STRUCTURE OF A PITCH DECK FOR INVESTORS

Secrets to making a serious impression and good implementation examples

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1 INTRO

A product name, its idea in a short slogan, team members' names, roles, and contacts

INTRO
EXAMPLE

Code quality metrics for engineering managers

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proprietary & confidential

2 DESCRIBE THE PROBLEM

2.1 Short problem description

2.2 Your user profile: stats and facts that can be easily checked, no doubts should arise that there's a problem that needs an elegant solution

2.1 PROBLEM DESCRIPTION

The Growing Complexity of Online Advertising

Google stalks you to provide better ads.

Improved tracking leads to more options for advertisers.

More than ever ad dollars are spread over many platforms increasing complexity.

Google bing YAHOO! facebook. twitter

2.2 YOUR USER PROFILE

3 SOLUTION

3.1 DESCRIBE YOUR PRODUCT

Describe how your product will solve the problem

3.2 LIST ADVANTAGES

Your product competitive advantage/unique value proposition

3 SOLUTION

We find, screen, and onboard tenants,

collect rent,

and coordinate maintenance.

Owner enjoys passive income.

FITTR CRUSHES THE COMPETITION

By having great social features and an incredibly advanced process to make workouts, Fittr will bring better results to members that is unmatched.

4 PRODUCT DEMO

Name and show 3-4 main functions of your product. Think of benefits instead of features. Presenting a demo try to achieve an “I’ve got it” moment in 30 seconds

4 PRODUCT DEMO

SCREENSHOTS

5 MARKET OPPORTUNITY

- Market description
- Market size now and in 3-5 years
- Market share you plan to conquer
- Sales predictions if possible

5 MARKET OPPORTUNITY

Market Size

TRIPS BOOKED (WORDLWIDE)
Total Available Market

BUDGET & ONLINE TRIPS
Serviceable Available Market

TRIPS W/AB&B
Market Share

6 BUSINESS & REVENUE MODELS

FREE TEMPLATES:

LEAN CANVAS

BUSINESS MODEL CANVAS

6 BUSINESS & REVENUE MODELS

Business Model

We take a 10% commission on each transaction.

10.6M → **$20** → **$200M**

TRIPS W/AB&B	AVG FEE	REVENUE
Share of Market	$70/night @ 3 nights	2008-2011

AirBed&Breakfast

2008

PROBLEM

- Hard to find cheap/affordable accomodation options when travelling
- Staying in hotels travellers cannot get authentic experiences of a location
- It's not easy for a homeowner to monetize vacant areas on a day-by-day basis
- Uncultivated home sharing culture

EXISTING ALTERNATIVES

Booking.com
Hotels.com

SOLUTION

- An online service where travelers can rent an affordable local apartment, and homeowners can earn extra money by renting out vacant areas on a day-by-day basis

KEY METRICS

- Number of views-to-bookings per host
- Number of hosts applied
- NPS
- DAU/MAU

UNIQUE VALUE PROPOSITION

- Travelers can get authentic experience of local area
- Extra monetization of vacant areas for homeowners

HIGH-LEVEL CONCEPT

Everyone can become a host
Sharing economy

UNFAIR ADVANTAGE

- Any homeowner can rent out space
- Trust building: bi-directional rating system of hosts and visitors
- Insurance by default for hosts

CHANNELS

- Referrals
- Recommen-dations
- Advertising (both online and offline)

CUSTOMER SEGMENTS

- Travellers looking for an adequate accommodation experience for a low price
- People having some accomodation options to become a host

EARLY ADOPTERS

People ready to share their residence and earn money as hosts

COST STRUCTURE

Development
Hosting
Marketing
Payroll
Insurance
Photography

REVENUE STREAMS

Fees for travellers

7 COMPETITION & COMPETITIVE ADVANTAGE

canvas

COMPETITIVE LANDSCAPE & CANVAS ADVANTAGE

Focused on the **what/tactical**		Focused on **THE WHY**
App development platforms/middleware Logos Redacted	→	Rapid ROI at fraction of the cost
Vertical software Logos Redacted	→	Fully flexible, thousands of horizontal and vertical applications
Forms software Logos Redacted	→	Not just forms, but business processes. Content for every industry.

“ 5 Leading Companies Focused on the Business of Mobility

8 GO-TO-MARKET PLAN / MILESTONES

GO-TO-MARKET PLAN
FOR SEED STAGE STARTUPS

MILESTONES
FOR EARLY STAGE STARTUPS

8 GO-TO-MARKET PLAN / MILESTONES

Market Adoption

EVENTS
target events monthly

Octoberfest (6M)
Cebit (700,000)
Summerfest (1M)
Eurocup(3M+)
Mardi Gras (800,000)

with listing widget

Widget screenshot

PARTNERSHIPS
cheap/alternative travel

GoLoco

KAYAK

ORBITZ

CRAIGSLIST
dual posting feature

AirBnB screenshot

Craigslist screenshot

Milestones

Today
- 49 units
- Partially automated
- Metro Detroit

January 2016
- 300 units ($23k MRR)

Summer 2016
- Launch in market 2

January 2017
- 2,000 units ($158k MRR)

Summer 2017
- Launch in markets 3, 4, and beyond

9 THE ASK

IF SENT DIRECTLY TO THE INVESTOR

RAISING $250,000

INVESTMENT GOAL

- SEO Campaign
- Targeted Advertising
- Server Costs
- Create nutitional plans
- Hire developer for future features
- Sporting team workout databasing
- Android App
- Profitibility within 1 year

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INVESTING

10 CONTACT INFO

ooomf

The future of work

Mikael Cho | Founder | ooomf.com

11 SOFTWARE DEVELOPMENT FOR STARTUPS

We turn your idea into a solution. Get your perfect package **here**

	READY	STEADY	GO!
Pitch Deck for Investors	Template presentation	Template presentation with a design matching your product demo	Unique template matching your product demo and brand identity
Business Analysis	50 hrs	50 hrs	120 hrs
Design	–	40 hrs	150 hrs
Product Demo	Web demo with hints on Webix JavaScript UI Library (180 hrs of development included)	Web demo with hints on technology by your choice (250 hrs of development included)	Minimum viable product (MVP) + technical consultation (450 hrs of development included)
QA	30 hrs	40 hrs	120 hrs
Market Analysis Consultancy and Assistance	✓	✓	✓
Business Model Consulting	✓	✓	✓
SPECIAL: Professional investor consultancy	–	–	✓
PRICE* *extra hours will be charged additionally to the price	**$ 5 000**	**$ 9 000**	**$ 19 000**
EXTRA: Outstaffing for live team presentation to investors on fundraising events	**On-demand discussed additionally**	**On-demand discussed additionally**	**On-demand discussed additionally**

THE BEST PREPARATION FOR GOOD WORK TOMORROW IS TO DO GOOD WORK TODAY.

Elbert Hubbard

Source: https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/