Building Presentation Slides for a 5-7 minute pitch

Updated February 2021
This template should only guide your outline. This is your story - say it in your words!
To note:

• 5-7-minute time limit
• Nonproprietary information only
• Completely virtual presentation
Components of a pitch

I. Title page
II. Problem statement
III. Value proposition/your solution
IV. Business model
V. Market
VI. Competition
VII. Team
VIII. Accomplishments & timelines
IX. Financials - projections and historical, if available
X. Appendix
Title page

• Logo
• Name
• Value proposition

“We’re NYPBC and we provide a robust, fair competition for students across NYS to promote entrepreneurship and start new ventures.”
Problem statement

• The story of why your venture started
• Explain the pain points relevant to the development of your product
• Give detail

“In the US, annual food waste surpasses 219 pounds per person yet 20% of families experience food insecurity.”
Value proposition/solution

- How does your product disrupt the status quo?
- Talk about the solution, not the invention

“We’ve developed an organic compound that preserves produce up to 3 days longer.”

❖ The statement mentions the technology, but focuses on how it addresses the problem.
Business Model

The infrastructure about how your solution is replicable to become a sustainable business enterprise.

- Customers
  - Who are they & how do you know
  - How to access them
- Product
  - How will you make it
  - How will it get to the customer
- Money
  - What does it cost to deliver the product or service, per unit (unit economics)
  - How much does it cost to run your business
  - How will the enterprise make money
Market

- Overall market size
- Niche market(s)
- Market dynamics

1. Total Available Market
2. Serviceable Available Market
3. Share of Market
Competition

• Who operates in the same landscape
• How do you differ

“There are several national grocery subscription services addressing food waste in our market. They offer…

…

We differ from those competitors because…”
Team

• Founders & key people
• Advisors
Roadmap

- What milestones have you reached to date
- What milestones do you project in the future and over what time frame (generally by quarter)
- What are the resources needed to meet the milestones (team mates, advisors, customers, dollars, etc.)
Financials

• Indicate unit economics (how much does it cost to deliver the product/service to one customer)
• Model financial projections for how the enterprise will perform over the next 3-5 years
• Share historical financials if applicable
Suggestions and Resources

• Make slides visually interesting!
• Offer data whenever possible
  • “the market is growing at a rate of 15% annually”
• Limit technical slides
  • Can include extra slides in the Appendix

• The Entrepreneur’s Tool Kit, LaunchNY
• Series A Guide: Deck, Y Combinator
• Resources for Innovators: Storytelling, VentureWell