



# Nail That Pitch!



How to Create a Solid Pitch Deck

## Introduction: Why You Need This

Startup-O is South East Asia's largest platform for startup assessments, investment & venture building. Startup-O combines the art of assessment by global experts with the science of decision-making algorithms to discover and enable the most promising startups while building a well-curated and diversified portfolio for the investors in the fund. Pitching your idea to potential investors is difficult enough without worrying about the quality of your pitch deck.

At Startup-O ([startup-o.com](https://startup-o.com)), we've assessed 1000+ startup pitches online. Over the course of our journey, we have seen pitch deck slides where nothing was coherent, chunked together and sometimes downright shabby. Sometimes, the pitch decks were made in such an unorganized manner, it was hard to understand what founders were trying to convey despite having interesting products. A poorly designed and delivered pitch is one of the foremost reasons why startups lose their funding opportunity, even before they have begun pitching the idea itself.

We want to support you in creating the best possible pitch deck, so we went around and asked our experts for their advice on nailing the pitch. Let's say goodbye to illegible pitch decks, and start building solid ones, so that you can nail that pitch, and raise seed level funding for your startup!



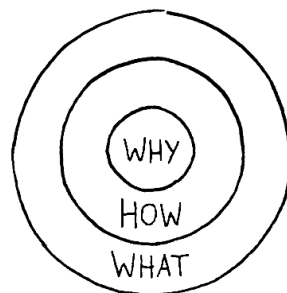
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## What's Your Why?

As Simon Sinek famously said, “People don’t buy what you do, they buy why you do it.” Understanding the core purpose of why you are running your startup and having clarity on your purpose, will provide you with a direction on how to run your startup and what products to sell. This is illustrated in the Golden Circle – Communicate your why and the rest will follow.

### The Golden Circle



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**Based on these, you need to communicate these 3 main elements in your Pitch:**

- **The Idea** – What problem does your startup solve? What is the unique value proposition? How do you plan to monetize?
- **The Market** – How large is it? What are the key trends? What are the social contexts that influences these?
- **The People** – Who makes up your team? What are their roles? What is their pedigree?
- **The Financial Plan** – What’s the financial projection? How do you plan to achieve returns for investors? What are the scaling milestone?

## Pitch Deck Checklist

Pitch decks vary from 10 – 20 slides. After much research, we found that these 13 slides are a must. Visuals are more powerful than words, so use pictures whenever possible. It's optional, but it is desirable to include demo videos or wire frames of the application in your pitch.

- ❑ **Cover with Logo and a Single Line Pitch** [Pitch it clearly]
- ❑ **Define Problem being solved & Opportunity** [Top 3 problems, use images]
- ❑ **Solution & Differentiated Value Proposition** [3 key unique approaches]
- ❑ **The Product and the Customer** [Use screenshot, demo videos (1 min. max) & images]
- ❑ **The Business Model** [How would the startup monetise]
- ❑ **Go-To-Market Plan (Execution)** [Channels, partnerships, growth hacks]
- ❑ **Competitive Analysis** [Highlight 3 key competitive advantages you have]
- ❑ **Management Team** (Complementary Capabilities) [Use images, highlight relevant skills & experiences]
- ❑ **Marketing Size & Customer Profitability** [TAM-SAM-SOM {google this}, CAC, Burn rate & LTV]
- ❑ **Traction** [Highlight Startup's Growth Curve, Testimonials & Key Early Wins]
- ❑ **Business Milestones & Metrics** [Quarterly, Y1, Y2 & Long Term Metrics – AARRR]
- ❑ **Financial Projections** [Revenue Streams, Broad cost heads, Opex, Mkt, P & L]
- ❑ **Conclude** [Highlight 3-4 Key Points for the Audience to Takeaway]

## How to Create Beautiful Slides Without Design Skills

Keep in mind that slides should support your story, but should never overwhelm the audience. Your slides should be kept fairly simple and comprehensible when the audience looks at it. It starts by using the right color template, choosing suitable images to illustrate your point, and using sufficient white space between texts. When in doubt, keep one slide per point.

### Readability

- ❑ Use a Large Font Size [ $>36$ ]
- ❑ Bold Text
- ❑ A Simple, Sans-Serif Font
- ❑ With a Good Contrast from the Background
- ❑ Create sufficient White Space between texts
- ❑ Use Rule of Thirds

Legible slides are the ones that even the people with poor eyesight at the back can read

### Simplicity

- ❑ A single idea per slide
- ❑ 5-7 points
- ❑ Not more than 4 lines of text
- ❑ Images/Graphs Used to Illustrate the Point

Simple Ideas are ones that aren't intertwined with other ideas

- 📌 Select a font from [Google Fonts](#)
- 📌 Grab Stock Images from [Pexels](#), [Unsplash](#)
- 📌 Get Illustrations from [Dribbble](#)

## How to Create Beautiful Slides Without Design Skills

If you have a designer on your team, ask your designer to help out with creating the design. Otherwise, search for templates on the internet and tailor it to suit your company's style. Beautiful slides are a reflection of how much pride you take in your work.

### Obviousness

- Text on Slides should be points you are presenting
- Exhibit Graphs in an easy to understand manner
- Can someone who sees your slides understand it immediately?

**Obvious slides are ones that can be understood at a glance**

📌 [How to Design a Better Pitch Deck](#)

📌 [Pitch Deck Examples](#)

📌 [30 Legendary Startup Pitch Decks](#)

## Make or Break: Brushing Up on Delivery

Practicing often truly makes a difference. Since the Startup-O competition is conducted online, you can practice recording yourself (Voice Memo on Iphone is your best friend) and re-playing to check if you are speaking in an engaging manner. Picking the presenter is easy, send out your best presenter to win in the battlefield.



### Presentation Techniques

- ❑ **Exude Confidence and Enthusiasm** [Keep your spine straight and position yourself in an upright manner]
- ❑ **Pace Your Presentation** [Breakup your lines into chunks, focus on emphasizing on the right words]
- ❑ **Speak Clearly, Enunciate Your Words** [Especially if English is not your native tongue]
- ❑ **Use Intonation** [Vary the tone of your voice to keep the listener interested adjust the volume, refine the pitch, alter the rhythm and tempo – practice singing]
- ❑ **Stay calm and breathe if you are nervous** [Regulate your breath by breathing into your diaphragm, hold onto your rib cage and send the air down]

⚔ Go forth, and record yourself or ask a team member to run it through with you until you are very comfortable with presenting



## Cultivate a Growth Mindset Before Pitching

Based on a research by Stanford psychologist, Carol Dweck, a growth mindset thrives on challenges and sees failure as a springboard for growth and for stretching our existing abilities.



### Cultivating a Growth Mindset

- ❑ **Acknowledge and embrace your imperfections**
- ❑ **View challenges as opportunities** [Difficulties faced in building your startup will help you to grow]
- ❑ **Replace the word “failing” with the word “learning”** [When you make a mistake, you haven’t failed; you’ve learned]
- ❑ **Stop seeking approval** [Focus on learning, this helps you to take constructive criticism]
- ❑ **Value the process over the end result**
- ❑ **Celebrate the growth with others** [Share the joy of your startup growth with your employees]
- ❑ **Reward actions, not traits** [Tell your employees when they’re doing something smart, not just being smart.]

⚠ There are many other ways to cultivate a growth mindset, but this is a quick list that will help you achieve your best during the Startup-O season.

## Other Useful Resources

### References

1. A Guide to Demo Day Pitches

<http://blog.ycombinator.com/guide-to-demo-day-pitches/>

2. How to Design a Better Pitch Deck

<http://blog.ycombinator.com/how-to-design-a-better-pitch-deck/>

3. Guy Kawasaki Video on Raising Capital

<http://guykawasaki.com/the-art-of-raising/#axzzoU6mAwOJE>

4. Pitch Deck Examples

<https://slidebean.com/blog/startups/pitch-deck-examples>

5. Startup Pitch Decks What You Can Learn

<https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/>

6. The Surprising Secret to Speaking with Confidence

<https://www.youtube.com/watch?v=a2MR5XbJtXU>

7. Develop a Growth Mindset

<http://www.opencolleges.edu.au/informed/features/develop-a-growth-mindset/>

8. Elevator Pitch Guidelines

<https://vimeo.com/16447520>

9. Start with Your Why

<https://startwithwhy.com/find-your-why?ref=tools>

10. Creating a Successful Pitch

<https://www.crowdcube.com/pg/creating-a-successful-pitch-1373>

# Nail That Pitch!



## Where Good Startups Get Discovered Fast!

Startup-O is South East Asia's largest platform for startup assessments, investments, and venture building. Its platform-fund approach of systematic investing in high traction tech startups selected after a multi-stage evaluation process on its platform help discover promising startups from across South/South East Asia region primarily but with a global footprint in place. The proprietary process blends the art of assessment by seasoned global experts and the science of decision algorithms in a transparent & objective manner.

Startup founders love the convenience of online participation, no dilution of equity upfront & an objective process which provides a fair chance to all authentic entrepreneurs on this '**Entrepreneurs for Entrepreneurs**' platform. The identified high ranked companies then get the revenue growth networks to unlock the growth potential & eventual exits.

Startup-O has a fast-growing community of 1000+ tech startups from across 40+ countries along with 90+ domain experts and 20+ institutional partners from across 15 countries.



To know more, please visit -



<http://www.startup-o.com/>



<https://www.facebook.com/groups/startupocommunity/>