person to lead this business and create this market

For your team, display name, title or role, and one or two relevant companies they have worked for

Use professional head shot photos that have a consistent look

Don't show board members or advisors unless they have significant experience or reputation

DON'T

List more than 4-6 leaders in your company

Tell a lengthy story about each team member

Use casual or fun social media photos

Misrepresent an advisor or contractor as more involved than they are

Investment

The Investment slide describes your “ask” and call to action in your fundraising pitch deck, which is the reason you are talking to investors in the first place. Basic information about your fundraising is highlighted – amount of your funding round, type of investment, what you will spend the money on. This slide helps you demonstrate your understanding of the fundraising game and your seriousness about building a valuable company that will reward early investors.

KEY QUESTIONS

How much money are you raising? (the actual amount or a specific range)

What is the investment vehicle – equity, convertible debt, etc.?

If raising an equity round, has a valuation already been established? If raising convertible debt, what are the terms of the note?

How are you planning to spend this money to make progress?

Will any portion of this loan be used to pay down an existing loan or note?

What’s the next milestone that this funding will help you reach?

Do you need to raise more money in the future? How long will this funding last?

How much money has been raised in previous rounds? Who are your investors?

How much have the founders invested and how much of the company do they own?

What are one or two possible exit scenarios for your company?

Why would an a bigger company want to acquire you someday?

DO

Be clear and confident about the amount and type of money you are raising now

Make sure you end the presentation strongly, indicating that an investment would be a logical next step that they don’t want to miss out on

Qualify investors before having further discussions. Are they interested or not interested?

Make sure your funding plan aligns with your financials and your growth strategy

Demonstrate you are serious about returning a healthy return to investors by growing a big and valuable company

DON'T

Expect every potential investor to be interested

Surprise investors with hidden complications or terms that should have been disclosed earlier

Act like you are desperate to raise money, even if you are

Summary

The Summary slide highlights the key point(s) you want your audience to believe and remember. This slide may have 3-5 short bullet points or a sentence that captures the most powerful idea. When they tell your story to an investment partner or spouse, what key things do you want them to remember? The Summary slide closes the presentation on a positive note.

There may be additional questions to answer at this point in the presentation. As you answer the questions you can bring the conversation back to the key summary points on this slide.

KEY QUESTIONS

What are the most important points you want someone to believe and remember?

What is the opportunity that investors don't want to miss out on?

What irrefutable credibility can you use to demonstrate momentum and market leadership?

DO

- Keep it simple, memorable and powerful
- Include the CEO's contact information on this slide
- Take time to answer questions
- Be aware of time limits, so ask for permission to take more time if necessary

DON'T

- Try to say too many things in one slide
- Sound rehearsed or tentative when you are delivering this slide
- Spend too long on this slide and go off track

Addendum Slides

Additional slides are often included as an Addendum after the initial pitch slides. This is an easy way to quickly provide details or respond to common questions without disrupting the flow of your core slides.

COMMON ADDENDUM SLIDES

Screenshots and product images

Customer logos, quotes and case studies

Financials statements (P&L, balance sheet, cash flow, financial metrics) for 2-3 years historical, 2-3 years projected

Sales and marketing metrics

Product roadmap

Board members, advisors and investors

Press coverage highlights

Product, architecture and technical diagrams

Detailed use of proceeds

Company history and timeline

Competition comparison table

Partnerships

Growth and expansion possibilities

Distribution channels

List of IP owned, registered, and in application process

Investment terms and valuation explanation

Capitalization table

Exit strategy possibilities

So Now What?

If you invest the time and effort to work through the full \$150 Million Investor Pitch Deck Template, you will end up with a company presentation that is superior to 99% of what investors are used to seeing. Not only that, you will be able to communicate that superior level of clarity when talking about your company to others including your team, your clients, customers, suppliers and advisors.

There is almost no part of your company that this pitch deck template does not touch—and that’s what makes it such a valuable tool.

Clarity makes decision making easier.

And don’t be surprised if, at some point going through this work, you start to see clues about discovering what I call your company’s “Scaling Point™.” The Scaling Point is the unique leverage point hiding in your company that can propel you to the next level of growth and beyond.

After working through the \$150 Million Investor Pitch Deck Template, you might already have a clue about what that is. If not, make sure you pay attention to the other resources and programs we offer. Helping companies discover their “Scaling Point” is exactly what we do.

Good luck!



SCALING POINT™