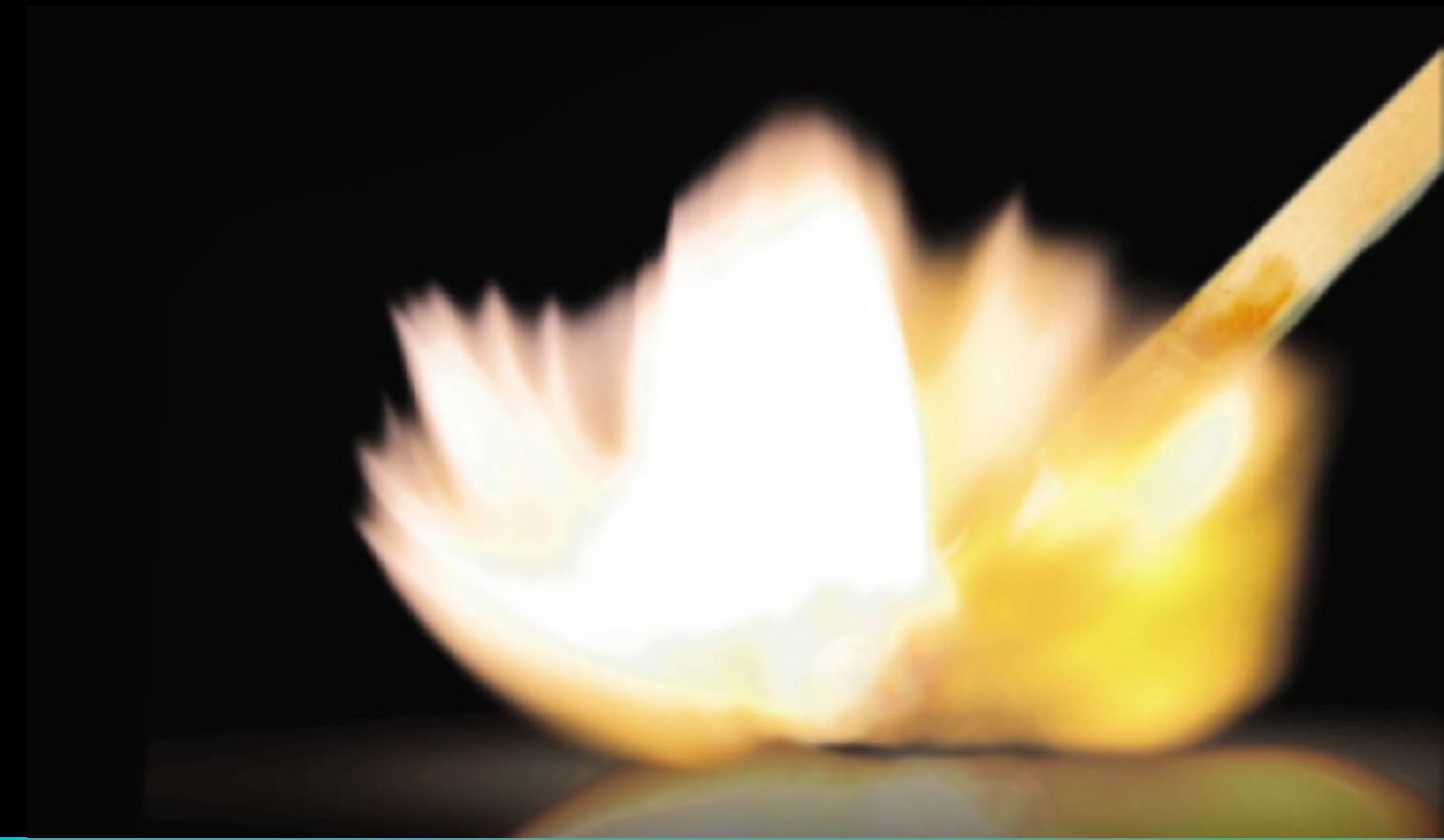


# THE ONLY 10 SLIDES

YOU NEED IN A

# PITCH



The purpose of a pitch is to stimulate interest, not to cover every aspect of your startup and bludgeon your audience into submission.

*your objective is to generate enough interest to get a second meeting.*

Thus, the recommended number of slides for a pitch is ten. This impossibly low number forces you to concentrate on the absolute essentials. You can add a few more, but you should never exceed fifteen slides -- *the more slides you need, the less compelling your idea.*

# TITLE

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Provide company name plus your name and title, address, email, and cell number.

# PROBLEM/OPPORTUNITY

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Describe the pain that you're alleviating or the pleasure you're providing.  
The goal is to change the pulse rate of the investors.

# VALUE PROPOSITION

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Explain the value of the pain you alleviate or the value of the pleasure you provide.

# UNDERLYING MAGIC

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Describe the technology, secret sauce, or magic behind your product. The less text and the more diagrams, schematics, and flowcharts the better. If you have a prototype or demo, this is the time to transition to it. "If a picture is worth 1000 words, a prototype is worth 1,000 pictures."

# BUSINESS MODEL

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Explain who has your money temporarily in their pockets and how you're going to get it into yours.

# GO-TO-MARKET PLAN

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Explain how you are going to reach your customer without breaking the bank. "Go viral," btw, is total bullshit.

# COMPETITIVE ANALYSIS

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Provide a complete view of the competitive landscape. And saying that you're "more passionate" is utterly meaningless.



# MANAGEMENT TEAM

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Describe the key members of your management team, board of directors, and board of advisors as well as your major investors. It's okay if you have less than a perfect team. If your team was perfect, you wouldn't be pitching.

# FINANCIAL PROJECTIONS AND KEY METRICS

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Provide a three-year forecast containing not only dollars but key metrics such as the number of customers and conversion rate. Do a bottom-up, not top-down, analysis. You are not going to get 1 percent of the people in China...

# **CURRENT STATUS, ACCOMPLISHMENTS TO DATE TIMELINE, AND USE OF FUNDS.**

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Explain the current status of your product, what the next version looks like, and how you'll use the money you're trying to raise.

A word about liquidity: no entrepreneur knows when, how, or if she will achieve liquidity, and yet many include a slide that says, "There are two liquidity options: an IPO or an acquisition." Duh. If investors ask about your exit strategy, it means they are clueless. if you answer with these two options, you have a lot in common.