**Pitch Deck**

1. 10-13 pages
2. 20 minutes to present it
3. 30 point font
4. Problem/Hook.
   1. What pain are you solving?
5. Value Proposition.
   1. Solution to problem/pain?
   2. Product?
   3. Target Market?
   4. Value?
6. Business Model.
   1. How do you make money?
   2. Acquisition of customers?
   3. How do you charge customers?
   4. Fixed Costs?
   5. Variable Costs?
   6. Assets on hand?
   7. Partners?
   8. Key Activities to deliver volume?
7. Underlying Magic
   1. Intellectual Property (patents, trade secrets, trademarks, branding)
8. Visuals.
   1. Use them early and often
9. Marketing/Sales
   1. Go to market strategy?
   2. Branding?
   3. Sales Force?
   4. Distribution Plan?
   5. Retention?
   6. Customer List?
10. WIIFM (What’s in it for me?)
    1. As a customer …..what benefits do I get (professional network, ease of use, share in advertising, subscription, revenue? Stable and redundant platform. Etc.
11. Competition.
    1. Who?
    2. What?
    3. Quantify…numbers?
12. Management Team.
    1. Names
    2. Credentials
    3. Successes
    4. Gaps to be filled
13. Financial Projections.
    1. Avoid the hockey stick revenue curve
    2. 3 year projections
    3. Cash Flow
    4. Balance Sheet
    5. Profit and Loss Statement (show this one in summary only in Pitch Deck)
14. Timeline.
    1. List milestones you have achieved
    2. List milestones to be achieved in next 18 months
15. The Ask.
    1. What do you want
    2. Be specific in terms of $, Resources, Expertise, etc.
16. Contact Info.
    1. Names, emails, phone numbers