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Pitch Deck Suggestion Template Slides

Company Story

- Introduction, purpose, vision
- Problem, pain points
- Solution, value propositions
- Stage, accomplishments, milestones
- Differentiation of product, process, or pricing
- Roadmap, technology, deep science and innovations
- Competitor analysis: advantages, risks and challenges
- Metrics: users, customers, who will purchase and benefit
- Market analysis, size and opportunity
- Funding, capital, usage of proceeds
- Financials, actual and 3-yr projections
- Founders, advisors, directors



Company Purpose

- Introduction
 - Purpose, Vision, Mission
 - Your startup story



Company Problem

- Problem
 - What's the problem?
 - What pain point(s) you have experienced?



Company Solution

- Introduction
 - What's the solution?
 - How is your company's product solving the issue(s)?



Company Stage

- Stage
 - Idea
 - Seed
 - MVP
 - Early
 - Series A
 - Series B
 - Growth
 - Expansion



Company Differentiation

- Differentiation
 - What makes your **product** different?
 - How is the **process** more cost effective, more efficient?
 - Business model, **pricing**?
- Why your company is different, can do it better, etc.



Company Roadmap

- Roadmap
 - Company
 - Technology
 - Product
 - Features



Company Competition

- Competitor Matrix
 - Crowd Grid
 - Magic Quadrant
 - Win / Loss Matrix
 - Feature Matrix
 - Landscape Matrix
- Use one of the matrix above or your own.



Company Metrics

- Metrics
 - Sales Metrics: Creating a Growth Engine
 - Lead to Customer Rate
 - Revenue Run Rate
 - ARPU (Average Revenue Per User)
 - Customer Metrics: Building Traction
 - Custom Acquisition Cost (CAC)
 - Customer Lifetime Value (CLV)
 - Customer Churn Rate
 - Financial Metrics: Cash Flow
 - Burn Rate
 - Operation Efficiency
 - Gross Margins



Company Financials

- Financials
 - Actual/Projection
 - Balance Sheet
 - Cash Flow
 - Cap Table
 - P&L
 - Offering



Company Market

- Market analysis
 - Industry/Sector
 - Market Size
 - Target Users/Customers
 - Includes:
 - News
 - Quotes
 - Links



Company Funding

- Funding
 - Dollar Amount
 - Usage of Fund



Company Management

- Management Team
 - Founders
 - Advisors
 - Directors

