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Investor deck templates

Big startups don't fund themselves. Raising money from investors for your start-up is challenging at any point and requires great sales pitch, even for experienced founders with significant appeal in their company. The good news is that there is a formula for pitching a startup that has helped startup founders raise millions. In this article below, I have distilled the investor pitch formula into the 11 core slides you need in your original pitch deck. I have also given specific examples, such as the actual cover on which Reid Hoffman received funding for LinkedIn from Greylock. Most importantly, I put all this in one pitch deck model that you can download (Power Point), and shared tips on how to use the new pitch deck to raise funding for your startup. The model doesn't have a great design, just the outline of the content you need. Download the template and read the tips and examples below to create a compelling investor speech that you can share directly with investors and put online for the submission of a successful equity crowdfunding campaign. Download: Investor Pitch Deck Template (PPT) Note: The formula for this deck was developed after I raised money for my own projects over the years, having seen and evaluated the founding speeches sent to me as a seed/inception stage angel investor, and after seeing nearly 10,000 business profiles and sales pitches on Crowdfunder. This formula also takes cues from leading active start-up investors, including Dave McClure of 500 Startups and others (disclosure: 500 Startups/500 Mexico is an investor in Crowdfunder). I also recommend that you use this contour/model and then put your own pitch deck on the equity crowdfunding platform that leads to the network. It's free to create a business profile that showcases your packaging online and puts you in the business of launching an equity crowdfunding campaign and attracting investors. What investors are looking for in your pitch deck listed below are 11 slides that every entrepreneur should seem to include in their original investor pitch deck. In the template/Power Point I created for you, on each slide I explain more about what kind of data to fill out and share. Below, I've also linked some real pitch deck examples that have raised funding from angels and CI. Here are 11 basic slides: Slide 1: Vision / elevator-long slide 2: Hold / validation Slide 3: Market opportunity Slide 4: Problem Slide 5: Product / Service Slide 6: Input Model Slide 7: Marketing & Growth Strategy Slide 8: Team Slide 9: Financials Slide 10: Competition Slide 11: Investment 'Ask' A few important comments on these slides and pitch decks in general: *I think a lot more information that this can be harmful. You want to leave some questions unanswered, hit the big points in a clear way and avoid overshore. *I encourage founders to put in their key numbers and gripes to the beginning of his pack. This draws attention and clarifies the A chance, especially if the numbers are good. Don't keep an investor waiting until 5 or 6 slide in just to see what happens. *Pitch deck doesn't have a great design, just content that you should include. Design and visuals are a great thing to bet on, as long as they tell your story better by simplifying and clarifying. *In the cover model, I also mention other optional slides like Exit Strategy, Product/Demo Shots, and more. *Use separate documents, such as a summary or special technical documentation covering complex product descriptions and descriptions, patent information, technical explanations, or detailed financial and marketing products. Allow investors to dive outside the cover as they choose. Pitch Deck examples Here are some pitch decks and examples that have helped companies raise Seed and A Series funding in the past: Some of Crowdfunder, some on its entrepreneurs blog since then, some models and recommendations on how to pitch from VCS: Pitch Deck Tips That Win Startup Investment Pitch covers done well are one of the most compelling ways to tell your story and get investor interest face-to-face instead of meetings. They are also critical to your success from equity crowdfunding. Here are ways successful fundraisers use their decks to draw attention and close investors: Tip 1. Get Intros: Many investors want to find deals, not get a deal from the Founder. Make sure you search and ask for direct introductions to potential investors - but just do it from people with a strong professional reputation. High-quality referrals are one of the best ways to attract the attention of big active investors. When you request introductions, give the person making the introduction a very short email blurb about the suggested language that they can use. Make sure the blur contains one link/call to action. By using a single link to your online profile on the site, you can allow people to pass on your sales pitch and all your core business information with a single URL. The moment a potential investor clicks on this link, they experience the pitch and message you create for them online in a dynamic and efficient environment like just a PPT attachment. In my case, when fundraising for Crowdfunder in the past and people were intruding investors, that post and link went for something like this: Hey, I wanted you to meet Chance, crowdfunder's CEO. He does interesting things with equity crowdfunding and the company has a great growth as a farm manager. I thought you might like to talk to me. His cover and details of the company are here: Hopefully you two connect, This simple post and link introduces my pitch deck, video as well as my current investors/advisors/team - all in my sales pitch on my Crowdfunder profile. In addition, my sales pitch now has powerful social evidence provided by people and investors who are already involved listed in my business profile. Seeing who else is involved or investing can affect investors who look first. When my latest round was live for Crowdfunder investors who saw that this could even make investment commitments right then and there, or follow my company to stay up to date. This process, together with our Crowdfunder campaign, helped us quickly raise \$1 million in seed funding. Tip 2. More story, less information: Cover information and bullets don't destabilize investors. What takes your pitch from good to great is the story you tell and how it engages the investor imagination. All great fields have a basic meta story that emerges from the overall field. This meta story may take a few forms, but it usually sounds like something like this: there's a huge opportunity to make X as a giant company. We've cracked the code, and this is how my company does it and controls this market. Here's who me and my team are and why we're the only people returning to this state. It works, and now we need money for X and Y growth. Pitch deck should be more of an experience that conveys this general narrative/story about you and your startup visually and with words simply scrolling through a slideshow. It's also a good idea to start or incorporate real current time formats into user stories or use cases of your customer experience or customer success, which is at the heart of your product or service experience. Like: Jane is looking for investors in her startup. He goes to Crowdfunder and clicks on one button to connect via LinkedIn. This automatically creates a rich and socially connected pitch profile for a company that engages its existing network and appears to a larger network of active accredited investors on Crowdfunder. One of the best in the world to teach this kind of pitching and storytelling is Tyler Crowley of launch conference, ceo of Skweal, Crowdfunder Advisor. Here's a good short message about Tyler's storytelling. Tip 3. Ask for money: Many entrepreneurs who raise money love a drone from their company and pitch all the features, grip, strategy. But when it's time to define an investment opportunity and ask an investor to write a check, suddenly they're shy and can't find the words. Be prepared to ask every investor you're in contact with come straight to your round and even ask them how much money you want from them and why. Also, be prepared to succinctly describe the use of funds for the money you raise and where it will lead you. Think of this as good hygiene in fundraising. Make sure you know your number, funding, have a timeline for your tour, and be clear and direct about what you're asking. Tip 4. PDF Your Deck: Don't leave yourself open to the design pitfalls of Power Point. Change the pitch deck in Power Point or Keynote to a PDF. This that investors see the cover the same way you designed and designed it. This also ensures that: Well, if you use it for online equity crowdfunding efforts. Tip 5. Update your pack all the time: Entrepreneurs who do well in fundraising treat their pitch deck as the most valuable content or ad they'll ever write. Example: The founder, who recently closed \$500,000 on Crowdfunder, literally went through 7 iterations of his cover in a matter of months. Every time his grip grew, he updated those numbers on deck. Every time he had a big win or development, he would update the decks. If you use your pack correctly, you'll find that it reflects the rapid learning and growth you experience when you feed investors, get feedback and refine your story and approach. Good luck pitching investors and fundraising. Make sure you take the time to both personally pitch investors to learn and get feedback to improve your pitch, and take advantage of the new opportunity to get your pitch in front of thousands of investors online through equity crowdfunding. WATCH: Chris Sacca: Billionaire Investor Advice