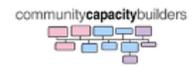


Developing a Pitch Deck



In this lecture we are going to look at how to develop a pitch deck.

Guy Kawasaki



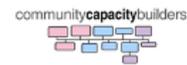
communitycapacitybuilders

We are going to use the Guy Kawasaki approach to developing a pitch deck. Guy Kawasaki considers that his structure of a pitch deck can be used as the basis of a business plan. We will look at business plans in the next lecture. Guy Kawasaki is a Silicon Valley Venture Capitalist.

Pitch Deck

1. Title
2. Problem
3. Solution
4. Business model
5. Underlying magic
6. Marketing and sales
7. ~~Competition~~ Solution ecosystem
8. Management team
9. Financial projections and key metrics
10. Current status, accomplishments to date, timeline, and use of funds

Kawasaki, 2004



So what is a pitch and a pitch deck?

A pitch is when an entrepreneur or group of entrepreneurs presents or describes their ideas to prospective investors.

A pitch deck is the presentation itself which is usually a PowerPoint presentation.

Guy Kawasaki considers the pitch deck should consist of 10 slides which we have slightly amended. Guy Kawasaki considers this 10 slide structure for a pitch deck is good for both for-profits and not-for-profits:

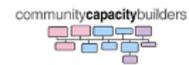
1. A Title
2. Problem
3. Solution
4. The Business model (which we covered in the last lecture)
5. What he calls the Underlying magic
6. Marketing and sales
7. ~~Competition~~ in our case solution ecosystem
8. Management team
9. Financial projections and key metrics, and
10. Current status, accomplishments to date, timeline, and the use of funds

Let's have a look at each of these.

Title Slide

- Organization name
- Presenters name and title, and
- Contact information

Kawasaki, 2004



The title slide consists of the organisation's or future organisation's name; the name of the presenter, their title, and contact information.

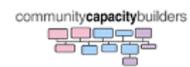
While the audience is reading this slide, the presenter can very briefly explain what their organisation does, for example we sell software, we are a community organisation, we protect the environment.

Problem Slide

Describe the:

- pain that you are alleviating (the problem), or
- pleasure that you are providing (the opportunity)

Kawasaki, 2004



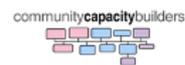
In the problem slide you describe the pain that you are alleviating or the pleasure that you are providing – you are describing the problem or opportunity

Guy Kawasaki considers the goal of this slide is to get everyone nodding and buying in. He emphasizes that is important to avoid looking like you have developed a solution and are now searching for a problem.

Solution Slide

- How alleviate pain (address problem) or provide pleasure (harness opportunity)
- Clearly explain value proposition
- Just provide the gist of how you fix the pain or provide pleasure

Kawasaki, 2004



In the Solution slide you explain how you alleviate the pain (address the problem) or how you provide the pleasure (harness the opportunity).

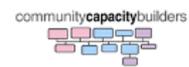
During the presentation of this slide you need to ensure that the audience clearly understands what you sell and your value proposition – the value of the pain you alleviate or the pleasure you provide.

Guy Kawasaki points out that you don't provide an in-depth technical explanation but just the gist of how you fix the pain—for example, "We are a discount food web site. We have written software that searches all other food sites and collates their prices into one report."

Business Model Slide

- How you are going to create social and financial value
- Explain unique, untested business models in terms of more familiar business models
- Existing customers and partners

Kawasaki, 2004

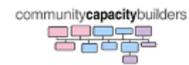


The Business Model slide explains how you are going to create social and financial value: where you get your revenue from, your channels of distribution, etc. Guy Kawasaki points out that a unique, untested business model can be a scary proposition and that it can be less scary if you explain your business model in terms of more familiar business models. He also points out that this slide provides the opportunity to drop the names of any existing customers and partners.

Underlying Magic Slide

- What makes your solution unique
- Use diagrams
- Proofs of concepts

Kawasaki, 2004



The Underlying Magic slide describes what makes your solution unique. It describe the technology, the secret sauce, or magic behind your product or service.

Guy Kawasaki points out that the less text and the more diagrams on this slide, the better, and suggests that objective proofs of concepts are helpful here.

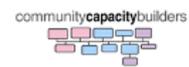
Proofs of concept are activities that provide evidence that your idea can be turned into reality.

Marketing and Sales Slide

Explain:

- how you are going to reach your customer
- your marketing leverage points

Kawasaki, 2004



The Marketing and Sales slide explains how you are going to reach your customer and your marketing leverage points.

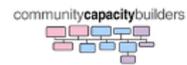
Marketing leverage is the ability to generate sales from low-cost or no-cost marketing methods.

With this slide you need to convince the audience that you have an effective marketing strategy that will not break the bank.

~~Competition~~ Solution Ecosystem Slide

- The solution ecosystem landscape
- Highlight why you are different

Kawasaki, 2004

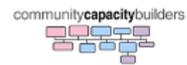


The Competition slide for a traditional business provides a complete view of the competitive landscape. For a social enterprise, you should describe the solution ecosystem that you are operating in and highlight why you are different to other enterprises and initiatives.

Management Team Slide

- Describe the key players of your management team
- It is ok if you do not have a perfect team
 - what is important is aware of deficiencies and are willing to address them

Kawasaki, 2004



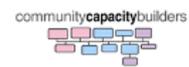
In the Management Team slide you describe the key players of your management team. If you have a board of directors, a board of advisors, or any major investors you would also describe them here.

Guy Kawasaki points out that you should not be afraid to show up with less than a perfect team. All startups have holes in their team—what is important is whether you understand that you have holes in your team and that you are willing to fix them.

Financial Projections & Key Metrics Slide

- Three-year sales forecast
 - dollars
 - metrics

Kawasaki, 2004



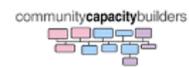
The Financial Projections & Key Metrics slide traditionally provides a three-year sales forecast containing not only dollars but also key metrics such as number of customers.

Having people understand the underlying assumptions of your sales forecast is as important as the numbers you have estimated.

Current Status, Accomplishments, Time Line & Use of Funds Slide

- Current status of your product or service
- What has been accomplished
- What the near future looks like, and
- What you will do with the money or other support that you are seeking

Kawasaki, 2004



At the final slide you need to explain the current status of your product or service (what have you accomplished so far), what the near future looks like, and what you will do with the money or other support that you are seeking.

References

- Kawasaki, G. (2004). The art of the start: The time-tested, battle-hardened guide for anyone starting anything. Penguin