



innovation works



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Investor Presentations – Beyond the Pitch

October 29, 2019

Jim Jen

Intro



- Innovation Works - COO & Managing Director Software/AlphaLab
- Riverfront Ventures – Managing Director
- Investments in 100+ accelerator and seed-stage cos including
 - Wombat Security, NoWait, Shoefitr, ShowClix, mSpoke
 - JazzHR, Blastpoint, Ikos, Honeycomb
- Led product at venture-backed software startups in Silicon Valley



Some Initial Thoughts

- Not about fundraising strategy
 - Bias toward early stage presentations
 - May not work with pitch competitions
 - Not your customer/sales pitch
-
- No absolute format
 - Key is to most effectively communicate your story



10-20-30 Rule

- Problem
- Your Solution
- Business Model
- Underlying magic/technology
- Marketing and Sales
- Competition
- Team
- Projections and Milestones
- Status and Timeline
- Summary and call to action



Guy Kawasaki

Former Chief Evangelist, Apple

Author 13 Books, including The Art of the Start





Rob Go

NextView Ventures

Oct 10, 2018

Slide 1: Who are you? (Team)

#2: What do you do?

#3: Is it working?

#4-5: Why does it matter? (Market)

#6-8: Can you be the best in the world?
(product, growth, financial metrics)

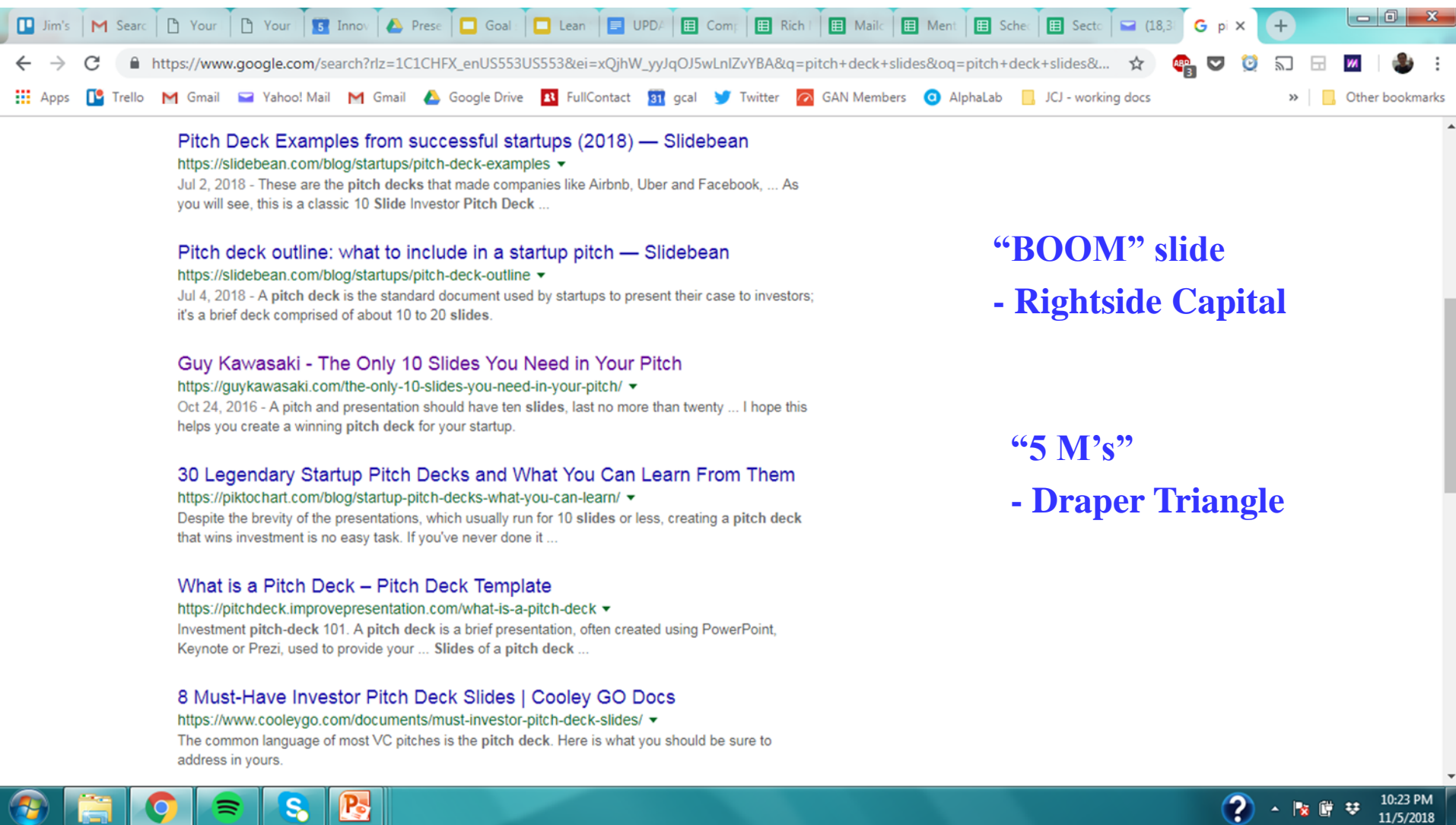
#9: Where are you going?

#10: What do you want?

Appendix



Everyone has a framework



The screenshot shows a Google search results page for the query "pitch+deck+slides&oq=pitch+deck+slides&...". The top result is "Pitch Deck Examples from successful startups (2018) — Slidebean" with a URL <https://slidebean.com/blog/startups/pitch-deck-examples>. Below it are several other results, each with a title, URL, and a brief description. The results are:

- Pitch deck outline: what to include in a startup pitch — Slidebean**
<https://slidebean.com/blog/startups/pitch-deck-outline>
Jul 4, 2018 - A pitch deck is the standard document used by startups to present their case to investors; it's a brief deck comprised of about 10 to 20 slides.
- Guy Kawasaki - The Only 10 Slides You Need in Your Pitch**
<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>
Oct 24, 2016 - A pitch and presentation should have ten slides, last no more than twenty ... I hope this helps you create a winning pitch deck for your startup.
- 30 Legendary Startup Pitch Decks and What You Can Learn From Them**
<https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/>
Despite the brevity of the presentations, which usually run for 10 slides or less, creating a pitch deck that wins investment is no easy task. If you've never done it ...
- What is a Pitch Deck – Pitch Deck Template**
<https://pitchdeck.improvepresentation.com/what-is-a-pitch-deck>
Investment pitch-deck 101. A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Prezi, used to provide your ... Slides of a pitch deck ...
- 8 Must-Have Investor Pitch Deck Slides | Cooley GO Docs**
<https://www.cooleygo.com/documents/must-investor-pitch-deck-slides/>
The common language of most VC pitches is the pitch deck. Here is what you should be sure to address in yours.

The browser's address bar shows the search URL. The top of the browser window displays various tabs and extensions. The bottom of the browser window shows the Windows taskbar with icons for the Start menu, File Explorer, Google Chrome, Spotify, Skype, and PowerPoint. The system clock in the bottom right corner indicates the time is 10:23 PM on 11/5/2018.

“BOOM” slide
- Rightside Capital

“5 M’s”
- Draper Triangle

Including me...

- **Compelling market opportunity & vision**

AND

- **Evidence YOU are the one to win**
 - Awesome Team
 - Advanced understanding of market, customer problems
 - Unique product adding *enough* value to beat competition
 - Real traction and momentum - Demonstrated customer value, engagement (usage, adoption, retention)
 - Repeatable customer acquisition
 - Coherent funding plan



Compelling Market Opportunity and Vision

What is it?

- Unique point of view and big vision on a large and growing market

Why investors care?

- Need outsized returns potential
- Ability to change an industry
- Measures team's ability to think big



Awesome Team

What are investors looking for?

- Unique qualifications
- Execution-to-date
- Team chemistry (in the meeting)
- Coachability



Advanced Understanding of Customer Problems

What is “advanced”?

- Do you know the customers and problems at a detailed, segmented level?
- Can you define your initial target customers clearly enough so that they're reachable?
- How intense a problem is this? (Vitamin or pill)



Unique Product/Enough Value

What are investors looking for?

- How well does the solution solve problem?
- Is it unique and defensible?
 - IP protection
 - Differentiation beyond just features
 - Build a moat (e.g. data, network)
- Proof: User engagement metrics, ROI
("Goodness factor")



Real Traction, Momentum

What are investors looking at?

- How quickly are you moving?
- # customers, revenue
- How did you get those customers?
- Quantity and quality
- Growth rate, engagement
- Baseline - especially important for 2nd interaction



Repeatable Customer Acquisition

Depends on stage of company but this is needed to scale

- Similar types of customers
- Can you reach them reliably and cost-effectively?
- Repeatable process



Coherent Funding Plan

- How much are you raising?
- Where are you spending it?
- To accomplish what goals?
- In what timeframe?
- So that you can _____ (raise next round, breakeven, get acquired)

A coherent funding plan has to be realistic, achievable and yet aggressive enough to keep up with the market realities.



Market Realities (example)

Top-Line Metrics for Raising Seed & Series A Rounds

For consumer transactional, consumer audience, SaaS, and deep tech startups, here are the top-line benchmarks that I've seen in the market for seed and Series A rounds. When in doubt, I've set the bar a bit higher, knowing that there are exceptions where companies have raised these rounds with much less traction. Consider these milestones that are closer to “in-the-bag” levels of traction.

	Seed Milestones	Series A Milestones
Consumer Transactional	\$250K - \$1M revenue run rate	\$5–\$10M revenue run rate
Consumer Audience	25K - 50K DAUs	500K—1M DAUs
SaaS	\$10K—\$50K MRR	\$150K MRR; 12 months of promising cohort data
Deep Tech	Strong leadership team; IP	Looks-like, works-like prototype; commercial validation





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Thank You!

Jim Jen
Twitter: @jimcjen

jjjen@innovationworks.org

