

# How to Build a Pitch Deck CheatSheet



## What is a Pitch Deck?

A brief presentation that summarizes your business idea or product to potential investors, partners, or clients.

## Pitch Deck Do's

- **Keep it simple and concise:** Aim for 10-15 slides, focusing on the most crucial information.
- **Tell a compelling story:** Engage your audience emotionally through effective storytelling.
- **Tailor the pitch to your audience:** Customize your message based on the type of investor you are addressing.
- **Use visuals strategically:** Highlight key points and enhance your narrative through graphics.
- **Maintain a consistent format:** Create a professional presentation by ensuring consistency in font, color scheme, and layout.

## The Role of Storytelling

- **Connect with your audience:** Rather than just stating facts and figures, stories let them easily understand your business purpose and mission.
- **Make your pitch more memorable:** A well-crafted story will stay with your audience long after your presentation is over.
- **Highlight the human element of business:** Investors want to know that they are investing in people they can trust and relate to.
- **Position your solution as the answer:** Storytelling helps you to convey the impact that your company can have on the world.
- **Persuade your audience to take action:** Investors are more likely to be persuaded to invest in your company if they can see the potential for it to make a difference.
- **Stand out from the pack:** A well-crafted story makes your business easy to recall among the noise of crowded markets.
- **Communicate your value proposition:** Story techniques help crystallize what sets your solution apart to your customers in a compelling way.

## The Goal

To generate interest and persuade investors to consider investing in your business (and have future conversations with you)

## Pitch Deck Don'ts

- **Don't use too much jargon:** Keep language clear and accessible for better understanding.
- **Don't overload text:** Too much text will make your slides difficult to read and can overwhelm your audience.
- **Don't complicate your pitch:** Resist the urge to make your deck overly complex. Simplicity leads to easy comprehension.
- **Don't overshare:** Avoid disclosing every detail. Save some information for face-to-face interactions.
- **Don't overpromise:** Be realistic and transparent about your projections and achievements.

## Useful Resources

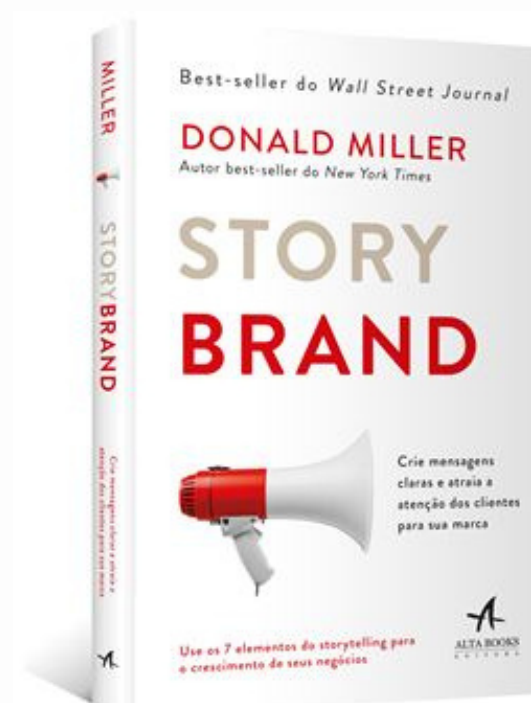
- **Y Combinator:** They provide a comprehensive guide to creating a pitch deck, including tips on writing content, designing slides, and presenting your pitch.
- **Slidebean:** An online platform that offers pitch deck templates, design tools, and expert advice to help you create a compelling pitch deck.
- **Guy Kawasaki's 10/20/30 Rule:** It provides a simple yet effective framework for crafting a great pitch deck. It emphasizes brevity, clarity, and impact to ensure you effectively capture the attention of investors.
- **Sequoia Capital:** They offer insights and guidelines on crafting effective pitch decks. Their resource provides valuable perspectives from an investor's point of view.
- **Canva's Templates:** They offer a collection of customizable pitch decks, making it easy for startups to create visually appealing and professional-looking slides, even without extensive design expertise.

## Pitch Deck Outline



- **Cover & Title:** Your company name and one-line compelling description.
- **Problem:** What specific pain point is your company addressing?
- **Solution:** How does your product or service tackle the identified problem?
- **Why Now:** Why is now the right time for your solution?
- **Market Size:** How big is the potential market for your product or service?
- **Competition:** Who are your competitors, and how do you differentiate your company's value proposition?
- **Product:** Can you showcase the unique features and benefits of your product?
- **Business Model:** How does your company plan to generate revenue?
- **Team:** Who are the key members and why are they the right people for the job?
- **Board/Advisors:** What expertise and connections do your board and advisors bring to the table?
- **Financial:** Provide a clear overview of your financial projections.
- **Fundraising:** What amount of funding are you seeking, and how do you plan to use the funds?

## Use The StoryBrand Framework



- **A Character:** Identify the hero of the story, typically the customer of your product or service.
- **Has a Problem:** Clearly define the challenge the character faces, the problem your company solves.
- **And Meets a Guide:** Position your company as the trusted guide who can help the user overcome their problem.
- **Who Gives Them a Plan:** Outline your company's plan to solve the problem, emphasizing the benefits and advantages of your solution.
- **And Calls Them to Action:** Add a clear CTA, inviting the audience to take the next step, such as investing or partnering.
- **That Helps Them Avoid Failure:** State the potential consequences of not taking action, the negative impact of failing to solve the problem.
- **And Ends in a Success:** Paint a vivid picture of the positive outcome or transformation they get, the benefits of using your solution.

## Common Rookie Mistakes

- **Lack of a memorable hook:** Start your pitch with a compelling hook or story that generates interest. The initial moments are crucial for capturing attention.
- **Ignoring Feedback Loops:** Actively seek feedback from mentors, advisors, or colleagues, and use it to refine and improve your pitch.
- **Overlooking the Problem-Solution Fit:** Clearly define the problem your business addresses and demonstrate how your solution directly alleviates that problem.
- **Being Vague About Market Validation:** Present data that showcases real-world validation, proving that your solution addresses a genuine need.

## Pitch Deck Design Tips

- **Visual hierarchy:** Prioritize information through visual hierarchy, ensuring that crucial points stand out prominently.
- **Contrast and color:** Use contrasting colors to make text and visuals pop, aiding readability and engagement.
- **Use whitespace:** Avoid overcrowded slides to allow your audience to easily read content.
- **Choose clean fonts:** Enhance readability, ensuring that your message is digestible.
- **Branding elements:** Add consistent branding elements to reinforce your company's identity and create a cohesive visual experience.