

## 8 MUST-HAVE INVESTOR SLIDES

The common language of most VC pitches is the pitch deck. Here is what you should be sure to address in yours. Remember that the pitch deck is a companion piece to a presentation, so resist the urge to pack each slide with data and detail. This is a vehicle for you to talk about the company in a way that makes your presentation more powerful and more memorable.

### 1. **Problem**

- Must show pain.

### 2. **Solution**

- Needs to be a solution to a problem rather than a technology looking for an application.
- Should be a “must have” rather than a “nice to have”.
- Must be a basis for a full company, not just a new feature or incremental extension for an existing product offering.

### 3. **Market Potential**

- Most show a large and growing market in the billions.
- Should have third party validation of market size and growth.

### 4. **Management Team**

- Past success together is a plus.
- OK to have holes that need to be filled.

### 5. **Go-To-Market Strategy**

- Direct, channel, OEM, viral? Remember that customer adoption is often the hardest part of growing a company.
- What method for what market at what stage?

### 6. **Competition**

- Competition is good, it validates the market.
- Differentiate from your competition.

### 7. **Financial projections**

- Five years with Revenue and EBITDA is sufficient.
- Most VCs will want to see a path to \$50 million or more in revenue.

### 8. **Funds Requested and Use of Proceeds**

- VCs like to see sales and marketing as use of proceeds, and they understand the need to support product development
- They don't like to see back pay, legal fees, excessive R&D.

