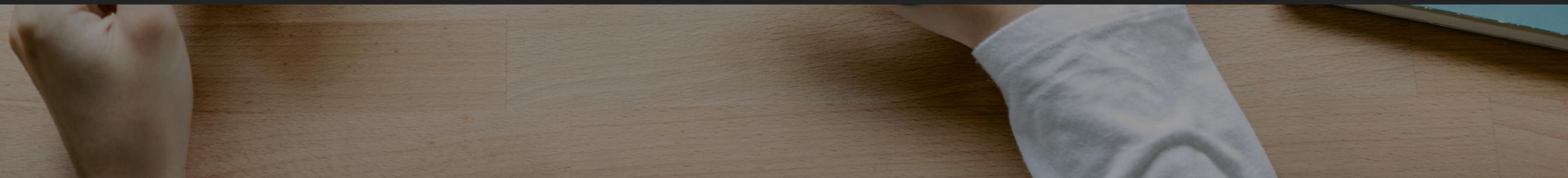


HOW TO CREATE A GREAT PITCH DECK (PITCH DECK TEMPLATE)



COMPANY NAME



We help <customer> to solve their <problem> and achieve <results>

PROBLEM

Narrating as a story

This is John, he is a <occupation> and one of our customers.

As part of his work, John needs to do <habit> daily but faces this <problem> which results in this <pain>.

John is trying to solve it using <old solution> but it doesn't fully solve the problem because of <reason>.

Providing Statistics

90% of customers surveyed face this problem

This problem is costing customers \$XXX per year

85% of customers are unhappy with current solutions

80% are willing to pay up to \$X to solve this problem

SOLUTION

Narrating as a story

After John used our solution, he managed to solve the problem and achieved <results>.

He also managed to save \$XXX and YY hours of time per week by switching from his old solution to our new solution.

Here is a testimonial from John

“This product is awesome! It helped <insert testimonial>...”

Providing Statistics

We are 10X faster

We are 3X cheaper

We help reduce costs by 20%

We help increase revenues by 40%

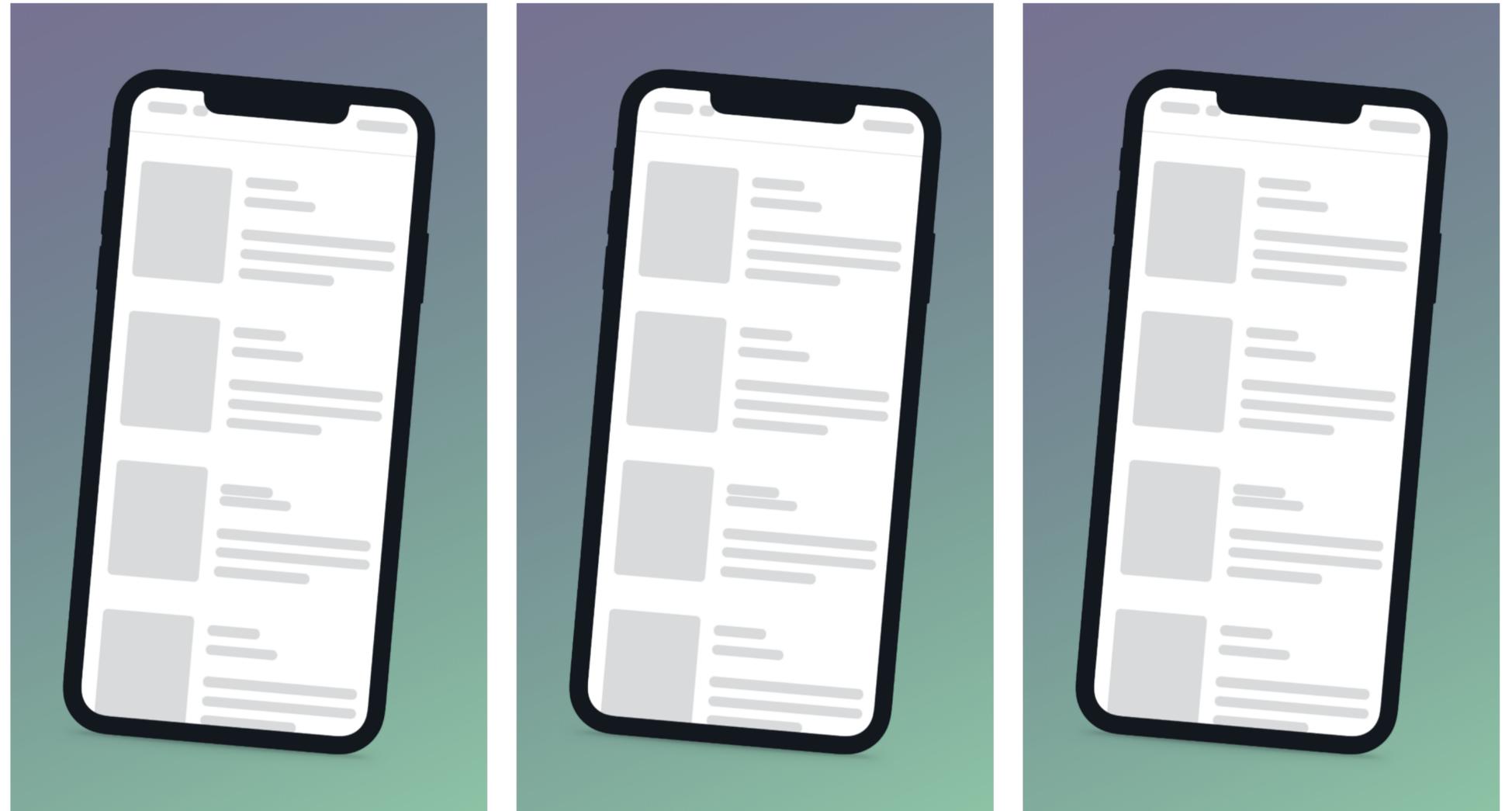
Product Demo

There are 2 ways to do this:

1. Screenshots
2. Video clip

For screenshots, highlight the **key features** that help to solve the pain points

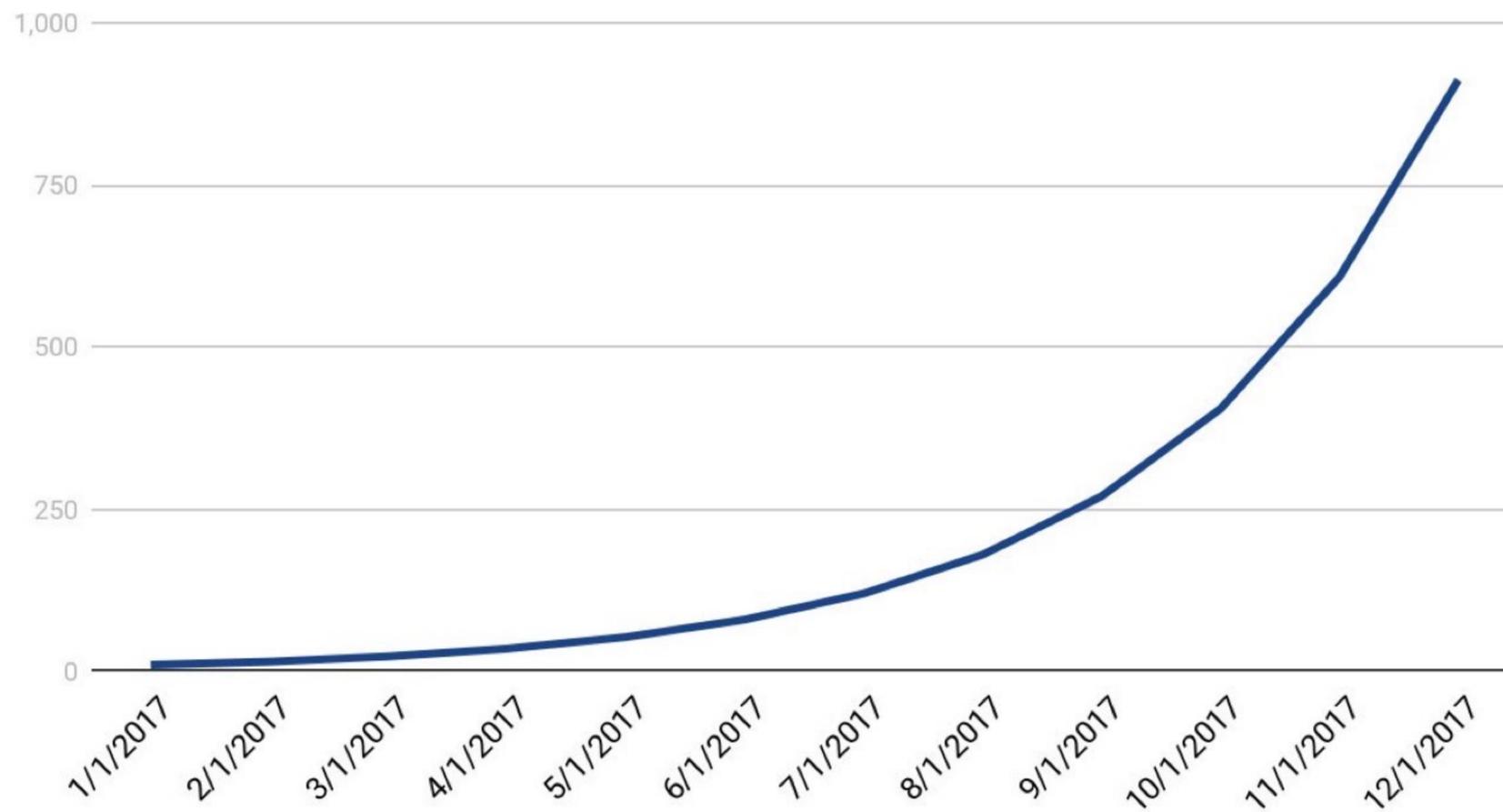
For video clip, keep it within **30 – 60 sec** to avoid making it too draggy



TRACTION

All the companies are using us

Product sales per month



- 50% growth per month. Every month.
- 100% retention

ACCOLADES

We have won the following
HACKATHONS



We have been featured on
these **MEDIA**



COMPETITIVE ADVANTAGE

We are different / have an advantage because...

Competitors cannot copy us because...



Unique Selling
Proposition 1

e.g. **business
networks, large
community**



Unique Selling
Proposition 2

e.g. **patents,
intellectual
property**



Unique Selling
Proposition 3

e.g. **strong team
with decades of
industry experience**

BUSINESS MODEL

We earn money by...

e.g. commission from platform

e.g. monthly subscription fees for our SaaS solution

e.g. product sales and recurring maintenance fees

We charge reasonably...

BASIC Plan costs \$XX monthly

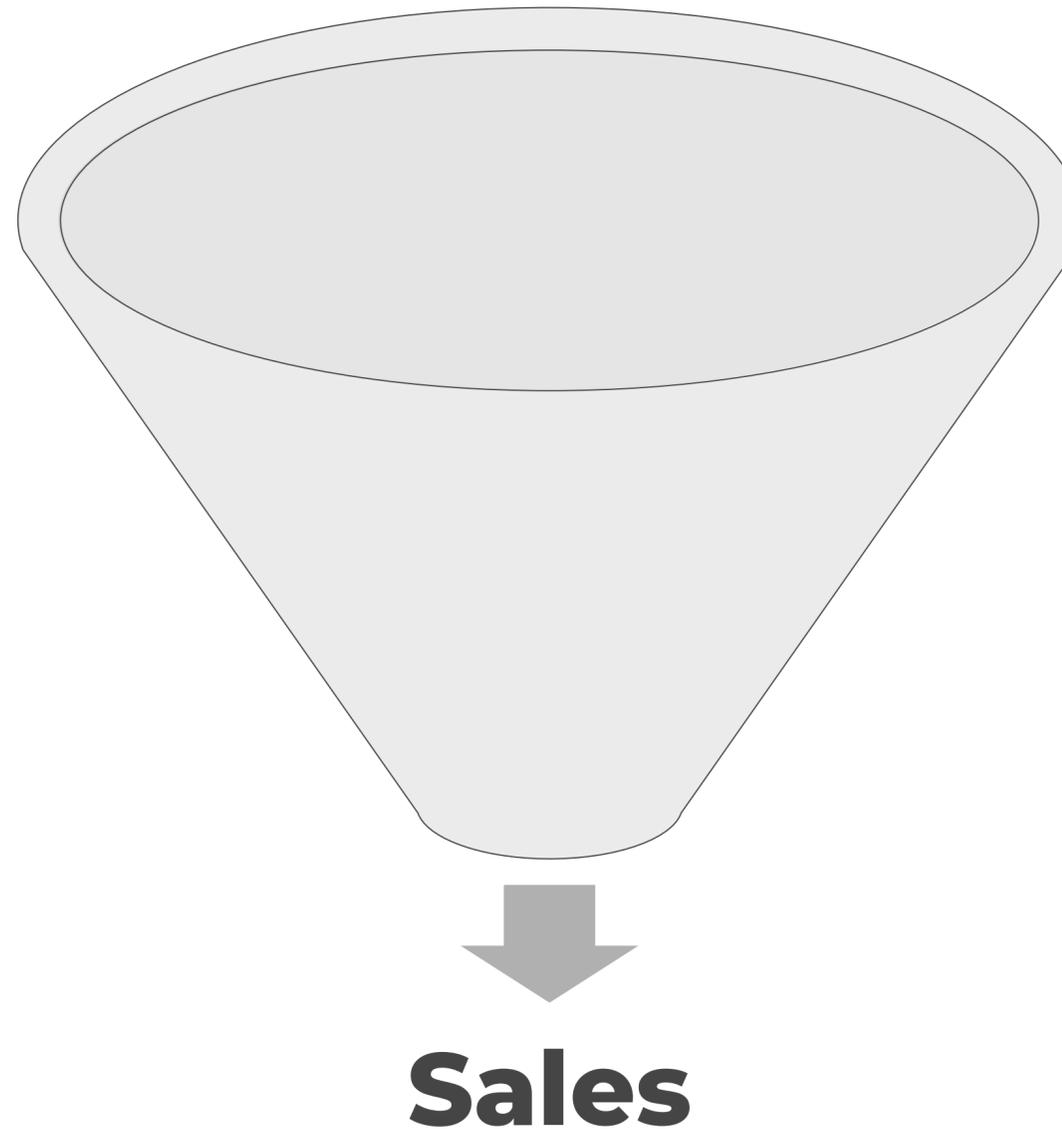
PREMIUM Plan costs \$YY

ENTERPRISE Plan costs \$ZZ ++

GO-TO-MARKET STRATEGY

We get customers by...

e.g. creating a sales funnel, attracting customers using social media ads to our website and then offering them free trials before converting them into paid customers on a recurring subscription



Social Media:

10000 leads for \$500

Website Clicks:

1000 views, 10% conversion rate

Free Trial Sign Ups:

100 sign ups, 10% conversion rate

Sales:

50 subscribers, 5% conversion rate

Cost of acquiring one customer:

$\$500 / 50 = \10

FUTURE GROWTH

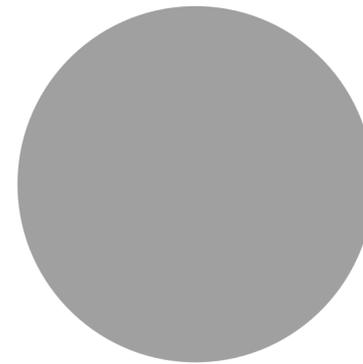


Local Market

1M potential customers

Market Size \$XXX

Market Share: 40% (current: 5%)

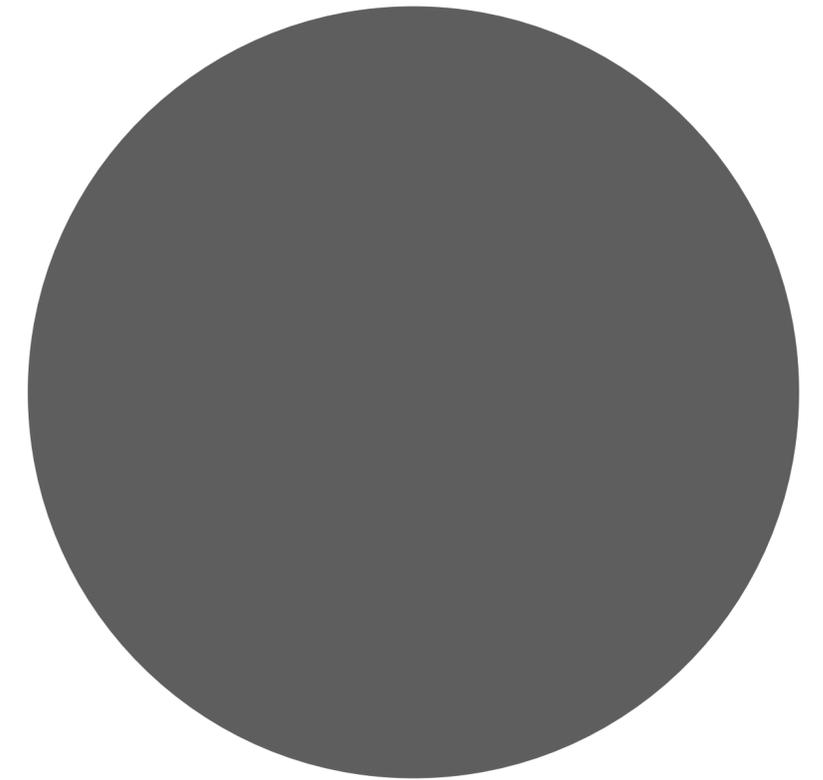


Regional Market

10M potential customers

Market Size \$YYY

Market Share: 20% (target)



Global Market

1B potential customers

Market Size \$ZZZ

Market Share: 10% (target)

CORE TEAM

CEO, Co-Founder 1

Serial Entrepreneur with 2 exits

Former startup got acquired by
MNC and another IPO on SGX

CTO, Co-Founder 2

PhD in Computer Science

Former researcher at MIT

Former Tech Lead at Unicorn

COO, Co-Founder 3

12 years industry experience

Former VP at MNC

Harvard MBA

TEAM PHOTO

WHAT WE NEED

**\$1M to help us achieve
20% local market share
within 12 months**



30% on product development



50% on sales to capture market share



10% on admin & miscellaneous



10% on customer success & retention

THANK YOU & CONTACT US

1. Website
2. Email Address
3. Office Address
4. Call to Action (“Arrange a meeting with us” via **Calendly Link / QR code**)



Appendix (as many slides as necessary)

The appendix should include ammunition for the subsequent Q&A/conversation that follows the pitch. If you've done the starting exercise outlined above, you should have a list of questions that investors might ask.

Where having a visual aid would help, create a slide to answer each of the questions on your list. Other good things to include in your appendix are financial projections and a more detailed use of funds. This section will expand significantly once you start pitching, as you develop more content to answer investor questions that arise.





A note on design

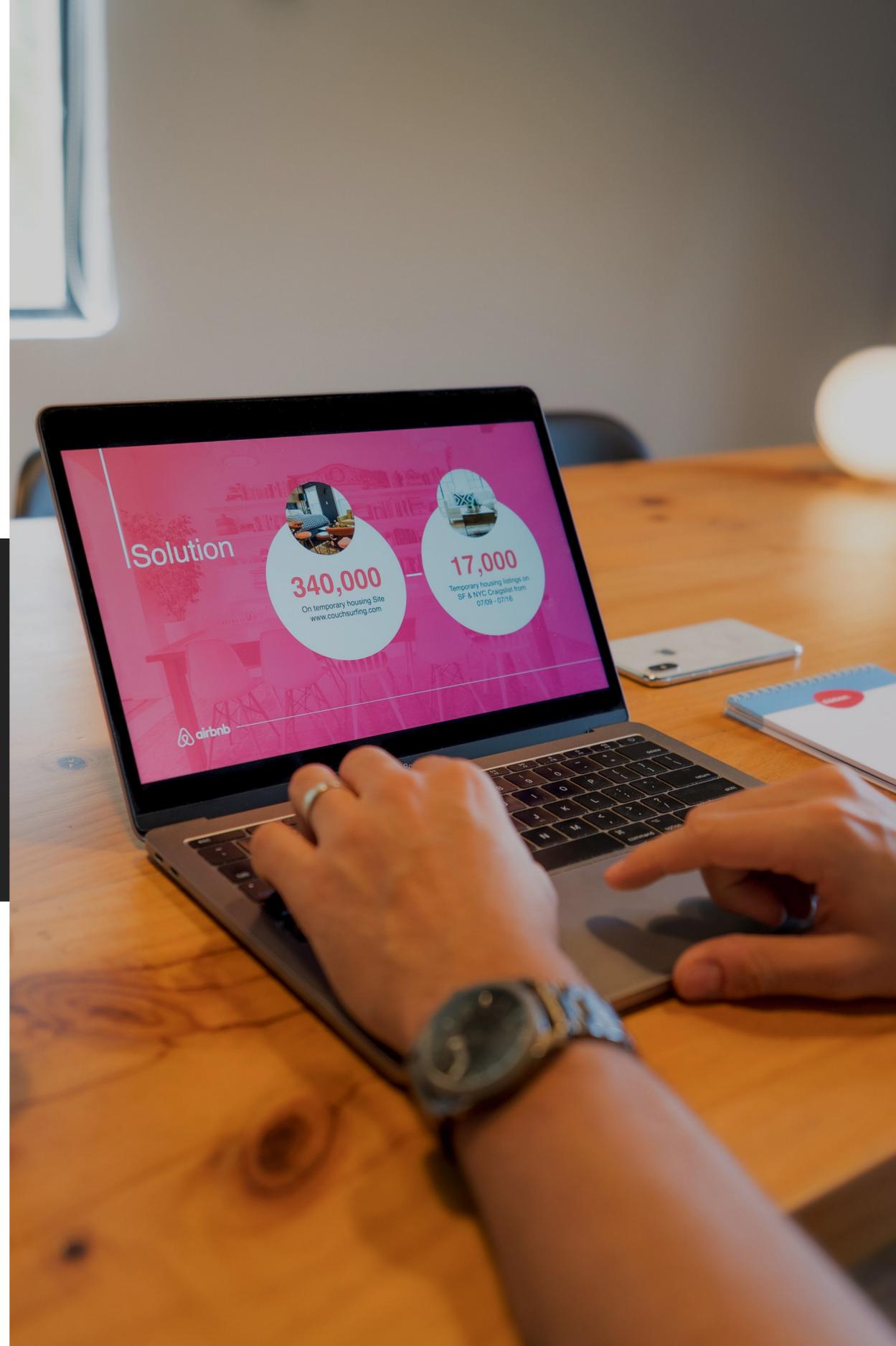
Optimize for clarity and understanding, not beauty. Deck design should be focused on aiding comprehension over being aesthetically pleasing. In our experience, this usually means keeping it as simple and bare-bones as possible.

Avoid anything that might distract from your main point. Two of the most common culprits here are fancy, complicated diagrams that are hard to understand or colorful images that look nice but don't help illustrate your point.



PRESENTING OVER VIDEO

Once you have your deck ready, send it to us for review and arrange for a pitch practice.





Here are some important things to do when pitching over a video call

1

Turn on your video. When recording, your face should appear at the top right corner of Zoom without covering any of your slide content.

2

Revamp your video and audio set up.

- Make sure you're looking into the camera, not to another screen set up on the side.
- Make sure your face is well lit (one founder found the ring lights that TikTokers use to be a cheap and easy way to upgrade your lighting), at an attractive angle (please, not up your nostrils), and that you have a non-distracting background (use Zoom backgrounds if necessary).

3

Make sure your audio is working well, and that you have a quiet room to take the call in.

4

One person should pitch. This is almost always better, but it is especially true for pitches over video call. Switching speakers is usually confusing and hard to coordinate, especially if the two founders are in different places. However, it's often useful for another founder to come to answer questions and take notes.



Here are some important things to do when pitching over a video call

5

Record and watch yourself on video to see how you're coming across. You're going to have to overcompensate in energy and verve to make up for the fact that you're a tiny box in a corner of the screen.

6

Have a rough outline of a script: we suggest writing out at least a bullet-pointed script (if you've done the starting exercise, you already have an outline of one). This script helps make sure you hit all the important points in the right order. If you know that you tend to be long-winded, writing out a word-for-word script can help you figure out how to convey your points concisely. However, avoid just reading off of it -- you want your pitch to come across as natural and conversational.

7

Practice and record a few times, since this is a recorded pitch there is no reason for it to be less than perfect!



CONTACT



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