



Creating the Winning Pitch

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10 Slide Pitch

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

- Introduce yourself to establish credibility
- Elevator Pitch
 - Next 9 slides supports it



Slide 2: The Problem/Market Opportunity

- What's the problem: market opportunity
 - FOCUS
- Who's got the problem: target customer
 - YOUR customer, NOT theirs
- How many units can be sold: market size (MS)
- How much are they willing to pay to solve it: average selling price (ASP)

$$\text{MS} \times \text{ASP} = \text{Total Addressable Market (TAM)}$$

Slide 3: Your Solution

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

Slide 4: Technology/Invention

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

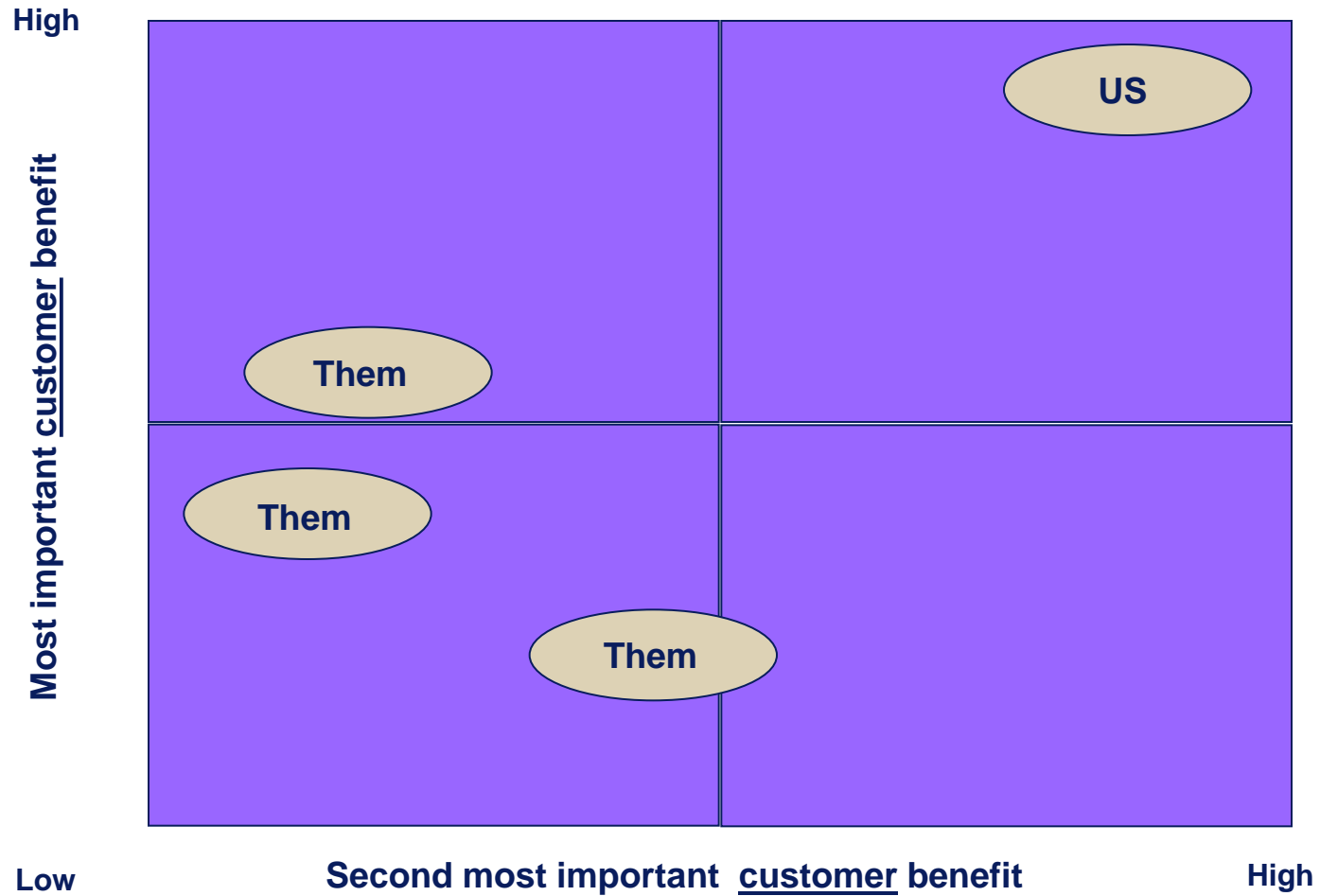
Slide 5: Business Model

- 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

- 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



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

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

Slide 9: Financial Projections (3 years)

- 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

- 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!

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