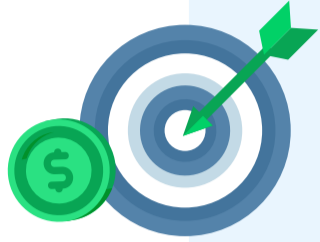


# PERFECTING YOUR PITCH DECK

On average, over 1,000 pitch decks are created daily. Only 1% of pitch decks succeed in acquiring funds.  
A good pitch deck gets ignored, a great pitch deck gets **funded**

So, here's a quick cheat sheet on how you can make your pitch deck great in **5,4,3,2,1...**

## 5 Questions You Must Answer



- ? **What do you do?** Prepare a clear elevator pitch within the first minute of your pitch to help investors picture your company and product/service.
- ? **What is the problem?** Clarify what is the problem you are trying to solve and why does it exist.
- ? **How big is your market opportunity?** Highlight the potential of solving this problem at scale and help investors recognize its significance.
- ? **How will you change things?** Explain your competitive advantage and why you and your team are the best people to solve this problem.
- ? **Why invest in you and your business?** Demonstrate how the extra funding will help your business generate future profits for the investors.

## 4 Valuable Do's and Don'ts

- ✗ Simply talk or present
- ✗ Overuse buzzwords or jargon
- ✗ Use raw data without context
- ✗ Waste space with generic labels
- ✓ Tell an **engaging story** (think campfire not conference room)
- ✓ Be **crystal clear** about your value proposition
- ✓ **Align metrics** to your business goals
- ✓ **Use headings** to structure a strong narrative (e.g. "Tedious claims slow down productivity by 20%" instead of "The Problem")

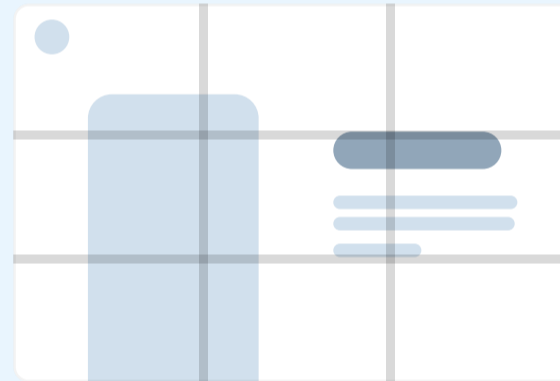
Tedious claims slow down productivity by 20%

The Problem

## 3 Core Design Principles of a Winning Deck

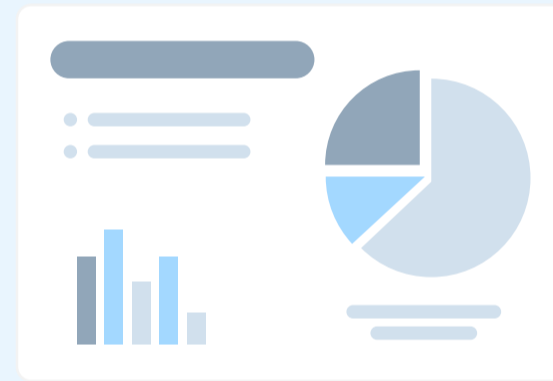


Guy Kawasaki's **10/20/30 rule** of building PowerPoint decks



**Rule of Thirds**

Placing your main subject along one of the lines instantly makes it more visually compelling



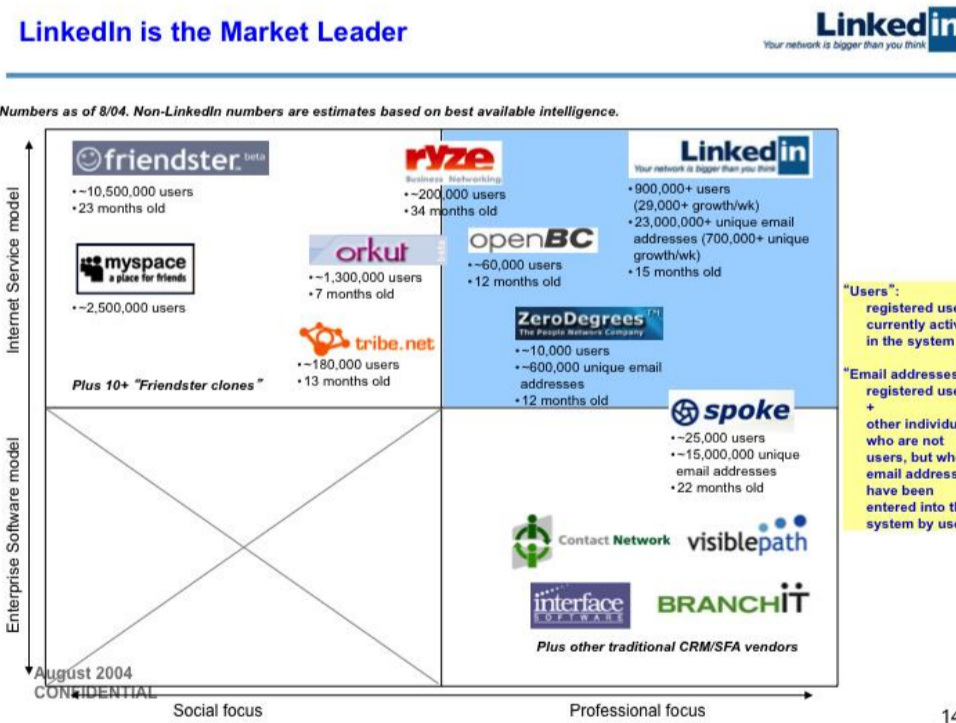
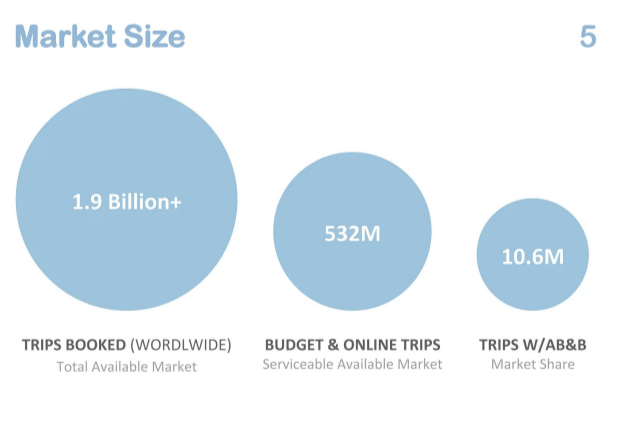
Pick high quality elements that are **directly related to your point**

## 2 Successful Pitch Decks to Learn From



**Airbnb**  
Clear market opportunity

AirBnB emphasizes the huge potential (2B+ trips). Their metrics (number of AB&B) are specific to their product but also relevant to the global travel industry



**LinkedIn**

**Competitive market positioning**  
Investors can clearly see where LinkedIn was competing in - the professional space on an internet model. This is a good precursor for LinkedIn to demonstrate their competitive strategy.

## 1 Key Takeaway

**Leave no question unanswered**

**Most investors arrive with questions.** Proactively address their primary concerns upfront, and you'll increase your chances of getting funded.

“Perfection is achieved, not when there is nothing more to add, but when there is **nothing left to take away.**”

