



Third  
Hemisphere<sup>PR</sup>

# Pitch Deck

## Your business name/logo

[Your business name] is a <describe your startup in <10 words> that enable(s) <define your target market in <6 words> to solve <outline the target market's problem in <6 words> by <describe how you solve the problem in <6 words>

# Disclaimer – Slide 2

**In your Pitch Deck there is crucial information that you are giving your potential investors, which you should want to keep confidential.**

**Your Disclaimer sets out your intention that the information in the Pitch Deck remains confidential between you and the investor, and should only be used in the consideration of investment in your business.**

**Your Disclaimer should cover the following four key areas:**

**Limiting the use of information**

**Prohibition of duplicating the Deck**

**Disclaimer for accuracy and completeness of the Pitch Deck**

**Limitation of liability**

**(Unfortunately we cannot provide you with an example as we are not lawyers)**

# Disclaimer



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# Why – Slide 3

**Why Heading - Explain your authentic connection to the problem in less than 10 words**

**Explain your personal authentic connection to the problem in one sentence of less than 15 words.**

**Add more concise content as needed.**

**This is where you get the opportunity to connect to the reader on values and emotions.**

**Pictures are great story tellers here.**

# Why Us?

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# Target Market– Slide 4

**Target Market Heading - Explain your target market in less than 10 words**

**Describe your 1st (and 2nd) Early Adopter Target Market in less than 6 words**

**Complete up to 4 bullet points, all in less than 10 words each, that go into more detail about your early adopter target market.**

**Show you're focused and know your target market intimately**

**For instance their age, location, size of business, position in business or revenue. Include anything that makes it fast and easy for the reader to identify a specific individual or business.**

**Provide an image or two wherever possible**

# Target Market



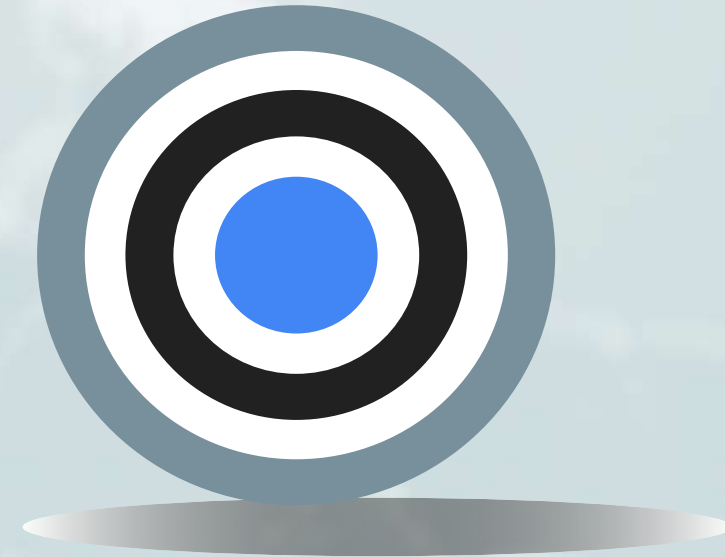
## FIRST TARGET

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## SECOND TARGET

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# Problem– Slide 5

**Problem Heading - Explain your target market's problem in less than 10 words**

**Don't build a solution in search of a problem. Clearly identify a real and huge problem as investors want to see you addressing a real and current need.**

**Complete up to 4 bullet points, all in less than 10 words each, that go into more detail about your early adopter target market's problem.**

**Don't talk about broad industry problems. Think about what keeps the individuals awake at night such that they will want to spend money on your solution.**

**Quantify the problem in dollars and time (wasted or saved) by target market**

**Provide an image or two wherever possible**



# Problem in Target Market



## FIRST TARGET/PROBLEM

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## SECOND TARGET/PROBLEM

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# Solution– Slide 6

**Solution Heading - Explain your solution to your target market(s) in less than 10 words**

**Simply and concisely explain what your solution is to the problem you've described. Quantify the solution benefits if you can.**

**Be focused. Don't go into USP (Slide 8) or IP (Slide 13) here.**

**Complete up to 4 bullet points, all in less than 10 words each, that go into more detail about how your product/service solves your early adopter target market's problem.**

**Provide an image or two wherever possible**

# Solution for Problems



## FIRST SOLUTION

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## SECOND SOLUTION

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# Market Analysis & Opportunity– Slide 7



**How big is your target market. Obviously investors want a huge potential target market .**

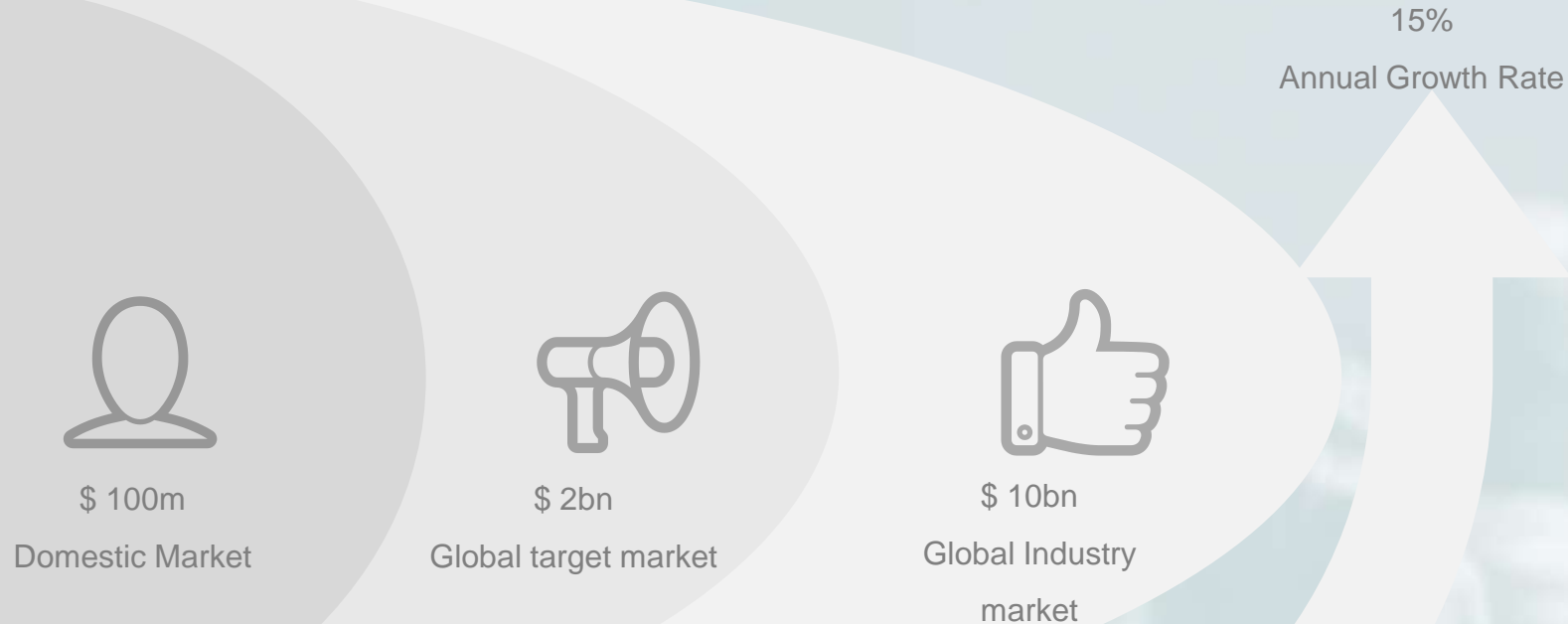
**Size of your:**  
**Domestic target market**  
**Global target market**  
**Global industry market**

**How fast is it growing? % per year**

**Insert 2 or 3 competitor proof points that validate companies in international markets completing large capital raisings at high valuations or other relevant data.**

**Provide clear data, concisely.**

# Market Analysis & Opportunity



## COMPETITOR PROOFS

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# USP – Slide 8

**What is your secret sauce (your Unique Selling Proposition) in less than 6 words?**

**This may be your product features, cost, simplicity or it could be your business model, unique connections, industry experience or some other secret sauce that no-one else has.**

**Complete up to 4 bullet points, all in less than 10 words each. Detail how they relate to each heading and how you and your product/service are significantly different to everything currently on the market that is in any way similar.**

**This slide is a precursor to your Intellectual property slide coming later, but don't go into patents etc here.**

**Provide an image or two wherever possible**

# USP of Our Startup



## FIRST SECRET SAUCE

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## SECOND SECRET SAUCE

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# Sales & Marketing Plan– Slide 9

**How will your target market find out about your product/service? What is your way of identifying, communicating and selling to your target market?**

**What does your marketing and sales funnel look like?**

**What are your metrics? Conversion rates? Target rates?**

**Which marketing methods are you applying?**

**Why have you chosen these methods?**



# Sales & Marketing Plan



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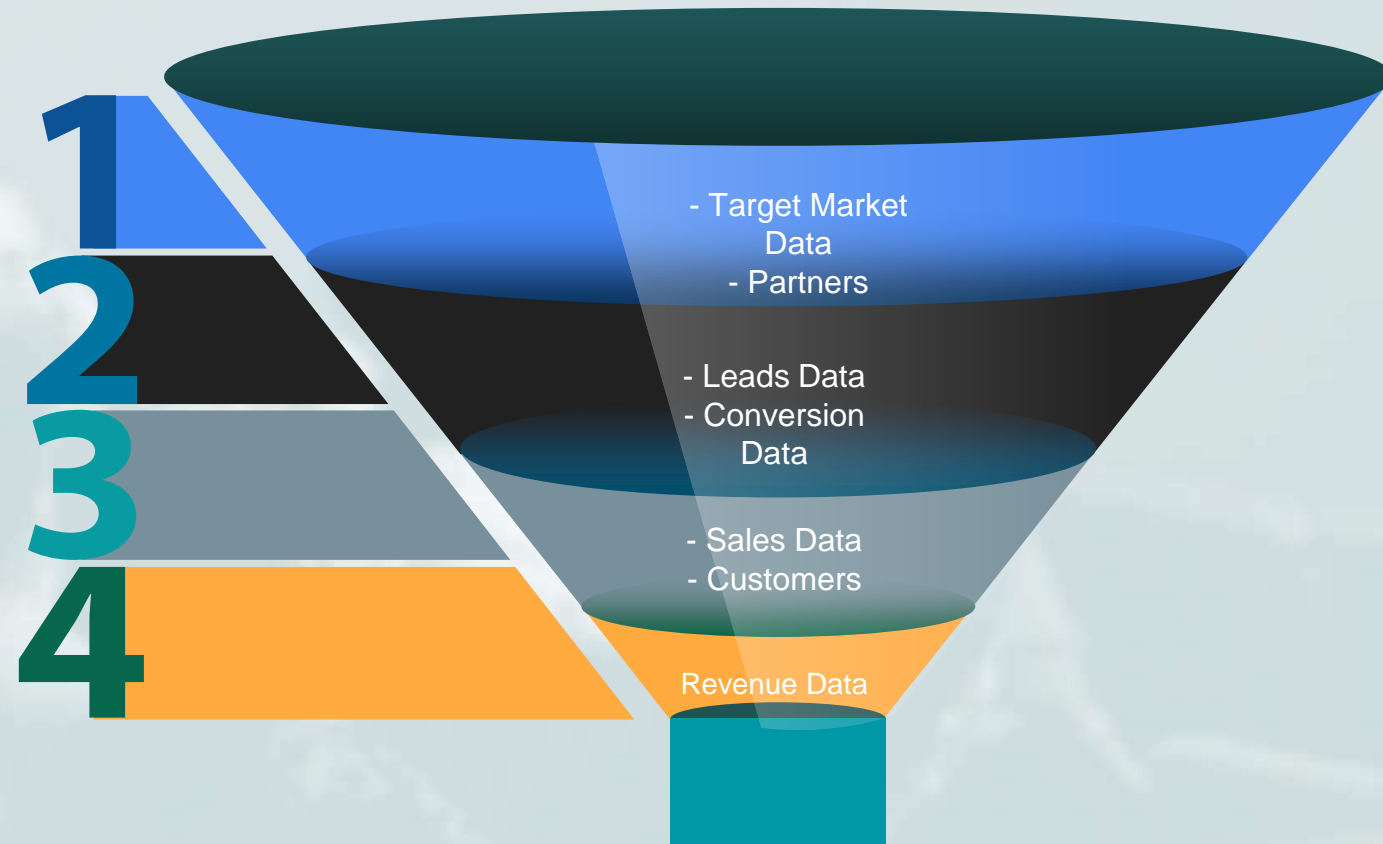
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# Business Model– Slide 10

**What does a graphical representation of your customer journey look like? Show how scalable your model is.**

**How does your service make money? Show key data**

**What is the lifetime value & cost of acquiring a customer? – Revenue generated & cost per customer over what period of time?**

**Key items that should be in every business model slide:**

**Target market**

**Marketing activities**

**Distribution channels and/or partners (existing &/or future)**

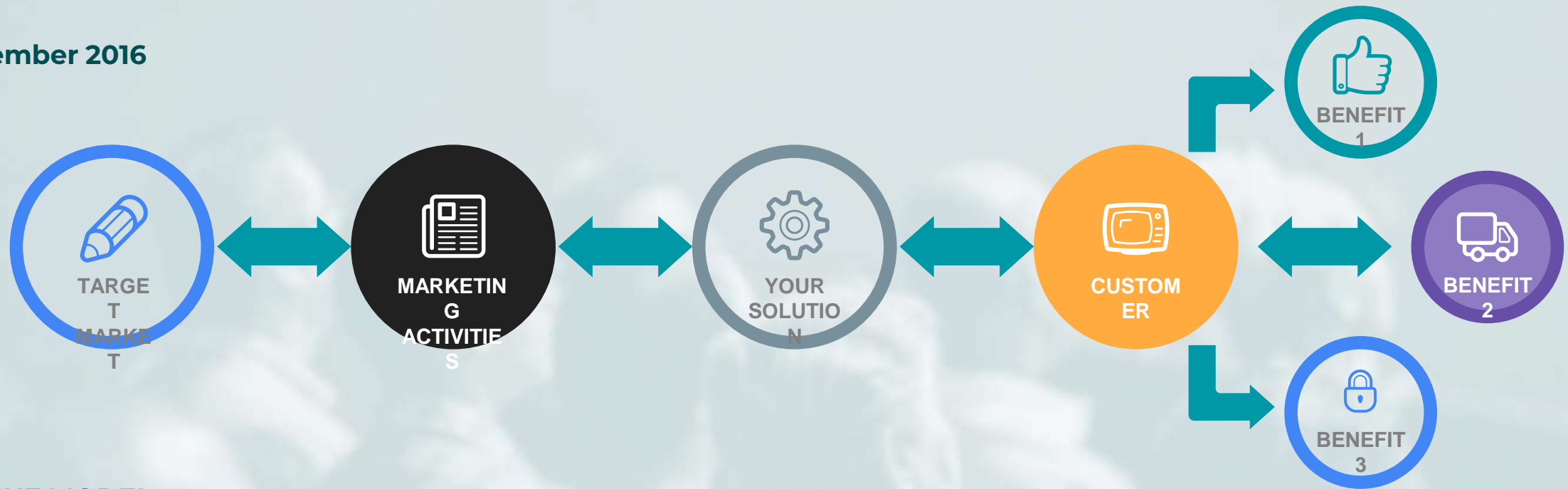
**Core business activities**

**Revenue model**

**Customer “success” – what does the end look like?**

# Business Model

November 2016



## REVENUE MODEL

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## KEY STATS

- Lifetime value over XX months
- Cost of acquisition

# Traction – Slide 11

**One of your most important slides. Traction via revenue & profits are validation of your entire business**

**Investors will always feel more comfortable investing with a company that is live and gaining rapid traction**

**Show data and dates**

**Create a story over time**

**Examples of key traction (logos are great):**

**Customers - \$ monthly rev, growth rates & total customers**

**Partners – Number of partners, leads generated, potential rev, other metrics**

**Media - Example links, leads generated, potential revenue**

# Traction: Customers, Partners & Media



## CUSTOMERS

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**\$50,000+**

Per month – Feb

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## PARTNERS

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**\$23,000+**

Per month – Feb

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## MEDIA

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**\$16,000+**

Per month – Feb

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# Competitor Analysis– Slide 12

**Every business has competitors. Who are yours? Now and likely in the future?**

**How does your product/service compare? What are your advantages? How are you different?**

**Produce a list, table or XY chart**

**AND list elements of your strategy, in bullet points each <10 words, that prove to investors that you are innovating in front of your competitors and/or have a secret strategy that will allow you to be more nimble and out manoeuvre your competitors.**

**This is not the same as USP. Think about strategies and tactics you know that no-one else does.  
How does your offering standout and win over the competition?**

# Why Us?



## UNIQUE STRATEGIES

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# Competitor Analysis – Table (Option 2)

	Your Logo	Competitor Logo Or name	Competitor Logo	Competitor Logo
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Feature 5				

## UNIQUE STRATEGIES

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# Intellectual Property– Slide 13

**How can you protect your product/service and its USP?**

**What intellectual property do you own? What is its status? Locations?**

**Such as:**

**Patents**

**Trademarks**

**Copyrights**

**Domains**

**Trade secrets**

**Software**

**Do you have any future IP plans?**

# Intellectual Property



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## FUTURE IP PLANS

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# Team: Founders & Executives – Slide 14

**Investors invest in businesses not just products/services**

**Who are your founders and key executives? What are their roles?**

**What is their (relevant) experience? Track record?**

**Keep it simple and short. Save the details for your data room.**

**Is your team well balanced? Are there any skill gaps?**

# Team: Founders & Executives



**John Doe**  
Your Title

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**Jane Doe**  
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# Team: Advisors & Investors – Slide 15

**Who are the respected people backing your business with time and/or money?**

**What are their roles?**

**What is their (relevant) experience? Track record?**

**Keep it simple and short. Details will be in your data room.**

**Is your team well balanced? Are there any skill gaps?**

# Team: Advisors & Investors



## John Doe

Investor 1

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## Jane Doe

Investor 2

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## John Doe

Advisor 1

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## Jane Doe

Advisor 2

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## John Doe

Advisor 3

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## John Doe

Your Title

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## Jane Doe

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## John Doe

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# Funding and Timeline– Slide 16

**What milestones have you met, over what period?**

**How much has this journey cost?**

**What major milestones are you targeting?**

**Keep it to concise bullet points and clear data**

# Funding & Timeline



1<sup>st</sup> Cap Raise Amount  
- Bootstrapped

2014

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



2<sup>nd</sup> Cap Raise Amount  
- FFF

2015

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



3<sup>rd</sup> Cap Raise Amount  
- Seed / Angels

2016

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



4<sup>th</sup> Cap Raise Amount  
- Series A

2017

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



5<sup>th</sup> Cap Raise Amount  
- Series B

2018

## MILESTONES

- Milestone 1
- Milestone 2
- Milestone 3
- Milestone 4



# Financials– Slide 17

**Produce a chart with income, expenses and net income for past, and at least 3 years of projections**

**What is your annual run rate? Annualised rev when you multiple your previous month rev by 12**

**What is your monthly burn rate? Amount of cash you make or lose per month**

**Key data that is relevant – revenue, expenses, net income, other key data**

**Any relevant key assumptions**

# Financials: Historic & Projections



## KEY ASSUMPTIONS

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ANNUAL RUN RATE: \$			MONTHLY BURN RATE: \$		
	2015	2016	2017	2018	2019
Customers	500,000	500,000	500,000	500,000	500,000
Capital Raised \$	500,000	500,000	500,000	500,000	500,000
Revenue \$	500,000	500,000	500,000	500,000	500,000
Expenses \$	500,000	500,000	500,000	500,000	500,000
Profit (Loss) \$	500,000	500,000	500,000	500,000	500,000

# Key Risks– Slide 18

**Startup investing is risky. Be upfront and open and honest with investors.**

**Identify your key risks and then be on top of them by identifying:**

**Likelihood**

**Impact**

**Mitigation strategy**

**Responsibility**

# Key Risks & Mitigation Strategies

Risk	Likelihood	Impact	Mitigation Strategy	Responsible
#1. Risk	Low	Low	Risk Mitigation	Peter Jones
#2.	Med	Med		
#3.	High	High		
#4.				
#5.				
#6.				
#7.				
#8.				

# Ask, Offer, Use of Funds, Exit Strategy – Slide 19

**Investor make money on exits not investments**

**What are you valuing your business at?**

**Ask - How much are you raising? Is it realistic? A range is OK**

**Offer - What are the general terms? Con note, equity, etc.**

**Use - What will you use the funds be used for?**

**Exit - What is your exit strategy? Don't be vague here. That shows lack of thought and planning.**

**What examples of other similar exits can you quote?**

**Be clear, be concise**

# The Ask, Offer, Use of Funds & Exit Strategy

<b>Ask &amp; Offer</b>	Total raising	<b>AUD \$1,000,000</b>
	Pre-money valuation	<b>AUD \$4,000,000</b>
	Ordinary shares	<b>4,000 shares @ \$25</b>
	Equity offered	<b>20%</b>

## Exit Strategy

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<b>Use of Funds</b>	#1	40%
	#2	30%
	#3	30%

## Exit Examples

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# References– Slide 20

**What statistics and conclusions have you referenced?**

**What research have you conducted?**

**What further reading areas you suggest investors go to?**

**Methodical record keeping reflects strong governance**

# References

1. Reference 1
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
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REFERENCES



# Contact Info– Slide 21

**The objective of your Pitch Deck is to progress the relationship between the business and the investor, so of course you need to make it as easy as possible for an investor to contact you in whatever format they prefer.**

# Contact Info

Your  
Logo  
Here



[www.yourcompany.com](http://www.yourcompany.com)



[twitter.com/companyprofile](https://twitter.com/companyprofile)



[facebook.com/companypage](https://facebook.com/companypage)



[hello@companydomain.com](mailto:hello@companydomain.com)



(61) 0432 227 5555

CONTACT  
US

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# Thank You