

Objective of the Pitch

- To stimulate interest, not close a deal
 - Goal is to get to the next step in the investment process
- Demonstrates you have a clearly thought-out plan
 - Shows that you can sell the vision, story, plan
 - As CEO, selling is your primary job responsibility, whether that's selling to customers, pitching investors or recruiting new team members

Outline of the Deck

- Cover
- Problem/Oppty
- Key Trends/Unique Insights
- Team
- Solution
- Product Demo
- Addressable Market (Market Opportunity)
- Go-To-Market Plan
- Traction & Learnings
- Competitors
- Differentiation/Moat
- Financial Snapshot
- Financing and Use of Funds
- Why Now?

NewCo

Very Short Description | Mission

Madrona



Problem / Opportunity

- Set up the problem or opportunity.
- Who experiences the problem or benefits most from the opportunity?
- How acute is the pain?
- Can it be quantified?

Key Trends & Unique Insights

- What are the key trends creating tailwinds for a solution? Are there headwinds?
- Why should customers care about solving the problem?
- What are the unique insights gathered from customers that inform your solution?
- Are there other supporting data points?

Team

- Who are the founders and key team members?
- Why is this *the* problem you want to solve or *the* opportunity you want to go after?
- Why is this team uniquely suited to tackle the problem?
- Are there super-powers we should know about?

Solution

- Paint the vision!
- Describe the solution that you are building and the customer that you are building for.
- What is the value proposition?
- What are the most important components of the solution?

Product Demo

- If possible, always better to show than just tell.

Addressable Market

- What is the SOM, SAM, and TAM? Bottoms up when possible.
- How fast is the market growing?
- What are the most important market characteristics?

GTM

- How do you reach your customers?
- What is your business model including pricing and monetization strategy?
- What are the key assumptions driving your go-to-market strategy?
- How can additional financing accelerate your revenue growth?

Traction & Learnings

- Who are your customers and what are they saying about your product?
- What are you learning from your early customers?
- How are you applying customer learnings to your product or service?
- What are the early indicators that you are on the right path?

Competitors

- What are the most important competitive vectors and why?
- Who are your direct and indirect competitors?
- Which companies are you monitoring most closely and what are they doing well/not well?
- Are you behind, ahead, or on par with your competition?

Differentiation & Moats

- What makes NewCo unique and differentiated from the competition? Why does it matter?
- What investments or decisions are you making to make it harder for others companies to compete with you?
- Does your company have unfair advantages?

Financial Snapshot

- Actuals and projections.
- What are the key growth drivers? What are the factors that may inhibit growth?
- What are the key operating metrics that you are tracking?
- What is the upside scenario? What is the downside scenario?

Financing and Use of Funds

- How much are you looking to raise?
- How do you plan to use the new funds? (e.g. key hires, customer acquisition)
- How much additional runway are you projecting?
- What are the key milestones you want to reach during this period leading into your next raise?

Why now?

- Create a sense of urgency!
- Why is now the right time to build NewCo?
- Why is now the right time to invest in NewCo?
- What does the future look like if you are successful?

APPENDIX

