



PERKINS COIE

STARTUP & INVESTOR SERVICES

FUNDRAISING 101- BUILDING YOUR PITCH DECK

Startup & Investor Services

We are building next generation services and tools to grow amazing companies.

Our Startup & Investor Services team has decades of experience assisting startups to optimize their fundraising potential and develop their businesses.

We've developed this outline to provide you with insight accumulated from having worked with thousands of companies... it's designed to provide you with a solid framework to create a great introductory pitch deck that opens doors.

Remember... fundraising requires patience and persistence.
Your pitch deck is your initial product and will continue to evolve throughout the process.

We look forward to reviewing your materials.

- Perkins Coie Startup & Investor Services Team

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Understanding the Process

Raising capital is not one-size-fits-all.

Optimizing your pitch for the audience will increase your potential for success.

Key Realizations:

- Early stage investors review several thousand of deals per year
- You are competing with every other company they see
- On average, investors spend ~90 seconds reviewing a pitch deck
- Investors only meet with a fraction of companies they review
- Investors' initial investment is the time they take to meet you
- Fundraising takes ~4-6 months, so best to have realistic expectations

The Basics

This is a storytelling exercise – more art than science.

- Grab the reader's attention
- Design, fit, and finish are important
- Leverage graphics or visuals whenever possible
- Pictures speak 1000 words – match background imagery to bring content to life
- Limit slides to a few key points
- Show, don't tell – provide real world examples
- Proofread carefully – check spelling, grammar, and consistent formatting
- Develop a logical flow

Step 1: Get the Meeting

In order to receive a term sheet, you first have to secure an initial meeting.

Some things to keep in mind:

- You only get one chance to make a first impression, so be prepared
- Targeting the right investors is key – do your homework
- Thoughtful outreach is key - use rifle shots, not a shotgun
- Invest time up front to get the story right
- Be clear, concise, and compelling
- An investor should be able to understand your pitch on the first read
- Get feedback early
- Iterate often

Avoid Red Flags

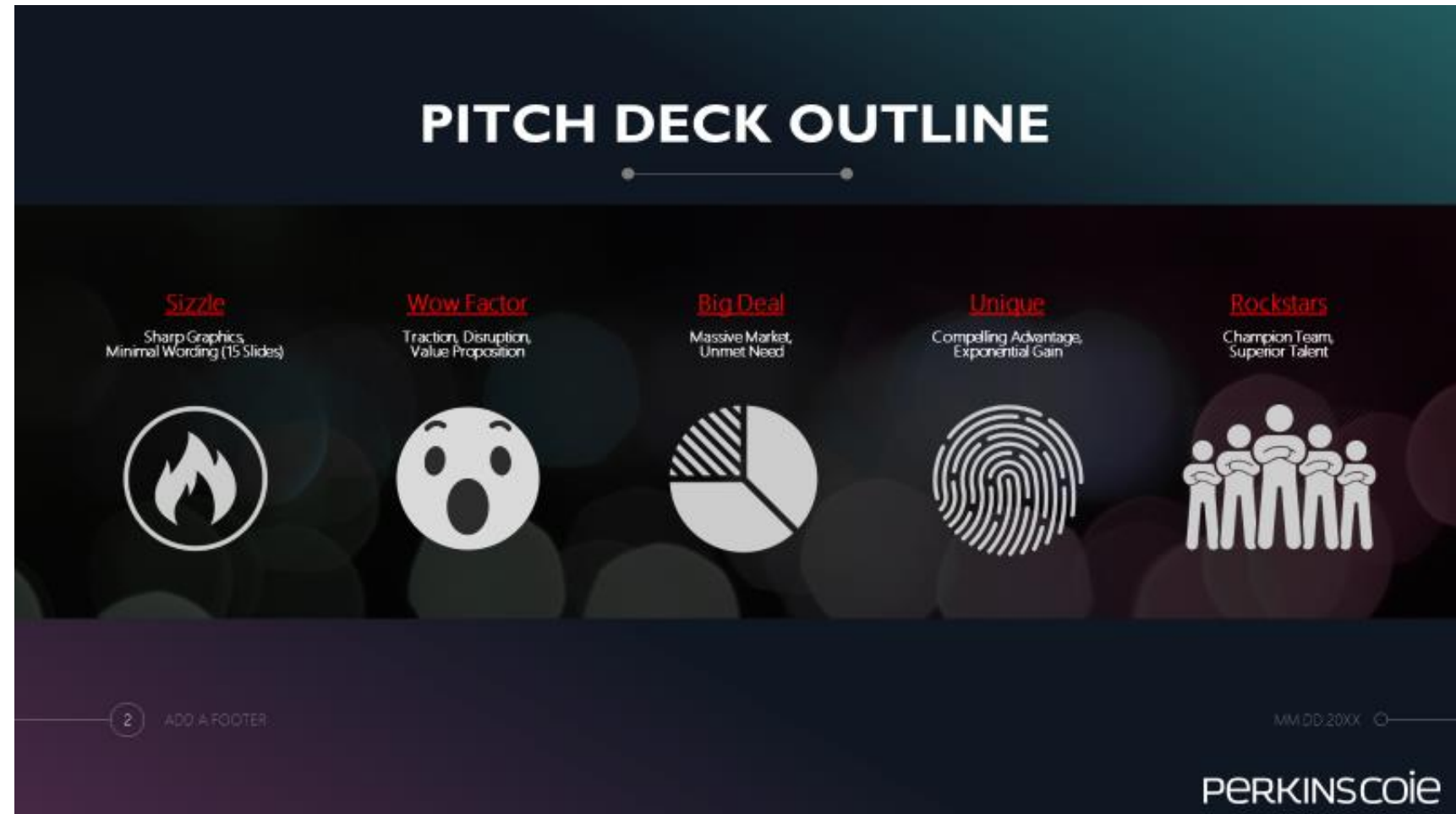
This is a lengthy process and you'll have plenty of time to get into the details.

Here are things you should AVOID putting in the initial pitch:

- DON'T disclose proprietary information
- DON'T outline every detail of the company's history
- DON'T provide excessive financial data
- DON'T discuss valuation or deal terms
- DON'T include language regarding confidentiality or NDA
- DON'T overuse technical jargon, buzzwords, and acronyms
- DON'T use stock PowerPoint templates or poor layouts

Outline

- ❑ Title Slide
- ❑ Overview
- ❑ Problem
- ❑ Solution
- ❑ Product
- ❑ Traction
- ❑ Market Opportunity
- ❑ Competitive Advantage
- ❑ Growth Strategy
- ❑ Business Model
- ❑ Funding
- ❑ Team
- ❑ Contact Information



Title Slide

Slide Goals:

- Name of company
- Brief tagline
- Establish branding – logo, color scheme

Strategies:

- Keep it simple
- This is where design process starts
- Work with a design expert if necessary
- Avoid stock PowerPoint templates



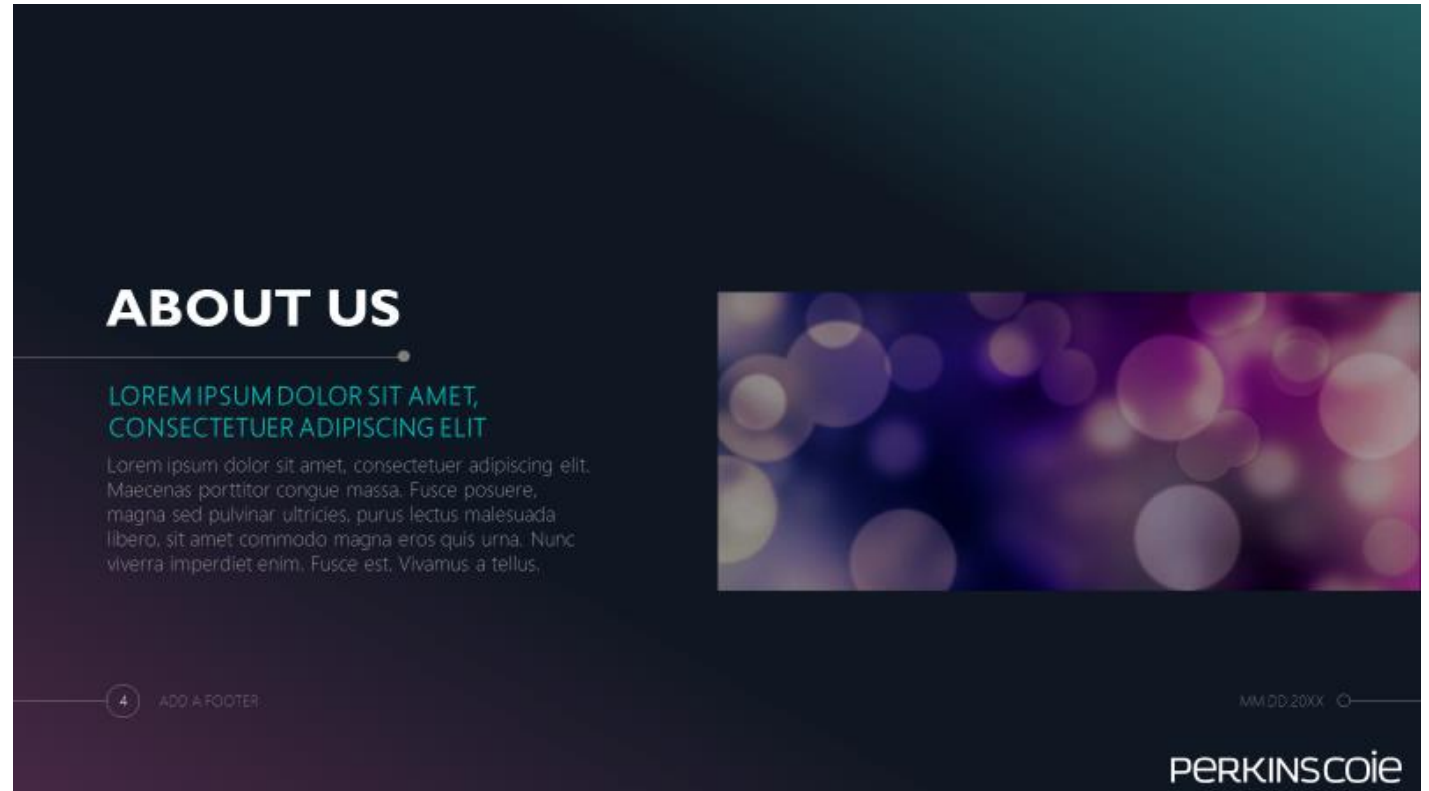
Overview

Slide Goals:

- Describe your company in one sentence
- Provide context for the reader
- Establish flow of the story

Strategies:

- Be leery of content overload
- Keep it simple
- Create intrigue



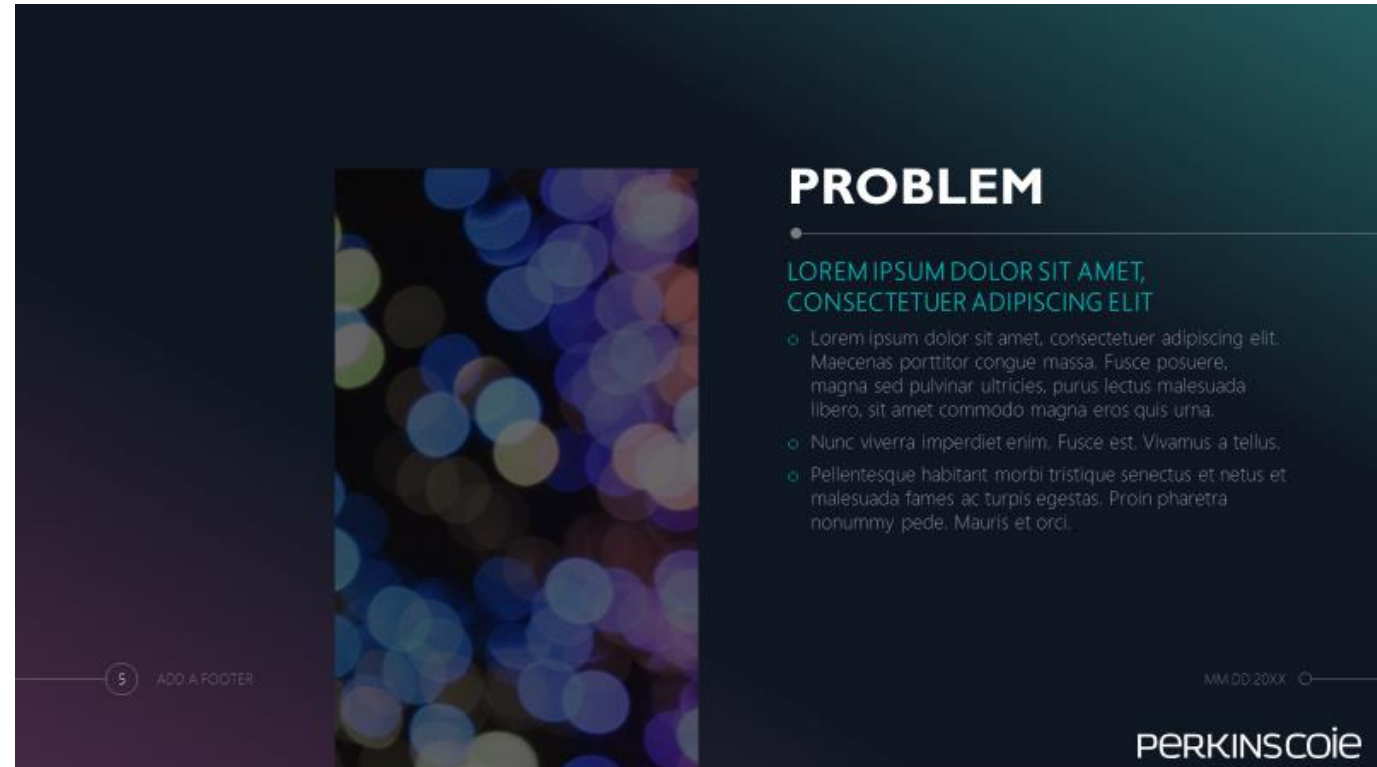
Problem

Slide Goals:

- Highlight the pain point you plan to solve
- Clearly define who is experiencing this pain
- Define the size of the problem
- Show your team has unique insight into the problem
- Explain shortfalls of current solutions

Strategies:

- Leverage visuals – pictures, diagrams
- Remember you are telling a story and it starts here
- Leverage an example you can build upon



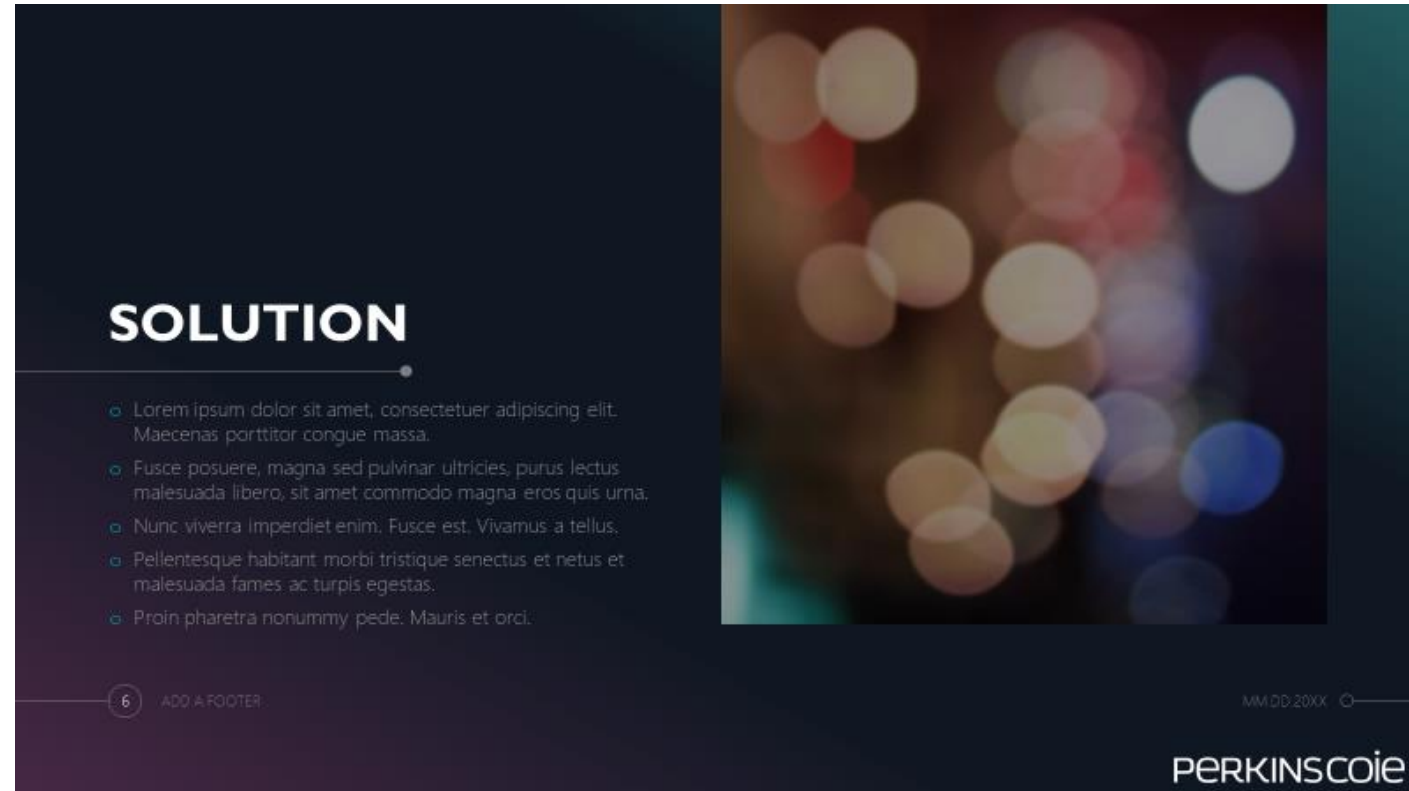
Solution

Slide Goals:

- Describe how your product solves the problem you've outlined in the previous slide
- Show how you address a crucial need
- Clearly illustrate your value proposition

Strategies:

- Align the problem and solution – storyline
- Keep it simple – assume reader is a novice
- Make sure there is clear differentiation



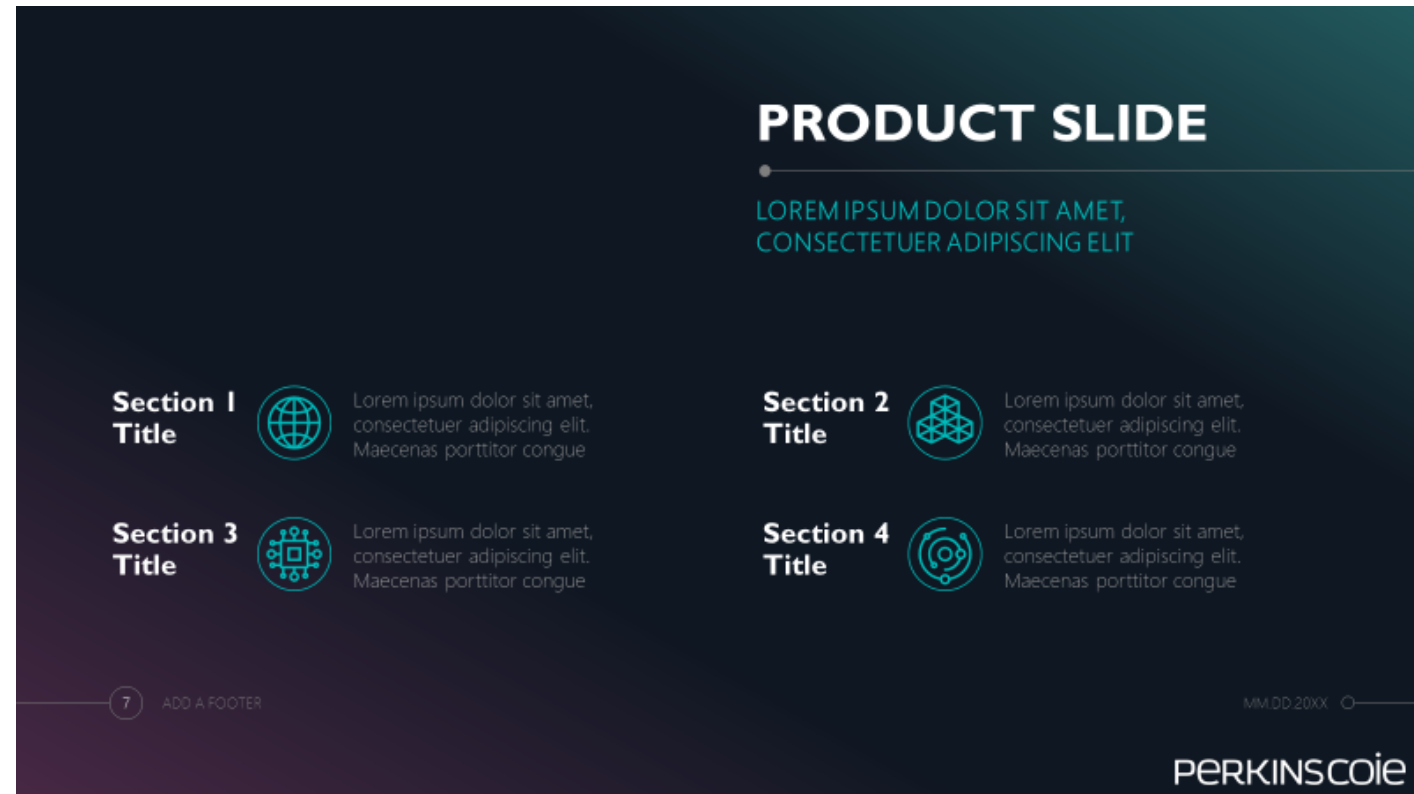
Product

Slide Goals:

- Clearly explain your product and the benefits
- Describe the user and why they care
- Highlight key product features
- Identify how you're better, more effective/affordable
- Include IP coverage, if relevant
- Answer "Why now?"

Strategies:

- Show, don't tell
 - Leverage screenshots or product pictures
 - Use real world examples/case studies
- Avoid acronyms, technical jargon, and buzzwords



Traction

Slide Goals:

- Show you've proven product market fit
- Outline KPIs (based on stage/industry)
 - Unit economics (CAC/LTV)
 - Sales – conversion rates
 - Client – retention rates
- Revenue
- Profit margin

Strategies:

- Keep the approach simple
- Leverage charts and graphs
- Use qualitative and quantitative data
- No fluff! Press mentions isn't traction



Market Opportunity

Slide Goals:

- Show there is a large attainable market
- Clearly define the total addressable market
 - Type of customers
 - Dollar value
- What is your initial target market and why
- If you are expanding the market, explain how
- Touch on adjacent markets for future expansion

Strategies:

- Know the market – you're the expert
- Explain why the market needs you now
- Leverage credible market data
- Assume reasonable market penetration – not 1% or 75%



Competition Advantage

Slide Goals:

- Outline the competitive landscape – direct and indirect
- Highlight company differentiation
- Sustainable competitive advantage
 - Technology
 - Pricing
 - Talent
 - Location

Strategies:

- Know your market, front and back
- Never state “we have no competitors”
- Leverage visuals – quadrants, maps or matrices



Growth Strategy

Slide Goals:

- Demonstrate customer acquisition strategy
 - Organic
 - Paid
 - Partnerships
 - Direct sales
 - Outline sales and distribution channels
- Highlight strategic partners

Strategies:

- Explain your insights into the market
- If you are pre-growth, highlight team and past performance



Business Model

Slide Goals:

- Show how the company generates revenue
- Pricing model
- Customer acceptance
- Scalability of model

Strategies:

- If monetizing, include traction to data
- If pre-revenue, explain how you've tested the market



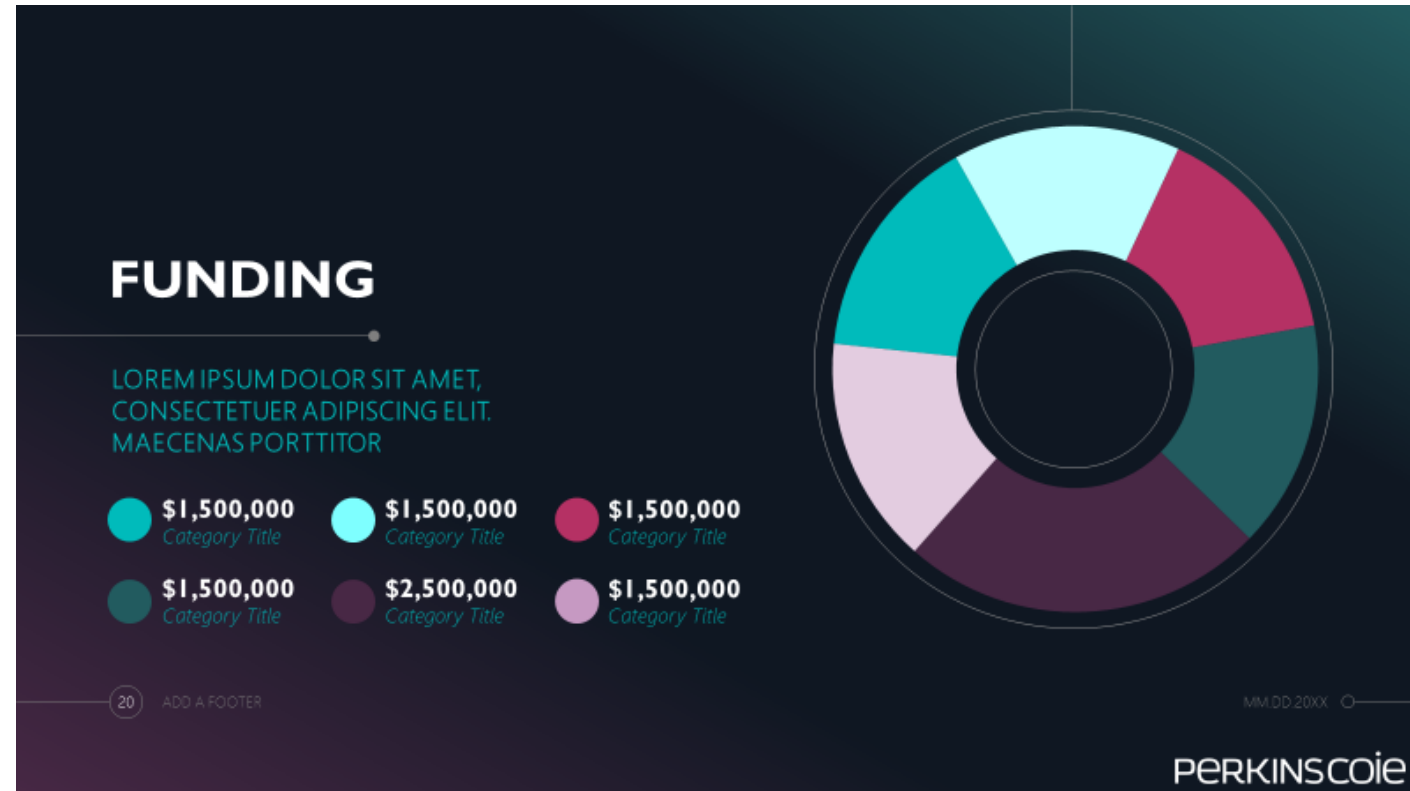
Funding

Slide Goals:

- Capital requirements
- Amount of runway – target 12-18 months
- Outline milestones to be met with capital
 - Key hires
 - Product traction
 - Sales growth
 - Revenue targets

Strategies:

- Show milestones, it's about value creation
- Don't include deal terms or valuation
- Don't reference a potential exit
- Remember you'll need 4 to 6 month to raise next round



Team

Slide Goals:

- What makes your team qualified and special
- Include name, title, social media links
- Short synopsis of relevant experience, positions, and skills

Strategies:

- Leverage logos of prior companies if relevant
- Show why an investor should trust you with their money

OUR TEAM

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUER ADIPISCING
ELIT. MAECENAS PORTTITOR

Angelica Astrom
Team Member Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies

Ian Hansson
Team Member Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies

Jens Martensson
Team Member Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies

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Contact

Slide Goals:

- Name
- Title
- Email
- Phone number
- Website and social media handles

