



# Creating the Winning Pitch

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# 10 Slide Pitch

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1. Title Slide
2. Problem
3. Solution
4. Underlying Magic
5. Business Model
6. Sales Strategy
7. Competition
8. Management Team
9. Financials
10. Current Status & Offer



**Sell the Story**  
**Get the Next Meeting**

# Slide 1:Title

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- Introduce yourself to establish credibility
- Elevator Pitch
  - Business value proposition
  - Non-technical, non-jargon



# Slide 2: The Problem/Market Opportunity

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- What's the problem: market opportunity
- Who's got the problem: target customer
- How big is the problem: market size

# Slide 3: Your Solution

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- What product or service have you created
- How does it solve the problems

# Slide 4: Technology/Invention

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- What's the underlying invention or breakthrough
- Is it patented
- What are the barriers to entry
  - Major obstacle you've overcome

# Slide 5: Business Model

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- How will you make money
  - What will you sell
  - How will you sell – channels of distribution
- How will you build the business
  - Where is the initial market opportunity?

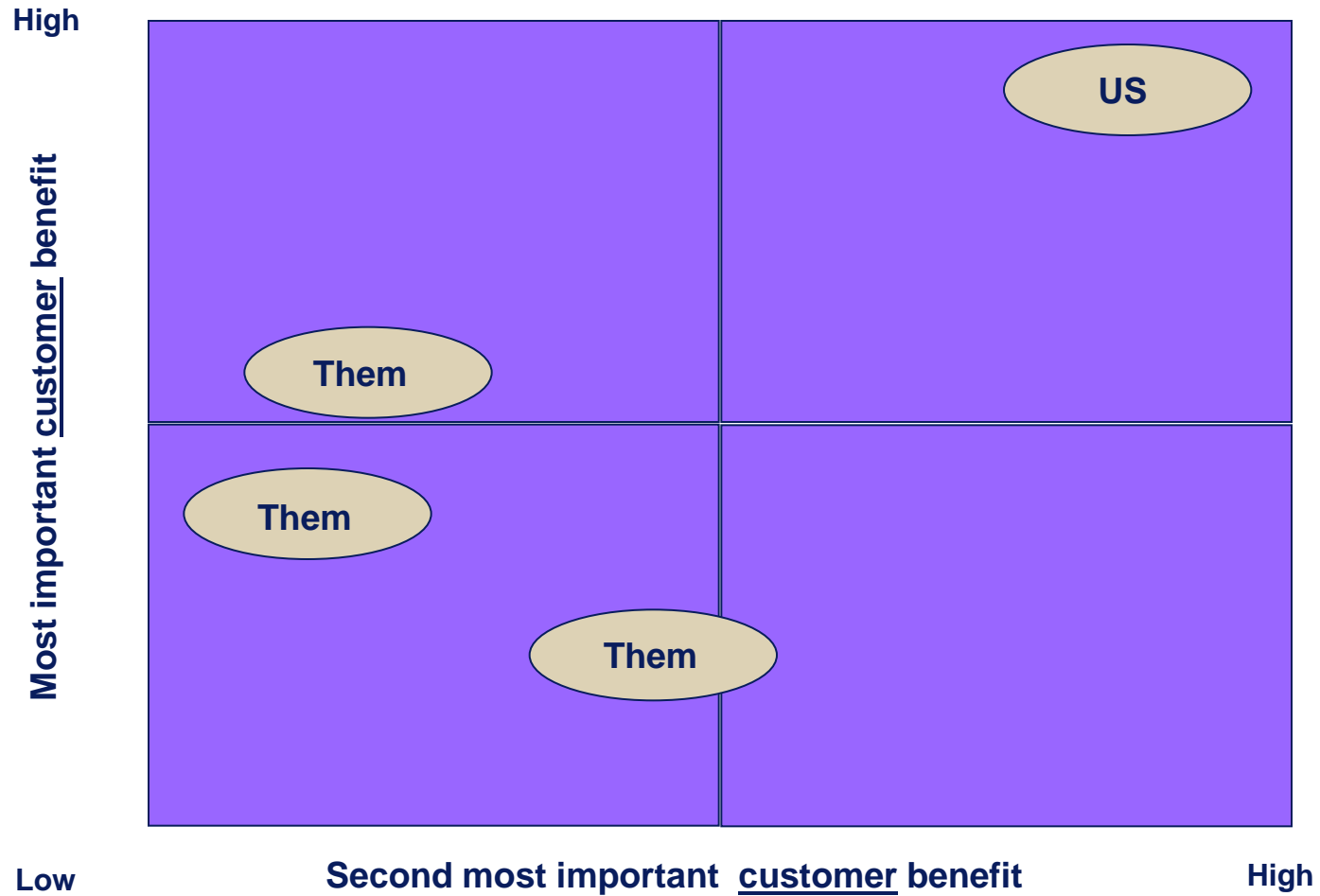
# Slide 6: Focused Sales & Marketing Strategy

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- Who will be your first customers
  - What market segment
  - How will you find them
  - How will you get their attention and time
  - Why will they buy from YOU
- How will those first customers lead to more

# Slide 7: Competition

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## Slide 8: Management Team (next 1-2 fundable events)

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- Management Team
  - How each of them are qualified to accomplish specific tasks to reach your milestones
- Advisory Team
  - Only active advisors
  - Get industry leaders involved
    - Affirmation

# Slide 9: Financial Projections (3-5 Years)

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- Bottom Up, Not Top down
- Revenue = Units x ASP
- Costs include
  - Head Count: fully loaded
    - Productivity assumptions
  - COGS
  - Cost of sales and marketing (2-3x expected)
  - Capital equipment and G&A
- Cash flow break even is not the main goal, being a market leader is.

**The specific numbers are less important than the assumptions!**

# Slide 10: Status and Funding Requirement

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- Honest assessment of product/service readiness
- Honest customer feedback or sales
- Capital being sought
  - Needs to take you to the next fundable milestone
- What that capital will fund
  - # months
  - Produce development
  - Key hires
  - Sales (# customers and revenue)

# Slide 11: Ask for the Sale!

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- How will winning this competition contribute to the success of your company
  - Get you to the next fundable milestone