

IMPORTANT NOTE

In general you should have many versions of your deck that serve different purposes. For example, the “**read me**” version will have a lot of detail and many investors will want to see this version pitch deck *before* they agree to meet you. This means your "read me" version needs more details/information on each slide so it can stand alone.

Your "**listen to me**" version is the one you use when you can present in person in front of an audience. You need fewer details on your listen-to-me deck slides because you replace them with speaking points. This ensures that your audience spends more time listening to you and less time reading your slides.

FOR THIS EVENT YOU WILL WANT TO CREATE A “**LISTEN TO ME**” DECK!



OVERVIEW & TIMING

You will get 4 minutes to pitch, followed by 2 minutes of Q&A.

1. Cover (10 secs.)
2. Problem (30 secs.)
3. Solution (45 secs.)
4. Traction (30 secs.)
5. Business Model (30 secs.)
6. Market Opportunity (15 secs.)
7. Financials (15 secs.)
8. Team (30 secs.)
9. Competition (15 secs.)
10. Funding (10 secs.)
11. Summary (10 secs.)
12. *Judges Q&A (2 mins.)

*Separate from your 4 min pitch





STARTUP
WORLD CUP



Pitch Deck Outline TEMPLATE

COVER

Announce your big idea - your one liner / tagline.

What's the one thing you do better than anyone else? You have **10 seconds** to set the hook with your audience.

Summarize the highlights of your business/investment opportunity as a teaser for what's to come later in your pitch. Don't leave readers guessing what it is you actually do until the end, the audience will appreciate knowing up front what you are building.

Be very clear and to the point!



PROBLEM

What is the problem you are solving?

Who are you solve it for, and the reasons why your target customer/users are frustrated with current solutions.



SOLUTION

How are you solving the problem and what are the benefits of your solution for your customers and users.

How are you addressing a major unmet need?

Show how your product it works in ideally three or less simple points.



TRACTION

What is your current customer/partner pipeline? How you will acquire and retain customers? Provide tangible proof (measured in users and sales) that customers love your product and are happy to pay for it.

- Customer Acquisition Cost (CAC) ratio and Customer Lifetime Value (LTV)
- Number of downloads / unique new active users
- User Retention rates and Churn Rate
- NPS Scores

What is your growth strategy? What is your projected growth rate, and what data and evidence can you show to prove it?



BUSINESS MODEL

How will you make money?

What are your unit economics?

What is your cost structure - how much did it cost to create product vs recommended retail price (RRP)?

What are your profit margins?

How will those margins lead to sustainable growth?



MARKET OPPORTUNITY

How much revenue could you generate if you were able to dominate your target market. You will want to show a market opportunity of at least \$1B or more for a venture backable business and you will need to back this up with credible sources of how you came to those conclusions.

- Top down - highlight total addressable market (TAM) and what percent of TAM you can grab, serviceable addressable market (SAM)
- Bottoms up – apply your business model pricing to assumed customers acquired



FINANCIALS

Your current best estimates of how much money you will make in the next 3-5 years. You will need to be able to credibly backup your assumptions with data.

Make sure you are able to justify your projections, and have a credible answer as to explain where the data and numbers come from.



TEAM

Who is part of your core full time team?

Show that your team has the experience and expertise to transform your opportunity into a large, profitable business.

Make sure to highlight your team's strengths, use logos as a visual of places worked and schools attended. Also note any awards, patents, notable prizes they have received.



COMPETITION

Who are your competitors in this space? Why and how is your product a better alternative, specifically *from the perspective of your customers and users*?

Even if you may not have direct competitors, but you should still highlight the current alternatives your customers are using to currently solve for the problem.



FUNDING STATUS

What stage are you at (pre-seed, seed, Series A)?

How much money have you raised to date?

How much money you need and what you will do with it.



SUMMARY

Restate the highlights of your business/investment opportunity as a closer.

Highlight key takeaways you want the audience to remember!

Make sure to **ADD CONTACT INFO** - how can the audience get in touch with you?

- Full Name
- Email
- Website URL
- QR Codes to scan with phone are also helpful





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THANK YOU!

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