

Investor Pitch Deck

Helping Entrepreneurs Rapidly Accelerate



A Hera Labs Template :: Investor pitch deck
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Pitch Deck :: Outline

- 1) Name of business
- 2) Why is this business needed? (need in the market)
- 3) Exactly what problem will this solve? (solution)
- 4) Who do we solve this problem for? (target market)
- 5) How big is the opportunity? (market size and/or growth)
- 6) What alternatives are out there? (competitive landscape)
- 7) Why are we best suited to pursue this? (your assets)
- 8) Why now? (market window)
- 9) How will we get this idea to market?
- 10) How will we measure success/make money from this idea?
- 11) What is your ask?
- 12) End with something memorable



"The visionaries gift is he sees the dawn before the sun has even set."

Name of idea / business name

- Your Name
- Founder, CEO, etc.
- Experiment: “Chief Shoe Giver” is the title of Blake Mycoskie of TOMS

The Need

Why is this business needed? (need in the market)

- What's the "pain" in the marketplace?
- What is not working?

Example:

Square Credit
Card reader



The Solution

Exactly what problem will this solve? (solution)

- Be as crystal clear as possible
- Be as succinct as you can
- HOW does it work (concise!)



Target market

Who do we solve this problem for? (target market)

- Niche market is just as good as a huge market
- Can you label the target market easily? (i.e. the “socially conscious consumer” or the “stay-at-home moms”)
- Sometimes naming the target market group is useful with a certain image for ease of describing.
- Check out your competition for clues.

Example:

Roxy



Market size

How big is the opportunity? (market size and/or growth)

- Describing market trends would help with describing growth
- Market size is an estimate at times, use population sizes, demographic info, etc. to get as granular as you can – TAM, SAM & SOM.

Example:
Mobile
games



Competitive landscape

What alternatives are out there? (competitive landscape)

- List of competitors and comparison of features is an excellent visual here with check marks so to easily see what is missing and where YOU bring in the “missing piece” of the landscape
- Could also use pricing matrix

Example:

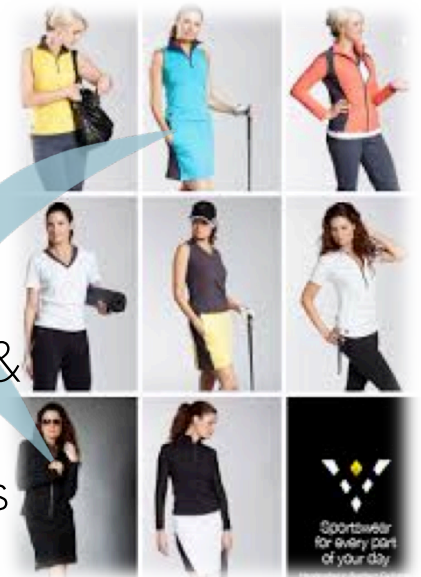
Vivacity

Sportswear

Lululemon &

Nike as

competitors



Market opportunity

Why now? (market window)

- Market opportunity.
- There is a window of opportunity that opens when markets shift & competitors shift. But you have to time it, perfectly. Ideally, about a year before the window is opening, you should be in the market. That way you've had some time to adjust & settle into operations before it happens.

Example:

The Sash Bag

More moms
on the go
need solution



Assets

Why are YOU best suited to pursue this?

- The assets YOU are bringing to the table OR your team)
- Professional and Personal skills, Passions
- Experience even on not for profit boards, etc.
- Can be tangible and intangible assets



Go to market strategy

How will we get this idea to market?

- A gantt chart of production, first buyers, stages, etc. might be good here.
- Milestones calendar also a possibility.
- What are risk factors? How will you mitigate them?

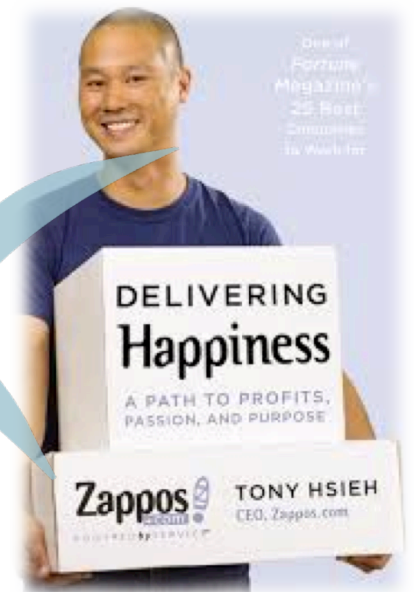


Business potential

How will we measure success/make money from this idea?

- Make an honest, upbeat, substantive and credible claim about the business potential in terms of sales or profitability.
- Any financials are good here – make it as high level as possible with back-up slides with more detail.
- Break even point?

Example:
Zappos



What is your ask?

How much are you asking for?

- Don't just have a number, but have WHAT you are going to use it for – how will you spend it?
- How long will this enable you to develop the product or business?
- How else can the investor help? Maybe your ask is connections and introductions, add that into your ask so that it is clear that you know investors are not only about money, but are mentors and connectors.

Example:

GoPro



End Memorably

- End memorably either with a demo, a catchy phrase, a concise positioning statement, tag line, an image to burn into their memory, or vision statement.
- “Hera Hub is the Nordstrom’s of co-working”



herahub.com

