



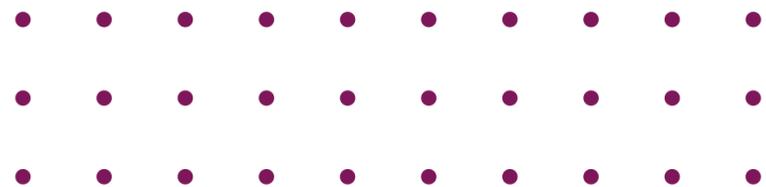
# PITCH DECK

Everything you need to know.

01. Excite & Engage your audience

02. Provide information investors would like to know

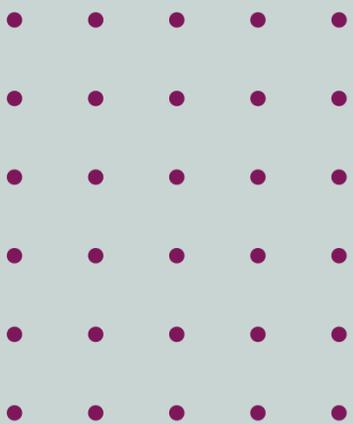
03. Be concise & clear



WHAT IS THE  
PURPOSE OF A  
**PITCH DECKS**

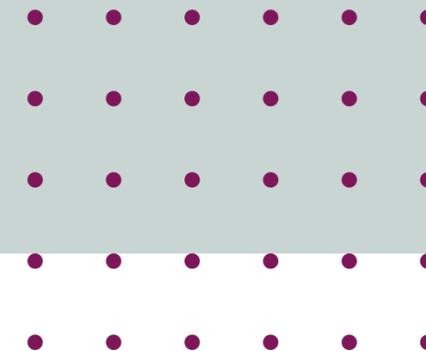
# WHAT NOT TO DO

- Go into a lot details
- Use more than 20 slides
- Presentation more than 20 mins
- Use data you cannot backup
- Being self-conscious
- Fronts to small to read



## ALL SLIDES YOU NEED

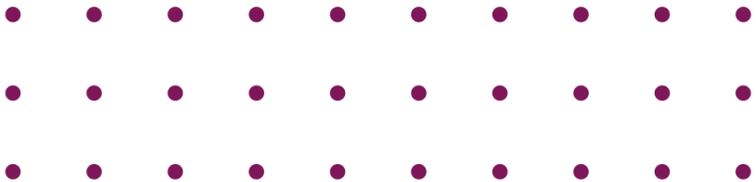
1. Vision/ Elevator Pitch
2. Executive summary
3. Market opportunity
4. Problem & Solution
5. Product/ Service
6. How it works/ Tech
7. Traction/ KPI
8. Growth strategy
9. Marketing
10. Distribution/ Sales
11. Competitors & USP
12. Team
13. Cap Table
14. Financials/ Fundraising
15. Call to action

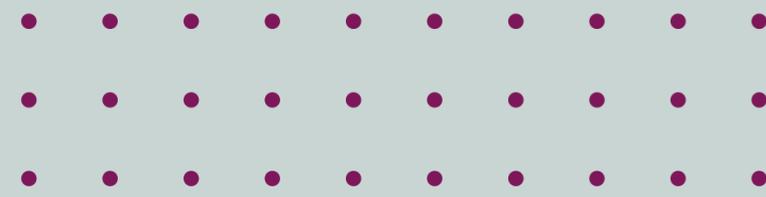


# Vision/ Elevator Pitch

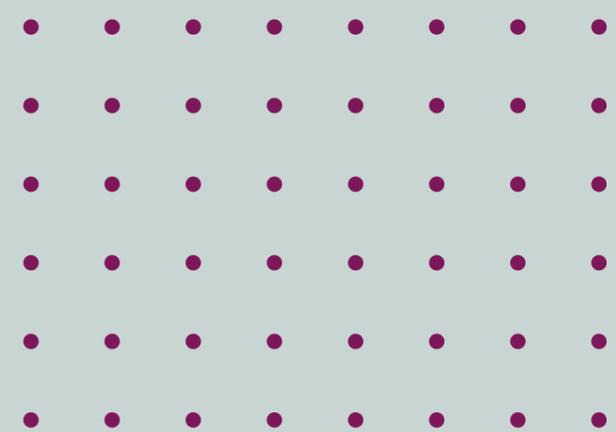
You need a one-liner to combine your vision with your mission - try to make it catchy & relatable

("We'll rock the 20 Mrd.\$ chance)





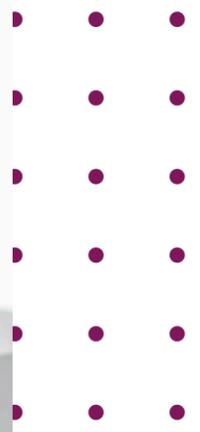
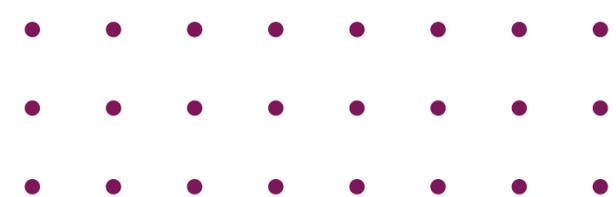
WE ARE THE **'APPLE'** OF  
'SOMETHING'

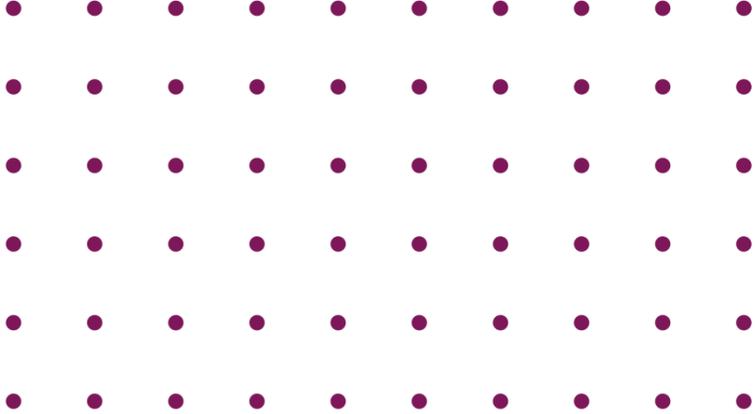


## EXECUTIVE SUMMARY

Facts, facts, facts

Highlights, highlights, highlights





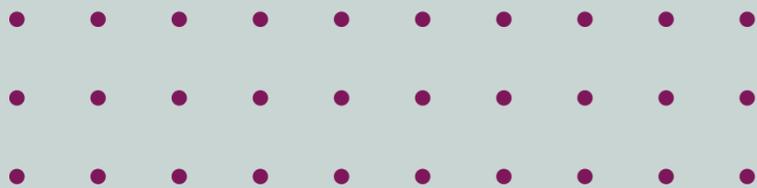
# MARKET OPPORTUNITY



**DEFINE YOUR MARKET**

**CUSTOMERS - TARGET GROUP**

**TOTAL MARKET SIZE**



“THE MARKET IS **FRAGMENTED**  
AND CHARACTERIZED BY...”



# PROBLEM

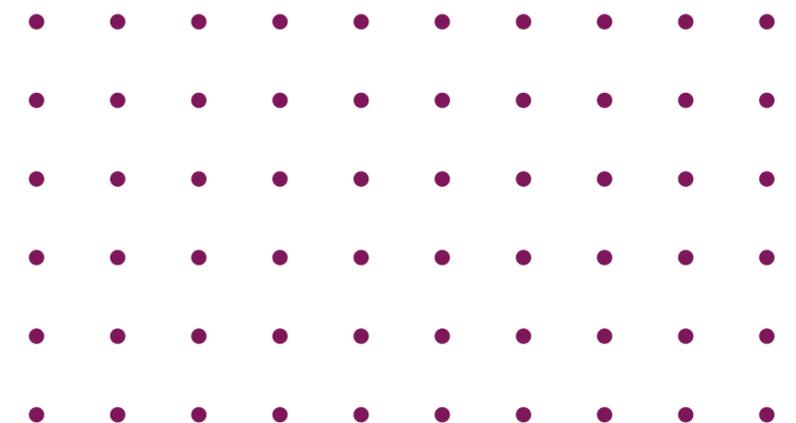
What is the problem you want to solve?

# SOLUTION

What is your solution & why is it different from others' solutions?

# BONUS BOOST

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

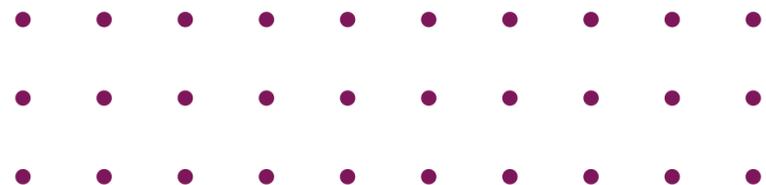


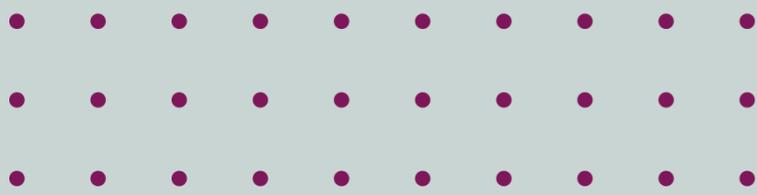
## Product/ Service

How would costumers use/  
value your product/ service?  
Details/ Packages

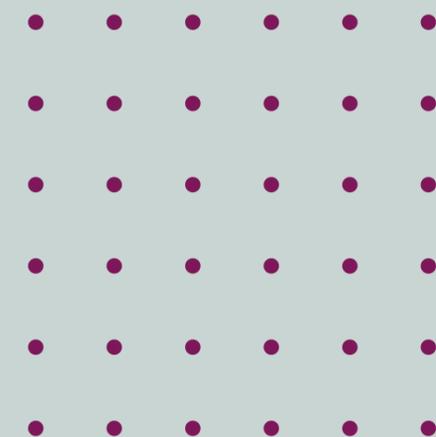
Product release pipeline  
(former & planned releases)

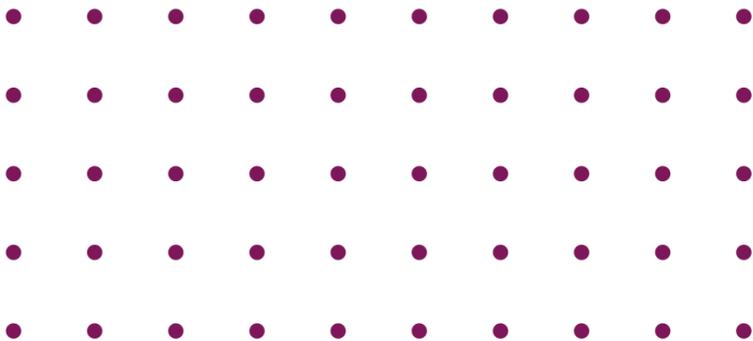
Use examples and stories!





BONUS TIP:  
IT'S EASIER TO RELATE IF YOU TELL STORIES  
INSTEAD OF JUST **DESCRIBE YOUR PRODUCTS OR  
SERVICES.**  
YOU WANT TO **CREATE REAL EMOTIONS**  
ATTACHED TO YOUR DECK.





Mechanisms, tech & IP revenue Model

Pictures  
Vizualized: Work-, data-, cash-flows, value chain



**Secret Sauce**

Tech details  
Tech stack  
Tech/ Data workflow  
Tech status - planned tech development

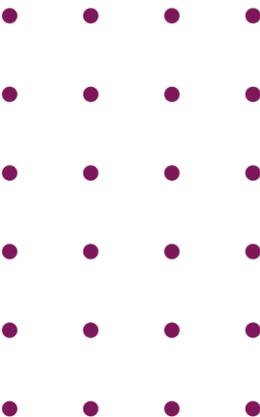
HOW  
**IT WORKS**

# 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?  
Partnership?



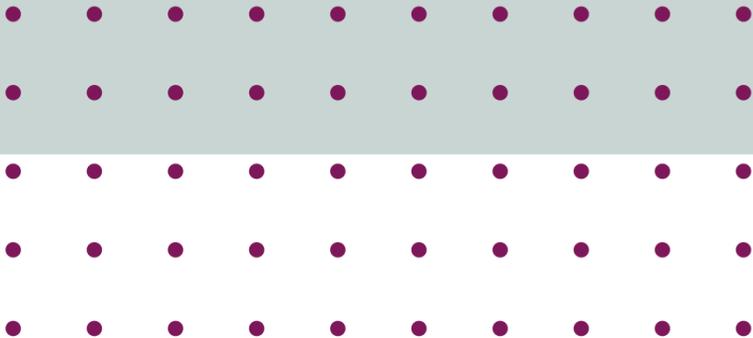
# GROWTH STRATEGY



What **channels** will you use to win customers?

How will you achieve your **target growth plan**?

Why are you **different** to others?

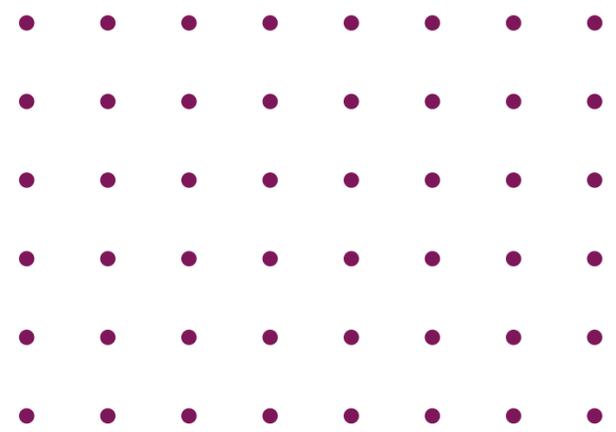


# Marketing

Marketing channels

Marketing ROI

Marketing budget

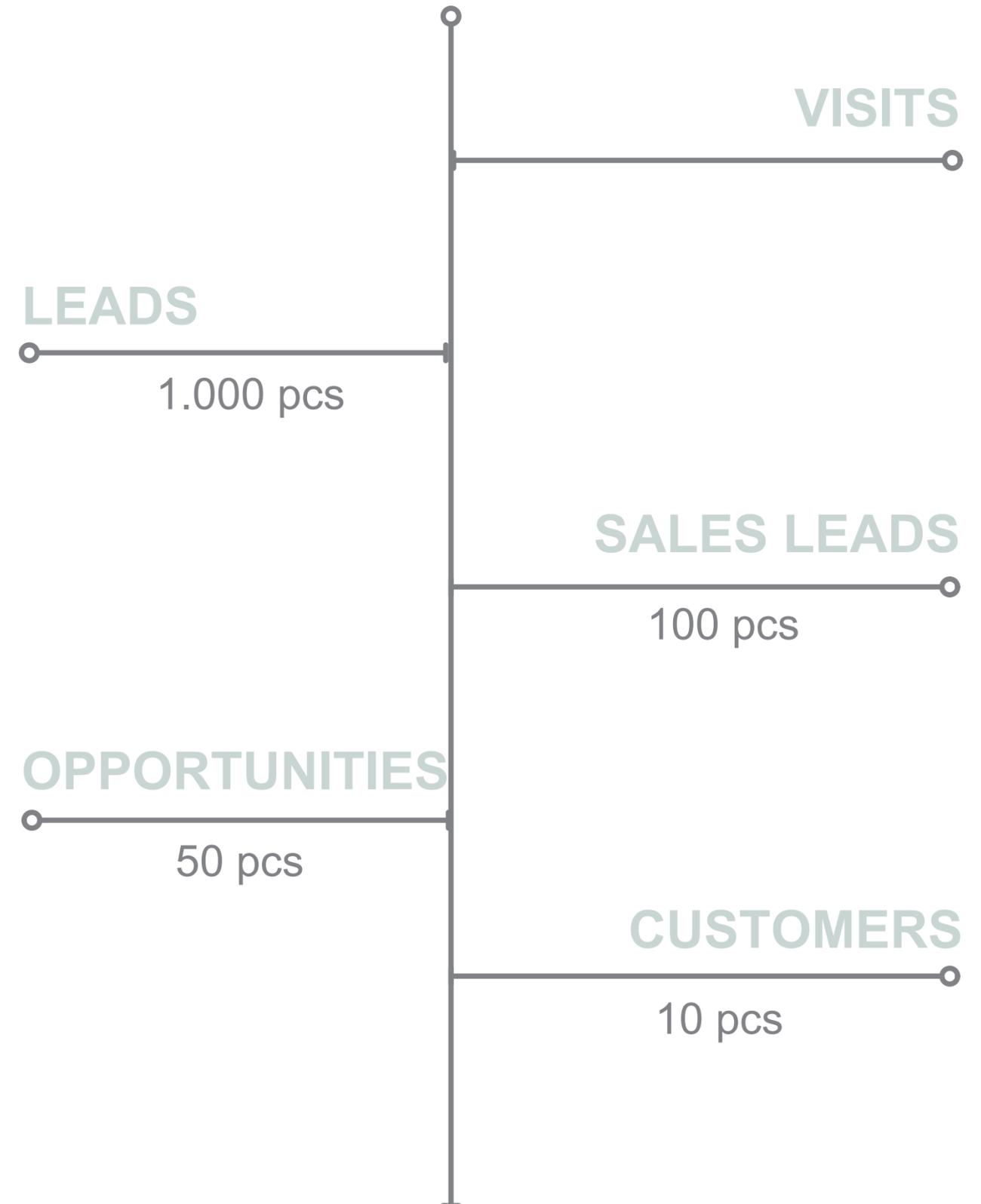
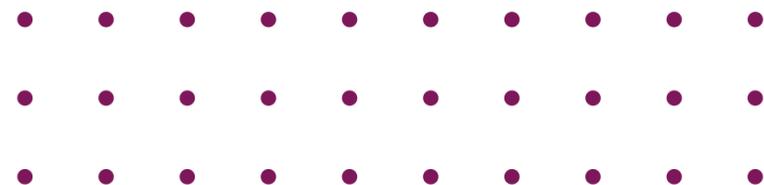


# DISTRIBUTION/ SALES

Talk about your target group & the buying circle

How do you do sales?  
How long is the buying process/  
runtime?

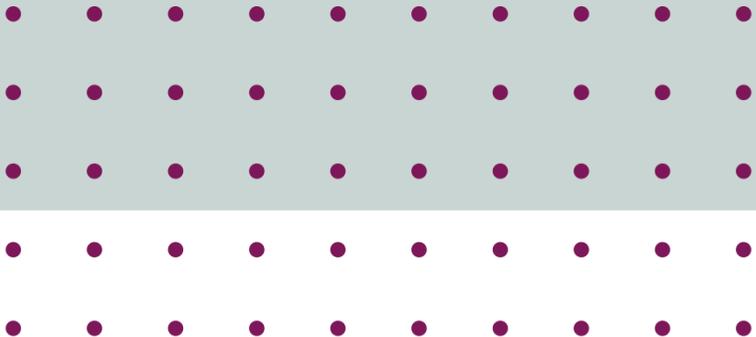
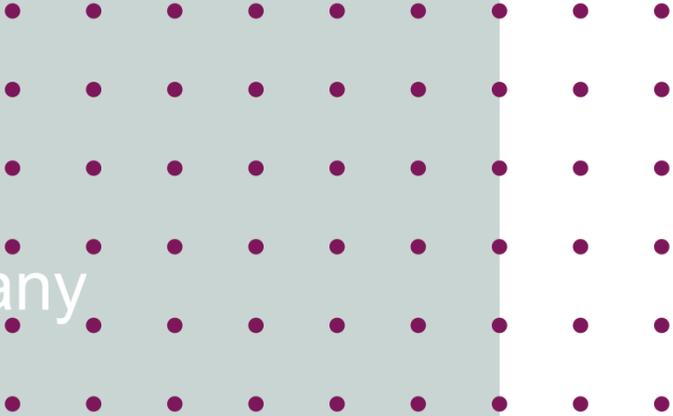
#SalesPipeline



# COMPETITORS & USP

Current way (try) to **solve the problem**

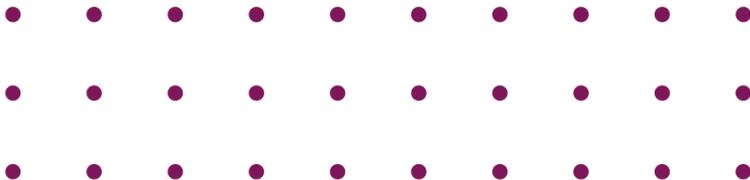
Show a diagram with competitive comparison of reasonable company features.



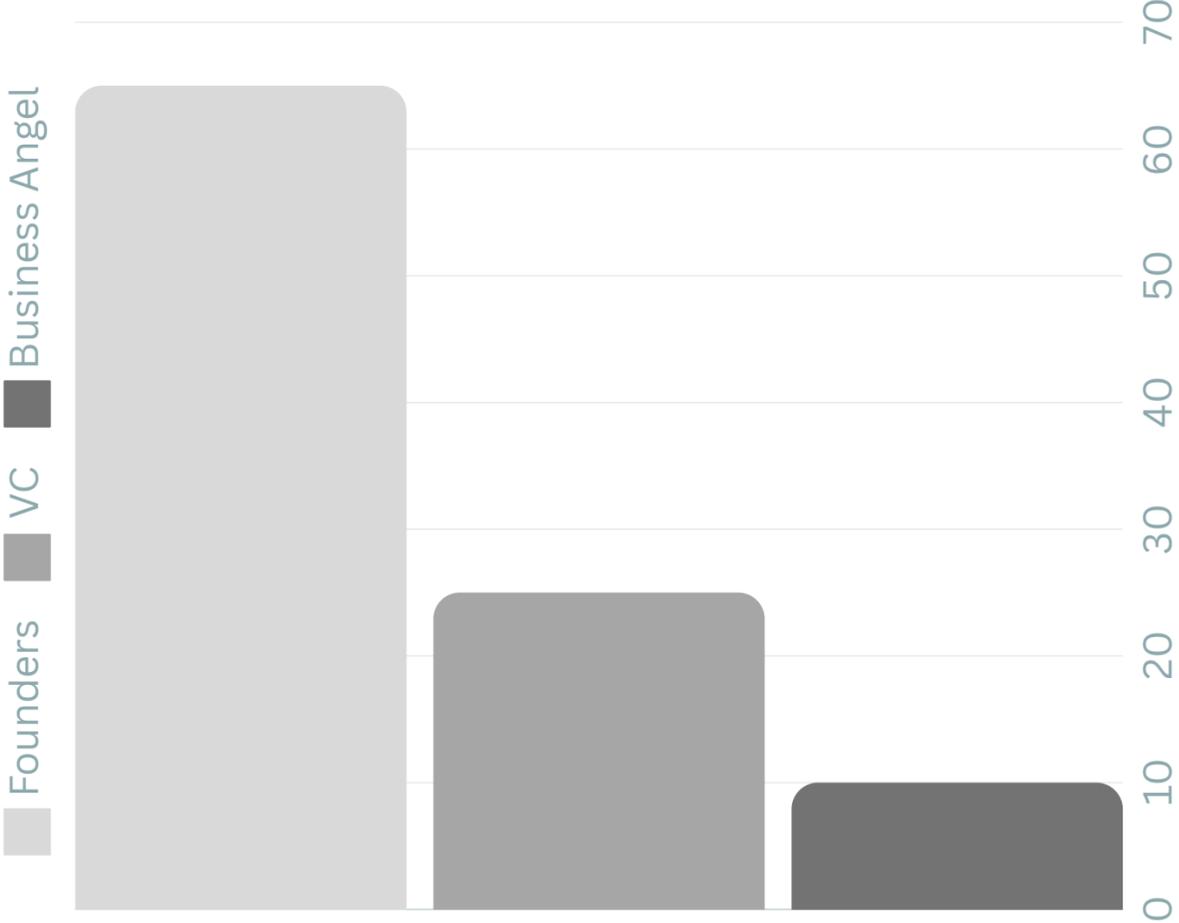
# TEAM

Organigram  
Talk a bit about the key positions

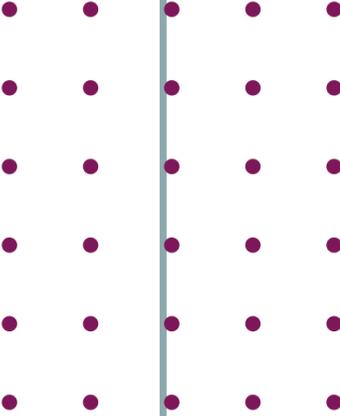
Who is going to fill them?  
What experience do they have?

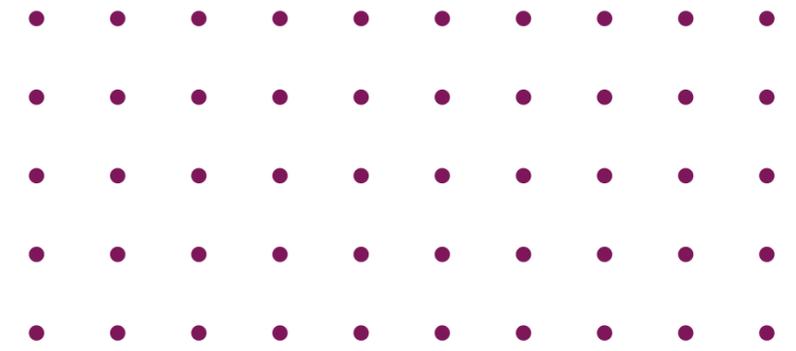


# CAP TABLE



Keepin' it classy



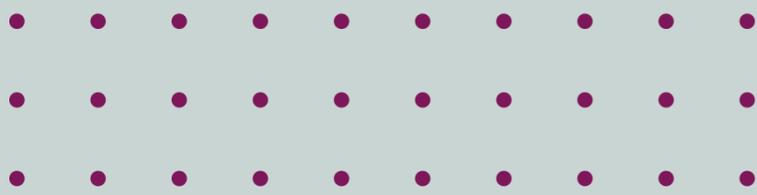


How much have you raised so far?  
How much do you need?  
Valuation?  
Cash reach?



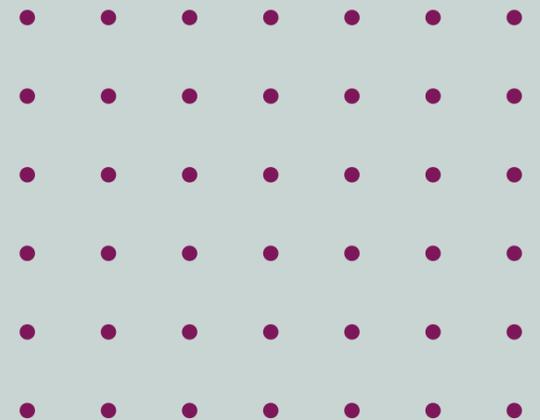
How will you spend the investment?  
Will you need additional rounds?  
Exit strategies?

# **FINANCIALS/** **FUNDRAISING**



# CALL TO ACTION

Opportunity: the **unique way** to make it better - should be related to slide 1.



# THANK YOU

Let us know what you think!

bmp Ventures AG  
Schlüterstraße 38  
10629 Berlin

(+49) 030 20 30 50

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