

A top-down view of a wooden desk. In the upper left is a white cup of black coffee. Below it is a white Samsung smartphone. To the left of the phone is a red pen. Below the phone are two white sticky notes. In the upper right corner, there are some green leaves.

bmp

**Everything
you need
to know
about a
*Pitch Deck***

WHAT IS THE *PURPOSE* OF A PITCH DECK?



**GET YOUR
AUDIENCE
EXCITED ABOUT
YOUR IDEAS**



**GIVE THEM
ENOUGH
INFORMATION,
BUT TRY NOT TO
BE
OVERWHELMING**



**GET THEM
ENGAGED,
WANTING MORE**

WHAT NOT TO DO

- Go into too much detail
- Use more than 20 slides
- Have a presentation more than 20 mins
- Use data/info that you cannot back up
- Show lack of confidence
- Use fonts smaller than 30

THE *SLIDES* YOU'LL NEED

1. Vision/Elevator Pitch
2. Executive Summary
3. Market Opportunity
4. Problem and Solution
5. Product/Service
6. How it works
7. Tech
8. Revenue Model
9. Traction/KPI

10. Growth Strategy
11. Marketing
12. Distribution/Sales
13. Competitors
14. Team
15. Cap Table
16. Financials/Fundraising
17. Call to action

YOUR *VISION* / ELEVATOR PITCH

You need a one-liner to combine your vision with your mission - try to make it catchy and relatable
("We'll rock the 20 bn \$ opportunity")

WE ARE THE 'APPLE' OF
'SOMETHING'

EXECUTIVE SUMMARY

- ✓ Facts, facts, facts
- ✓ Highlights, highlights, highlights

MARKET *OPPORTUNITY*

Define your market

Total market size

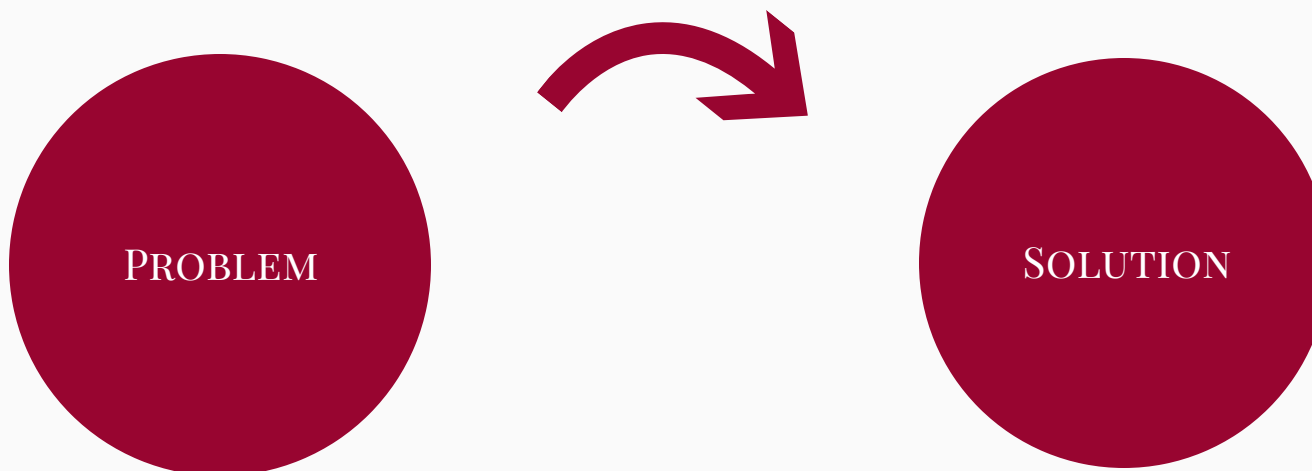
Customers - target group

"THE MARKET IS FRAGMENTED
AND CHARACTERIZED BY ..."

PROBLEM / SOLUTION

What is the problem
you want to solve?

What is your solution,
why is different from
others' solutions?



PROBLEM / SOLUTION



BONUS BOOST

"My company, *(name of the company)*, is developing *(a defined offering)* to help *(a defined audience)* *(solve a problem)* with *(secret sauce)*."

PRODUCT / SERVICE

How would customers use/value your product/service? Details/Packages.
Product Release Pipeline (former and planned releases)
Use examples and stories!



Tip: it's easier to relate if you tell stories instead of just describing your products or services. You want to create real emotions attached to your deck.

SLIDE SIX

HOW IT WORKS

Visualized: work-, data-, cash-flows,
value chain

Pictures



TECH

SECRET SAUCE

Tech Details

Tech Stack

Tech/Data workflow

Tech Status - planned tech development

REVENUE MODEL

Pricing/model

Primary customer

How will you make money?

Revenue and conversion rate up to date

Life time value of average customer



TRACTION / KPI

Talk about your Growth Metrics

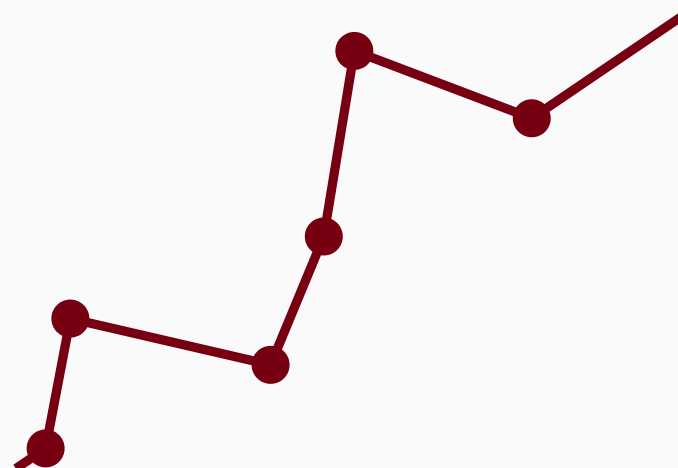
What is your timeline?

What milestones do you have?

What are your KPIs?

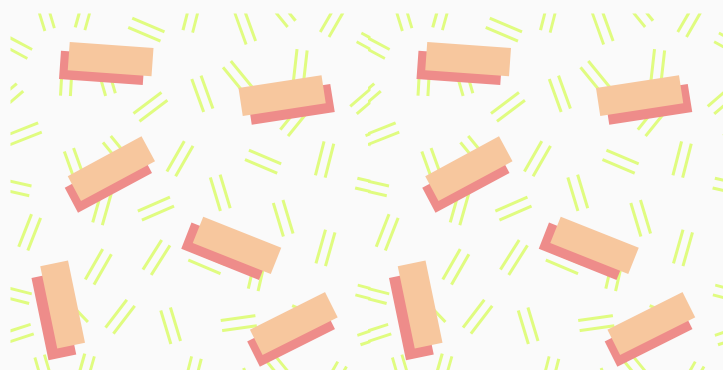
Do you have press activities?

Partnerships?



GROWTH STRATEGY

What channels will you use to win customers?
How will you achieve your target growth plan?
Why are you different to others?



SLIDE ELEVEN

MARKETING

Marketing channels

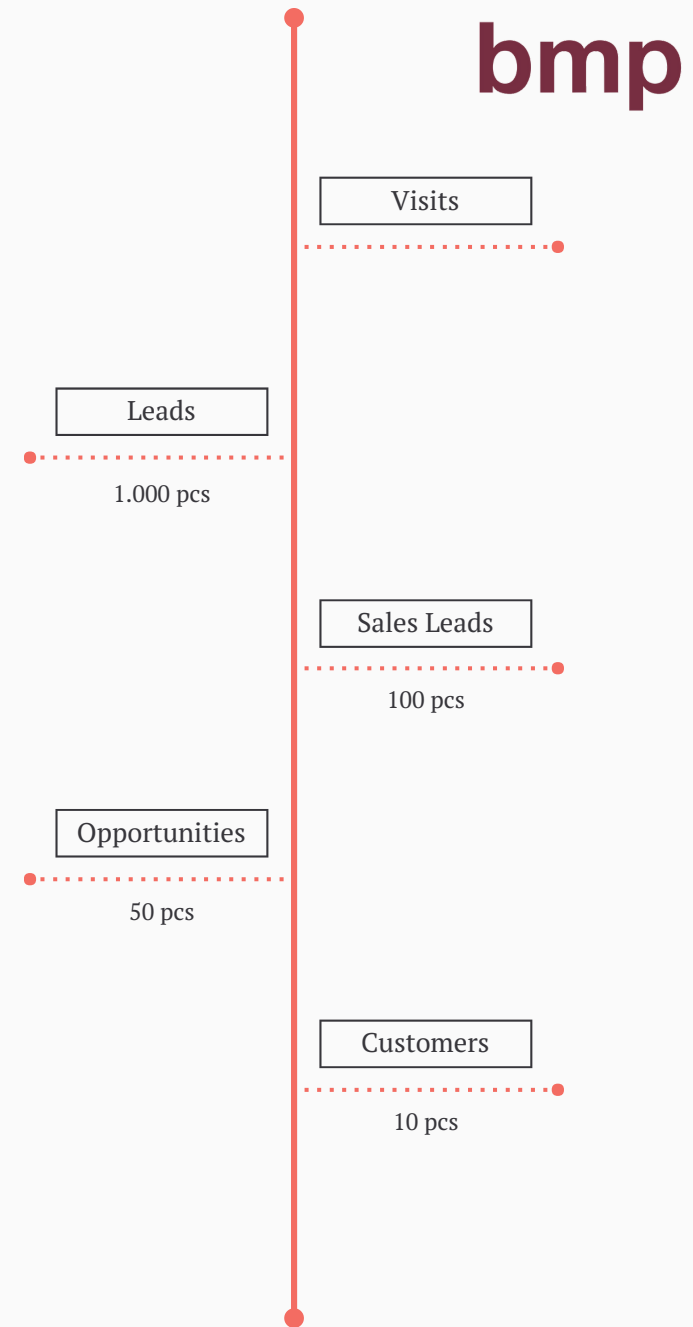
Marketing ROI

Marketing Budget



DISTRIBUTION / SALES

Talk about your target group
... and the buying circle.
How do you do sales?
How long is the buying process/
runtime?
#SalesPipeline



COMPETITORS

CURRENT WAY (TRY) TO SOLVE THE PROBLEM

Show a diagram with competitive comparison of reasonable company features.



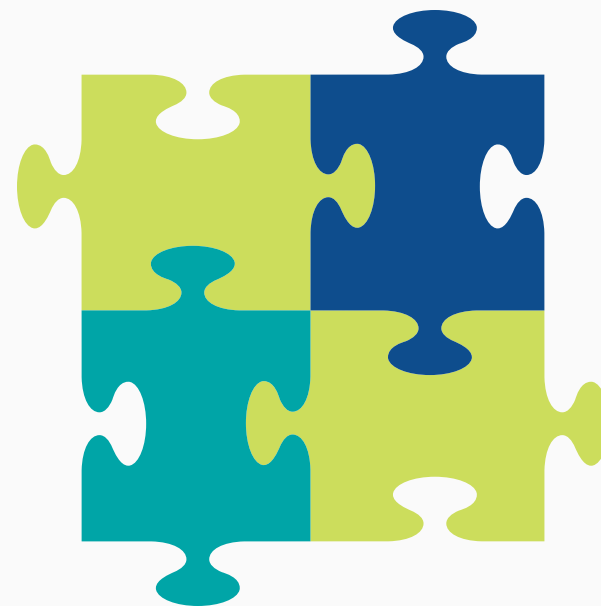
TEAM

Organigram

Talk a bit about the key positions

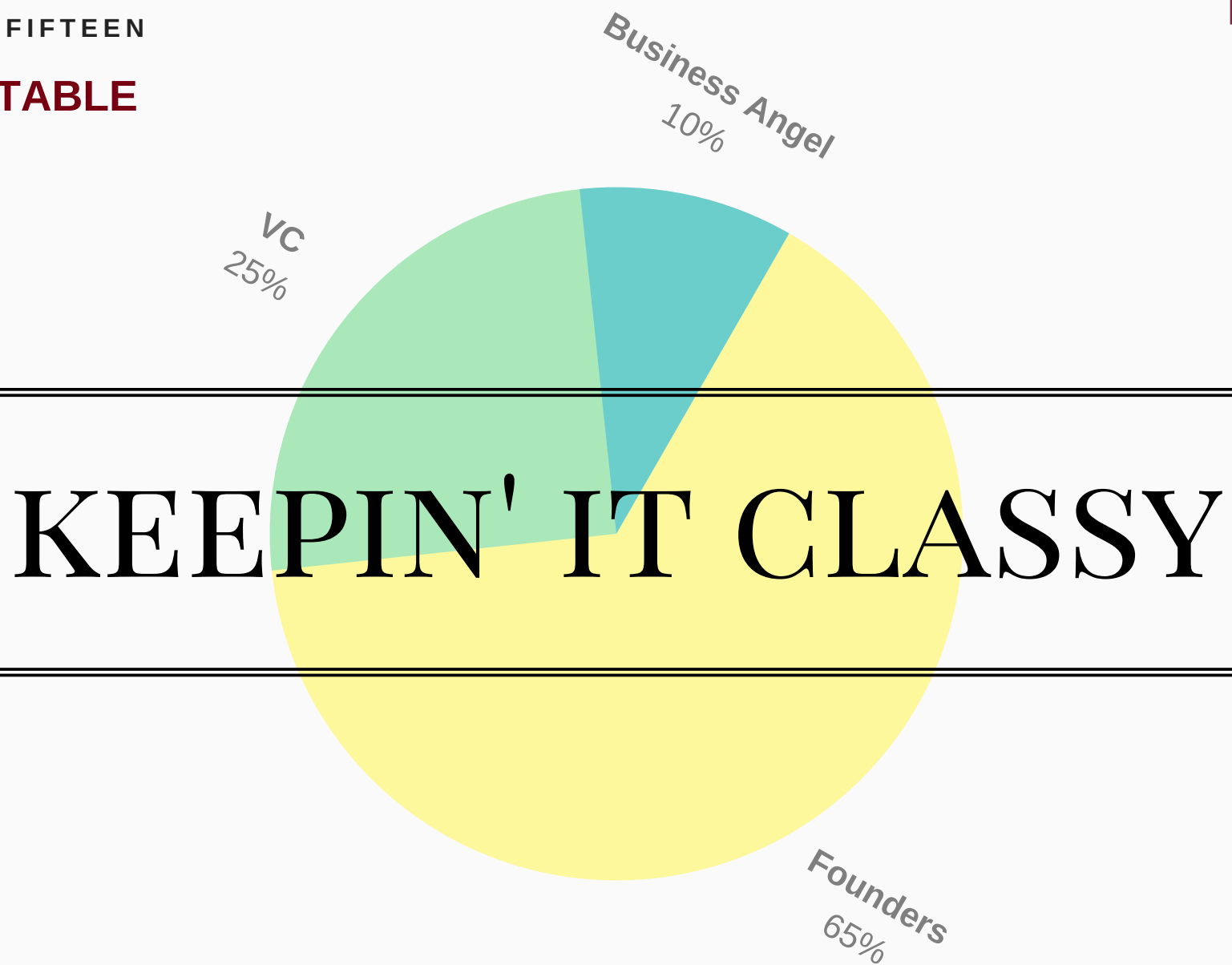
Who is going to fill them?

What experience do they have?



SLIDE FIFTEEN

CAP TABLE



FINANCIALS / INVESTMENT

How much have you raised so far?

How much do you need? Valuation? Cash Reach?

What other help would you need from investors?

How will you spend the investment?

Will you need additional rounds?

Exit strategies?

CALL TO ACTION

Opportunity: the unique way to make it better
Should be related to slide 1



LET US KNOW WHAT YOU THINK

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