

Suggested DRAFT Storyboard Outline Flow for your Investor Pitch Deck

- useful *starting point* powerpoint template to create a compelling “story” that can be made relevant for a variety of targeted audiences (i.e. Investor, Bank, Customer, Client, etc.)
 - modify pages depending on presentation objectives and type of audience
 - create a draft for review, iteration and edit
 - create the template by making each bolded element its own page title
 - build 3 bulleted phrases per powerpoint page to reflect key points to emphasize

☐ **Intro: *What do you do ? + your “WHY”***

☐ **The Team**

☐ **Investment Needs**

☐ **Scene Set, Context, Statistics, Facts**

☐ **The Problem**

☐ **The Solution and Value Proposition**

☐ **Competition**

☐ **Strategic Competitive Advantage**

☐ **Your Business model**

☐ **Route / Path to Market**

☐ **Financials: Startup & Operating Cost/Budget Estimates; Revenue Projection Summary**

☐ **Traction/Early Adopter Sales/Proof of Concept**

☐ **Major Milestone Timeline / Phases**

☐ **Strategic Marketing Plan Elements**

☐ **Investment Request; Detailed Use of Funds**

☐ **Risk Mitigation**

☐ **Call to action / Points of Contact**

Suggested Storyboard Outline Flow for your Investor Pitch Deck (make each bolded header your headline on your powerpoint file pages; start with 3 bullets per page)

NOTE: This is a suggested starting point to create a compelling “story” that is relevant for the targeted audience (i.e. Investor, Bank, etc.) it can be modified; start with this for review and edit

❑ **What do you do ? + your “WHY”.** 30 second elevator pitch while you show your Company Name and Logo; Value proposition statement works here

❑ quick story about “Why You” “why Now” (this is your “Start with a quick “Why” / emotional moment) ; this is your emotional “hook”

❑ **The Team.** founder Introduction / Management Team / Credentialing; gives reason to believe

❑ **Investment Needs.** fast look at capital needs and how will you spend it in broad strokes

❑ **Setup Context.** - Context / Background / Provide a topside and large context – a “setup” - for your problem using credible research ; in what domain do you operate ? What are the trends and dynamics of this industry space or domain; In what portion of that market do you play in; is it growing ? By how much year on year; who are customers ?

❑ **The Problem.** - What is the specific Market Problem the customer faces (outside in / jobs to be done) and in what “Domain Space” does this Opportunity “live in”

❑ **The Solution and Value Proposition** - How will you solve the Market Problem? What is your product and/or service? High level how does it work ? What are you replacing ? Is your solution better than the best existing alternative ? How strong is the Problem-Solution-Fit ? How (specifically) will customers / clients benefit from this (e.g. \$, time, etc.)

❑ **Competition.** - Who is your competition; fair and balanced compare and contrast ; if there are credible competitors, what “gap” do you fill; what capability do you have they do not have

❑ **Strategic Competitive Advantage.** Underlying “Magic” / Secret Sauce . – why (specifically) would customers spend \$ purchasing your solution ; why would they buy from you ; how are you superior, differentiated, unique, faster,etc. ; how are you better than the best existing alternative

❑ **Your Business model.** Revenue Model; grassroot assumptions ;

❑ How do you make money today and scale tomorrow? is it Software as a services, Hardware and software; who do you sell to; are there channel partners who sell to end use consumers / customers ? what is your margin through the value chain

❑ **Route / Path to Market.** What are your channels to the targeted markets / customers ; are there intermediaries selling for you ; who; why is it a good fit; does your path help you scale

❑ **Financial Cost and Revenue Projection Summary.** (3 years); Revenue, COGs, Margin year on year for 3 years; what are your growth assumptions and the drivers of growth ; what is your “burn” rate; when do you become profitable

❑ **Traction / BETA/ Sales/Proof of Concept.** Your pilot customers / Picture of your sales pipeline ; early wins; early adopters ; pricing; monthly recurring revenue / equivalent

❑ **Major Milestones.** major events in support of the assumptions; critical, logical, relevant execution / inflection points; Importance, implications of those events

❑ **Investment Request ; Use of Funds Recap;** bit of detail around how much and where you intend to deploy capital E.g. Sales Acquisition, Strategic Marketing, Product Development, other

❑ **Risk Mitigation.** Need to address measures in place to manage: Business risk, Financial risk, Legal Risk, Reputational risk, Cyber Risk

[Source: https://www.ryrob.com/how-to-pitch/](https://www.ryrob.com/how-to-pitch/)

❑ **Call to action / Points of Contact.** end on an optimistic note; show your picture / Include your Contact Info and your company website URL

ILLUSTRATIVE