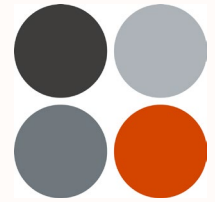


THE PERFECT PITCH

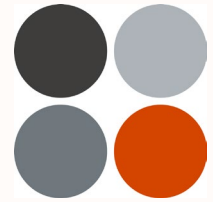


Blackstone LaunchPad®
Syracuse University



**Structure for a
successful slide
deck**

INTRODUCTION



Who are you?

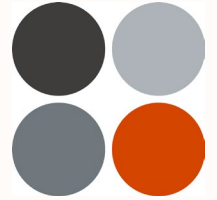


What problem are you solving and what led you to it?

This compelling opening is your “why” and one of the most important slides in your deck. Make it personal. “Why” does this matter to you? Why should it matter to others? This slide is selling you.



TEAM/ADVISORS



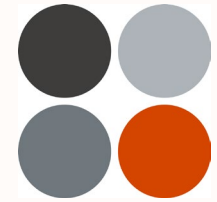
Who are your team members and what are their roles? Please avoid giving everyone C-Suite titles. Make titles relevant to function.

What are their skills and experience?

Who are your advisors and what subject matter expertise do they bring to your venture?



PROBLEM/VALIDATION



What problem does your product/service solve?

How significant a problem is it?

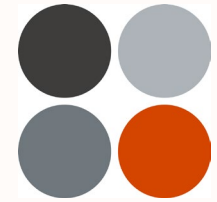
**What customer discovery have you done around this?
How did you do it?**

How do you know that people NEED or WANT what you are building? Is it nice or necessary?

Show that there is a market demand for what you are building and that you validated it.



SOLUTION/VALUE PROP



What is your solution? How does it work? Give enough detail without disclosing anything that could be your future IP. Explain or demonstrate the customer experience.



What makes your solution unique? What is your value proposition?



Why should I, *as a judge or investor*, be excited about it?

Show renderings. Work with an industrial or graphic designer. If it is a tech platform, make some simple no-code demos

COMPETITIVE LANDSCAPE

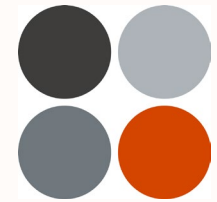


How are users solving this problem now?

How do other solutions compare and how will you position yourself against other products/services?

What are your competitive attributes and how will you promote them?

INTELLECTUAL PROPERTY



Have you done a trademark search? Do this now to assure that you are in clear operating space.

Have you done a domain name search? If it's available and you think you will use the name, buy it now.

Establish your social media handles now.

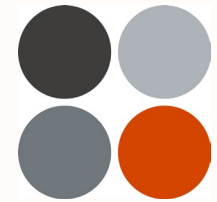
Is there a potential for intellectual property? If so, can it be protected? Do a basic search through the USPTO.

What is your intellectual property protection strategy?

Do this now or pay dearly later.



MARKETING



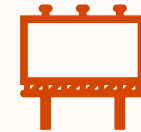
**What is the target market?
How big is it?
How is it growing? Use TAM, SAM, SOM metrics.**



**Who is the customer/user?
Is it a multi-sided marketplace?
How will you reach them?**



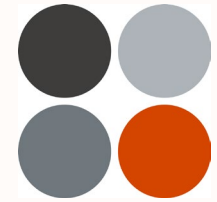
What do you know about the customer/user? Use personas to describe their profiles.



How will you acquire users? Social media is a tool not a strategy. Marketing builds demand. Sales builds conversion.



SALES



**What are your sales channels?
B2C, B2B, B2G,
etc.**

What is your distribution strategy? (e-commerce, retail, through a dealer/distributor network, other?)

What is your pricing strategy?

How are you developing a CRM system? What data are you collecting and how are you using it? Are you protecting it?

**What is your sales cycle?
What are your sales KPIs?**

**Who are your sales team?
Where are your sales locations?**



If this is a product, how are you handling shipping, handling customer service, warranties?



OPERATIONS



**Where and how will you operate?
Where will you start?**

What locations will you eventually need as you scale?

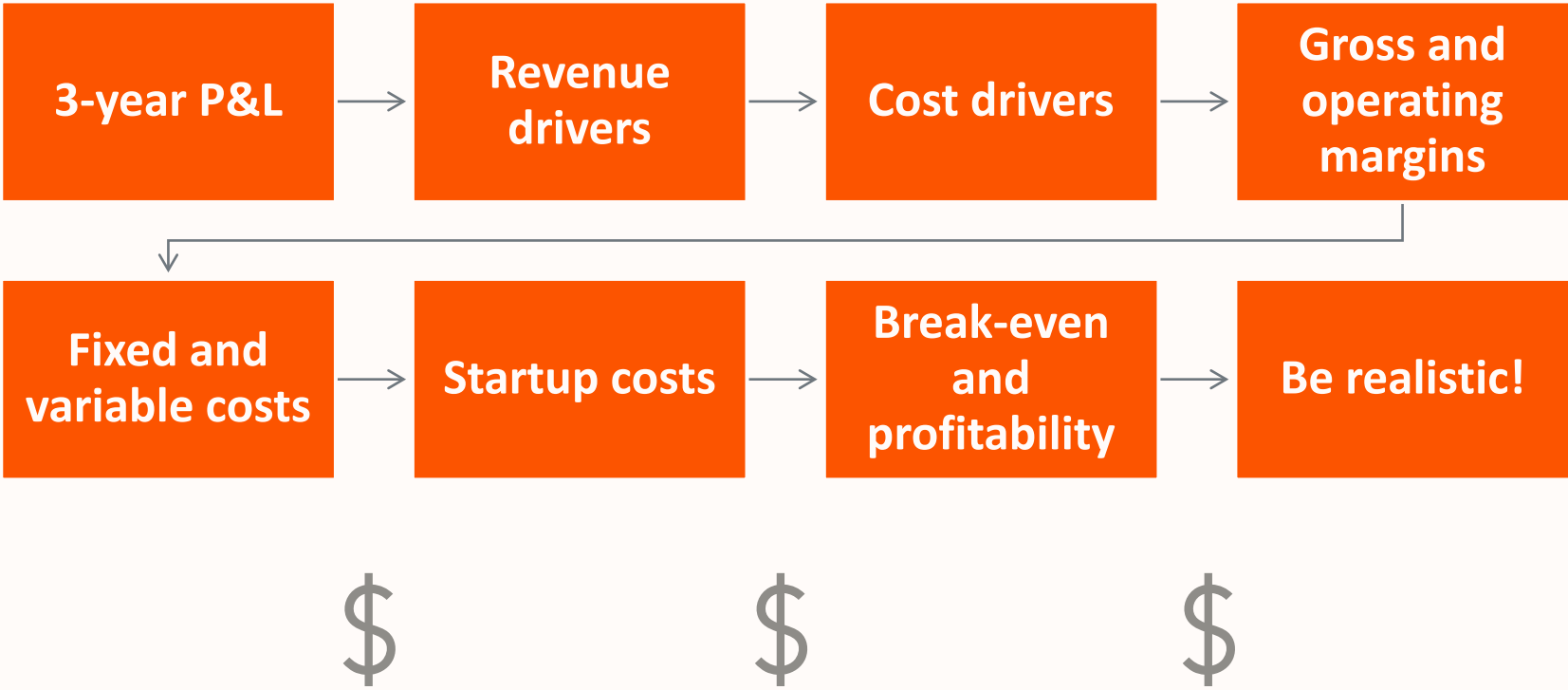
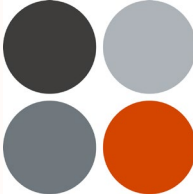
What facilities will you need? What are costs to acquire and renovate?

How will you manage and staff initial operations?

How will you grow key management and personnel?

What other partners will you need?

PROJECTED REVENUES AND EXPENSES



PRODUCT AND FINANCIAL ROADMAP



What is your product roadmap? What milestones will you accomplish over what period of time?



What is your financial roadmap? How much is needed over time to reach these milestones?



What's the bigger picture? Lay out a three to five-year plan with sources and uses of funding.



When is your projected breakeven point?

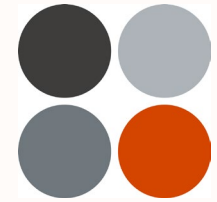


What is your growth or exit strategy?



How does that fit into the big picture?

THE ASK



How much do you need to raise?

How long can you bootstrap? Can you finance through sales? Do you need equity?

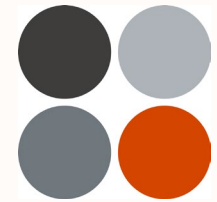
If you are pursuing investment, lay out angel, pre-seed, seed, Series A and B rounds.

**What is your proposed offering?
What is the investor's return?**

Does your offering protect your own stake? Does it leave room for future investors?



SUMMARY



What are the three or four key points you want people to remember from your presentation?



If this is a pitch competition, what is your ask? How does it advance your idea or achieve a tangible milestone?



What's your closing grab? Why you? Why this? Why now?



The best pitches are good stories. Make yours is a good one.

YOUR LOGO

CONTACT INFORMATION



Email Address



Website



Twitter



Facebook

Have a final slide with your contact information. If you've set up any socials, include them too! Leave this up for Q&A

POCKET SLIDES



Have a series of slides in “your pocket” to answer any questions you might expect during Q & A.



If you hear common questions, be sure they are addressed in the main deck or in pocket slides.



Pocket slides are critical for extended conversations with potential investors.