

H4XLabs

Basic Deck Template and Tips

PITCH OUTLINE – 12 SLIDES MAX; THEN USE BACKUP

1. Title Slide
2. Elevator Pitch – 1-2 sentence summary
3. Problem/Pain + Current Solutions
4. Your Solution/Invention/Product/Service
5. Customer/Beneficiaries
6. Business Model
7. Expected Outcomes
8. Integration/ Transition Outline
9. Issues/Risks
 - a. Competition/Saboteurs
10. Team & Key Stakeholders (Investors, Advisors)
11. Investment: Your 'Ask' for funding, Basic use of funds

COMMON DECK MISTAKES

Too many slides, too much information

Does not tell the story

“Wordy slides”: Use 28 pt font or greater to avoid

Too many product details, or too many financial details

Belittling competitors, saboteurs

Unconfirmed hypotheses - no backup or data

Too long - present deck in no more than 10 min

ADDITIONAL RESOURCES

Remember, the deck is a tool to help you craft a narrative and respond the most commonly asked questions from potential investors and partners.

Other examples/tools to consider:

[“Lessons Learned” Pitch](#) - Steve Blank

[“Greatest Sales Deck”](#) - Andy Raskin

COMPANY NAME

Logo, diagram, a visual

ELEVATOR PITCH / VISION – THE WOW!

A quick one-liner summary that combines your vision/product
(shouldn't be the technology)

Keep it short and memorable

Make it relatable

You can mention a beachhead market that will bring you to a wider crowd

PROBLEM/PAIN

Define the real problem/need you're solving vs. current solutions

- Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?

YOUR SOLUTION

Tell the story of your solution

What is the value proposition - how would users use/value your product or service

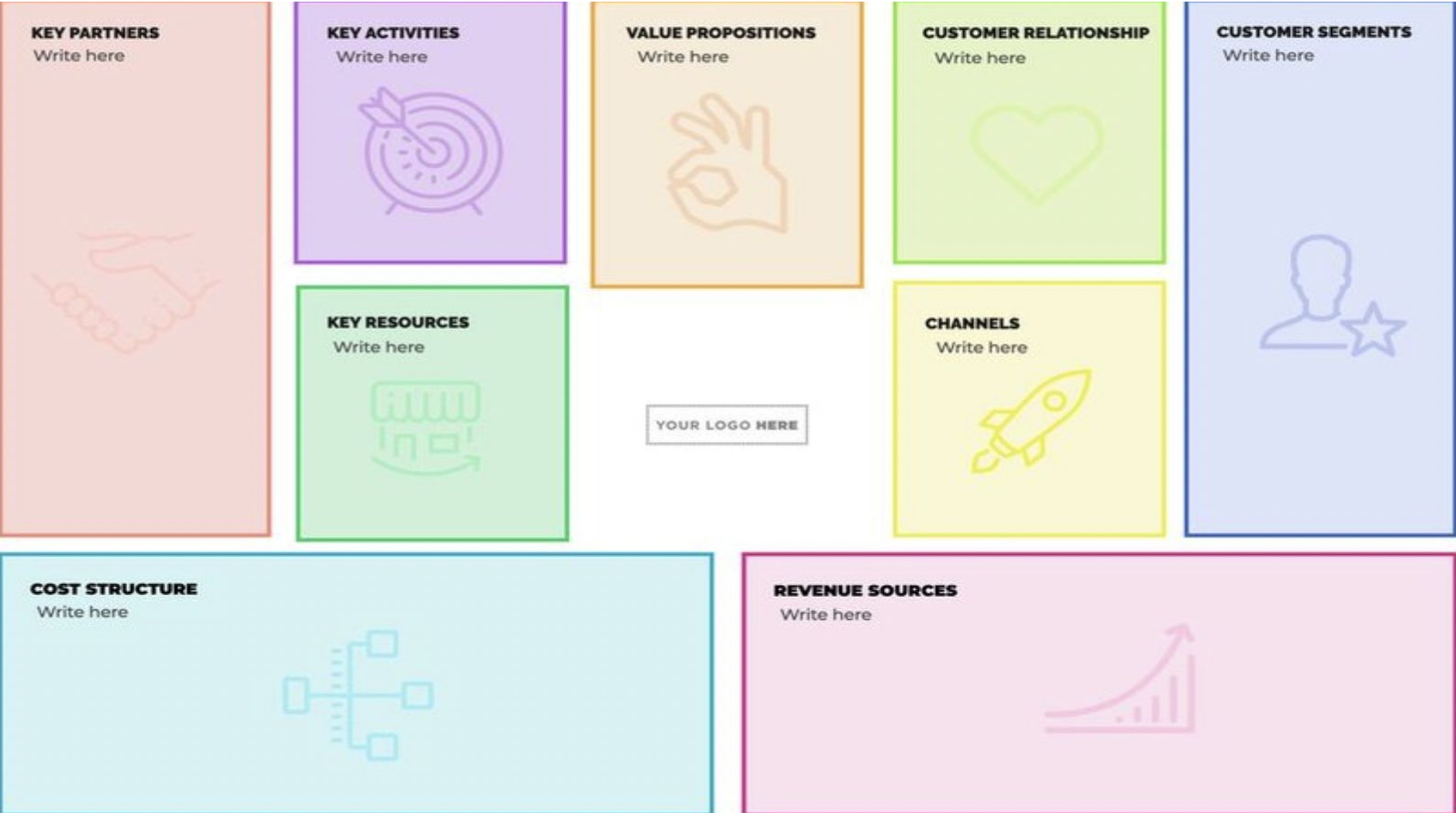
Use images/visuals/diagrams

You may mention the beachhead you are using to prove PMF before taking your solution to the whole world

CUSTOMERS/STAKEHOLDERS

Who are the Customers
Organizations
Users
Personas

YOUR BUSINESS MODEL STORY



EXPECTED OUTCOMES

Describe what the expected outcomes

Is your product going to create a new market? Take over an existing one?

Is the business going to grow to an IPO? Is an exit to a larger player likely?

RISKS

Think about the types of Risks or problems you might encounter

Explain exactly how you are mitigating them, tell us why you'll succeed

COMPETITION/SABOTEURS

Where do you exist in the larger overall Market Space?

What are your advantages?

Where do you exist in your beachhead market (the commercial market you are targeting)?

What are market trends? At the component level? At the systems level?

Why this team?

Highlight key team members and their prior positions, successes, domain expertise

Demonstrate relevant experience

Which roles are the keys to success in your company/space?

FUNDS REQUIRED / USE OF FUNDS

What additional funding do you need to commercialize?

Tech maturation

Integration into systems

Manufacturing

Certification

Use of Funds

Timing of funds used (Milestones)

BACKUP SLIDES

Product roadmap, technical roadmap

Market sizing –total available market; size of market you are addressing

Business model canvas (2-3 iterations/learnings)

Value prop canvas – focus on pains/gains