



DLA PIPER ACCELERATE

Pitch Deck Handbook

DRAFT



Make a Great First Impression

- Your company's pitch deck is the first thing an investor will see and it is your passport to fundraising. Because of that, it needs to be clean, crisp, and well organized in order to maximize comprehension of your business and stimulate interest in the investment opportunity. The document needs to speak for itself since you will most likely not be there when the investor reviews the material for the first time.
- DLA Piper's Gateway has assembled an entrepreneur's handbook that can be used to help you create the perfect pitch deck as you ready for your quest for capital. We will work with you perform the due diligence on the investors based on stage, sector focus, and portfolio fit in order to have a targeted approach with the investment community.
- By following the outline in this document, you will be driven to think about your business with an investor mindset, which will not only help you create a compelling synopsis, but also streamline your positioning for sales, marketing, new hires, and company vision.

The Attention Grabber

Many entrepreneurs often sell themselves short because they take for granted what they have created and achieved to date.

It is extremely important to have a view from the outside looking in so that you can communicate effectively and allow an investor to properly capture the following:

- Your skillset and relevant background
- Genesis of the idea
- Technology/product differentiator
- How it works
- Why it is of value

The Best Pitch Starts with the Best Ingredients...



The Blueprint



- **Company Summary:** Concise description of the business, technology/platform, differentiation, value proposition, and unmet need
- **Market Opportunity:** Addressable target market
- **Competitive Overview:** Matrix of competitors and their respective attributes vs. your capabilities
- **Your Solution:** How it works, key components, intellectual property, and value creator
- **Go To Market Strategy:** Marketing and distribution plan, partnerships, channels, etc.
- **Management:** C-Level & VP of Sales robust bios that outline prior relevant experiences and success
- **Financial Projections:** 3-5 year financial projection (revenue, EBITDA, and net income) with key underlying assumptions
- **Investment Opportunity:** Overview of the prior investment in the business, current capital raise, and use of proceeds
- **Company Timeline:** Achievements to date and future milestones assuming capital injection
- **Contact Information:** Name, address, phone, email, and URL

Company Summary

What:

High level description of exactly what the company does, where it sits in the ecosystem, the uniqueness, and compelling value proposition

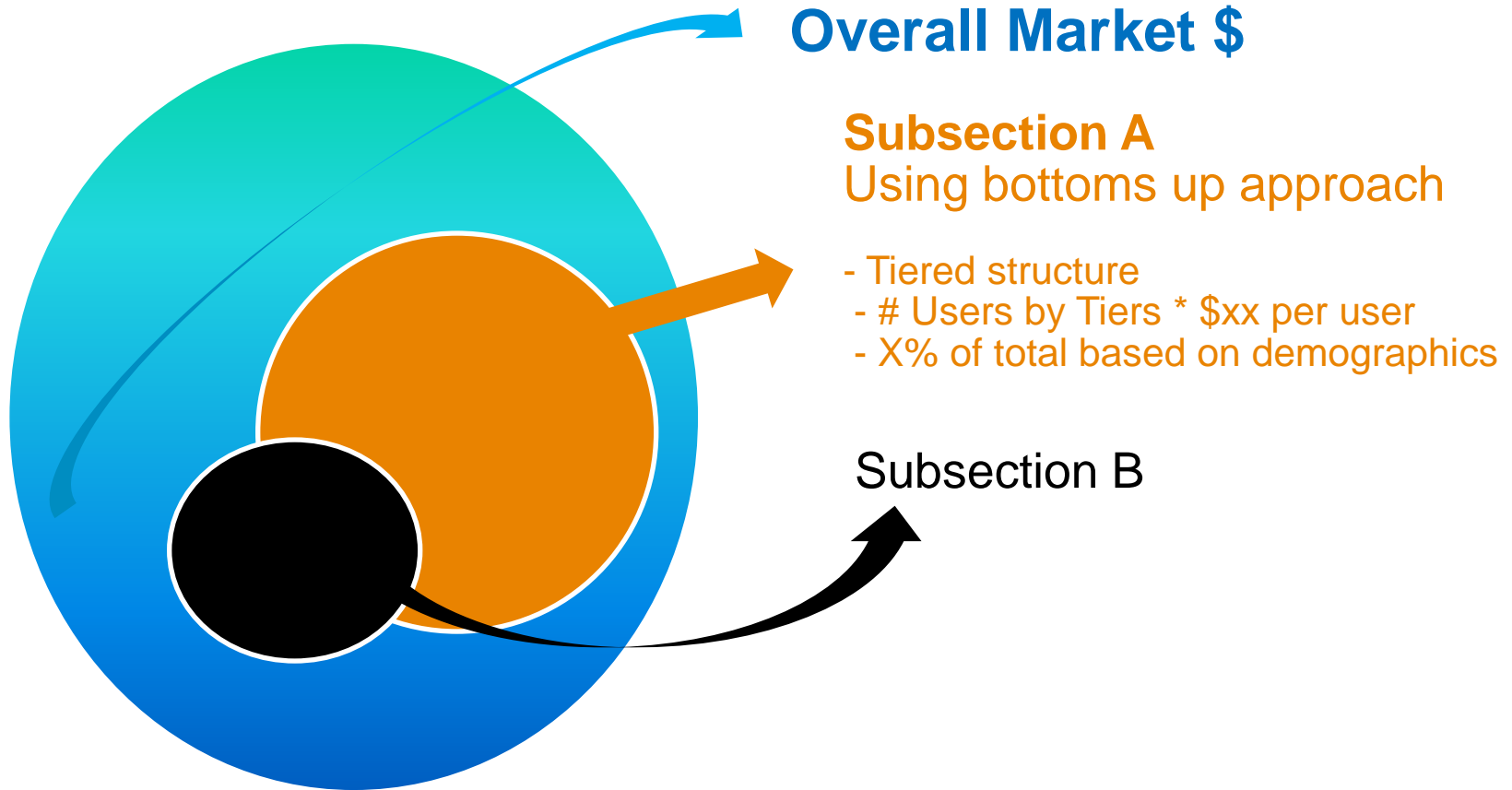
Who/When/Where:

Genesis of the idea and development history

Why:

Unmet need

Market Opportunity



Use supporting studies, analytics, historical company data

Competitive Overview

Outline competition in a concise fashion to quickly illustrate your knowledge of the landscape and identify your leading position.

COMPETITION MATRIX



	Facebook	Twitter	Linkedin	Daydayup
Login				
Free				
Gallery				
Group				
Plan				
Recorder				

The Information Discovery Matrix



Your Solution

Clearly outline your company's answer to the problem so the investor can rapidly digest what sets you apart from the pack.

- Key component/core functionality
- “Secret Sauce”
- Mechanisms of action
- Technology dependents
- Intellectual property

Go To Market Strategy

It is critical that you convey the methodology and approach your company takes to generate revenue. This is the strategy that your team executes against and is vital to the business's success.

- Business model
- Channels
- Sales pipeline assumptions
(sales cycles, # of opportunities per month/region, etc.)
- Partnerships

Management Team

Your team is the crown jewel in the eyes of the investor. You may have the cure for cancer, but no one will fund your business if they don't believe you and your teammates are the ones to make it happen. Highlight your founders, C-level executives, and VP of Sales as an introduction to the core personnel.

John Doe, CEO

[Prior founded/exited companies, prior industry experience, domain expertise, patents, etc.]

AAA BBB, (CFO)

[Bio]

CCC DDD, (CTO)

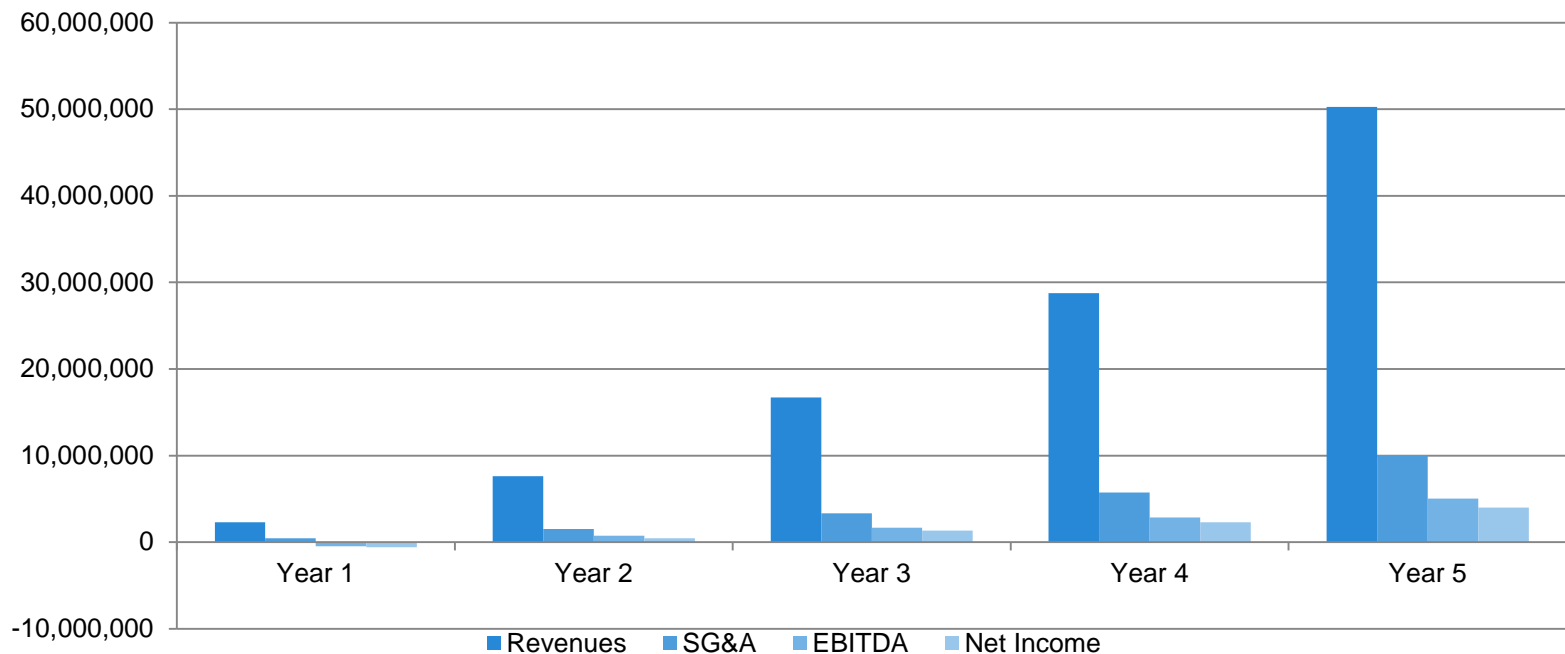
[Bio]

EEE FFF, (VP Sales)

[Bio]

Financial Projections

Your financial model needs to be in line with your business plan and go to market strategy. Numbers need to be built from the ground up and not rely on simply attaining some percentage of a market. Model into your projections the sales funnel (# opportunities seen per month, # with high/med/low probability, # converted to sales, # upsold, and # recurring).



Investment Opportunity

Outline for the investor the historical capital invested and the current amounting of financing desired. You may also choose to put in the desired security (convertible note, Series A Preferred, etc.). We also recommended that you include a use of proceeds that breaks down the current round in further detail.

\$500K invested to date from Founders & Angel Investors

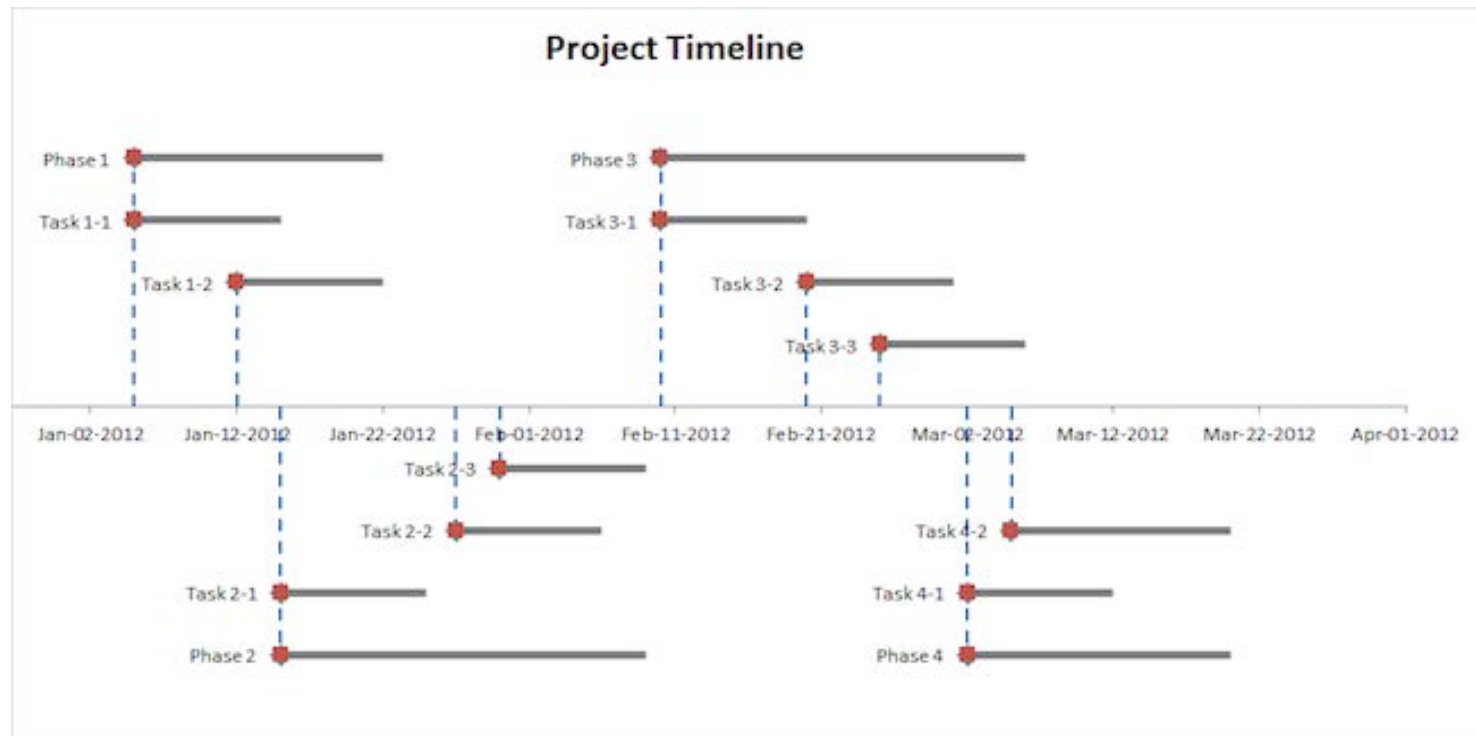
Current Raise: \$3,000,000 Series A Preferred Stock

Use of Proceeds

- \$500K Enhanced Platform Development
- \$800K Working Capital
- \$200K Intellectual Property
- \$1.5M Sales and Marketing

Company Timeline

Create horizontal timeline with key milestones called out on top and bottom that capture the key achievements to date both prior and post financing. This will help the investor understand the level of development and the runway needed to execute against plan.



Contact

It is good to end the pitch with the necessary information an investor needs to reach out to you, identify your geography, and perform any initial analysis on the business before taking a meeting.

ABC, Inc.
John Doe, CEO

Address
City, State Zip
Office: (xxx) xxx-xxxx
Email: john.doe@abc_inc.com