2020 UCI New Venture Competition: Pitch Deck "*Quick Reference Guide*"
Structure, Considerations, Content & Design

WHAT IS A PITCH DECK? An engaging and compelling story that highlights the vital elements of your venture concept. It convinces the audience that you know what the future looks like and sells the big vision -- all delivered with confidence and passion in about 10 minutes!

WHY SHOULD YOU BUILD ONE? To organize your thinking and optimize your storytelling -- maximizing your chances for the next meeting.

HOW DO YOU BUILD IT? Using 12 slides presented in a professional, simple, clear and consistent design: a) limited text; b) impactful images, numbers, statistics; c) clean, easy-to-read font (bold/non-bold treatments); d) tasteful color palette; e) neutral background; and f) simple straightforward messaging (even Grandma would understand) that delivers rational/compelling arguments. Depending upon the investment type (Pre-Seed, Seed, Series A or beyond), audience, and venue, tailor the slides/content to fit the situation. This guide will help you organize and tell your story. You must decide the best structure (slides, sequencing, content, design) that will augment & reinforce your storyline.

Slide 1: Cover > the big idea; the vision; the purpose

	Considerations & Design
Logo / Company Name (make an impression; this slide stays on the screen during setup)	big; bold; lots of whitespace
Company "Purpose" (a single, declarative sentence) and/or a tagline under logo/name	3-to-5 words that clearly position your business
The Big Idea: "We are X for Y", assuming "X" is attractive & "Y" is a big enough opportunity	a relatable one-liner to tease and pique interest
Mission Statement (optional; just don't read it)	non-technical; impactful; short & succinct
Presenter's name / Title / Contact info (beneath everything else)	don't date slides; number starting on page 2
Purpose of presentation (optional; don't crowd the slide)	"UCI New Venture Competition 2020"

Slide 2: Problem > the target customer's pain, problem, and/or unmet need

Describe it and why it's unfulfilled? Make it simple, clear and relatable	how is the customer addressing it today?
Current Solutions & inefficiencies? Biggest challenge: status quo? changing behavior?	a few bullets; reference credible sources
Solve your clients' #1 problem; what keeps them up at night or bothers them?	how do you know this? through surveying?

Slide 3: Solution > your value proposition to improve the customer's life

Screenshots: no more than 3; simple as 1-2-3; or key parts of your business	Use image / screenshot / prototype / diagram
Show core value proposition to a client: **better, faster, cheaper**	tell anecdote of a current or future client
Provide use cases and market validation; DON'T do a live demo	DON'T show a video (there's always a snafu!)
Why hasn't anybody done it before? IP? patents pending? how is your solution defensible?	be prepared for this question in Q&A!
What is it about your approach/tech that makes you capable/unique?	big TAM; conservative & realistic SOM

Slide 4: Why NOW? > the current landscape and why it's ripe for picking

Set up the historical evolution of your market/product category	use pictures/icons
Define/describe recent market trends…	don't belabor; pick no more than 3
What are the right conditions that make now the right time for your solution?	timing is the key factor in a startup's success

Slide 5: Market Size > how big is it now and how big can it be -- realistically?

Identify and profile the customer that you will cater to	use pictures/images rather than words
Calculate TAM top down (total mkt), SAM bottom up (available mkt) & SOM (obtainable mkt)	use declining or concentric circles
What is your beachhead: the specific, focused market segment where you will launch?	units/revenue using pie charts
Define target client; key characteristics; demographics; B2B or B2C; unique needs?	again, cite credible sources/studies/surveys

Slide 6: Competition > who are the key players? why/how are you better?

How do you fit into the market landscape? Competitive differentiators?	comparison matrix; X/Y charts; Venn diagram
Key competitors (who, what, why, strengths/weaknesses); status quo is always #1!	why will they switch to you from incumbent?
Advantages: sustainable? unfair? key partnerships? barriers to entry? secret sauce?	money? time? expertise? relationships?
How much of a lead do you have on competitors? why are you 10X better?	Do you have IP to slow/stop them?

Slide 7: Product / Service > what is it & how does it work?

Product line-up: form factor; functionality; features; architecture; intellectual property	demo at your own risk!
Development roadmap: past, current, future (with their investment)	keep it all simple and visual
Show use/flow with a simple sequence/diagram; only pass physical items during Q&A	use wireframes; simple diagram

Slide 8: Business Model > how will you make money? (realistic & <u>conservative</u>)

Key revenue streams? Pricing? Flat fee/%/recurring? Average account size?	100 clients x A units x B fee = $C revenue
Average length of the sales cycle: days, weeks, months?	Huge impact on cashflows & funding required
Sales & distribution model: how you'll reach customers; how to convert; strategic partnerships	immediate, days, months, weeks?
Customer acquisition cost (CAC)? Conversion rate? Customer lifetime value (LTV)	How much does each sale cost; close rate %
How do you make money (e.g. subscription)? scale? become sustainable? recurring?	increase LTV & decrease CAC over time

Slide 9: Go-to-Market Strategy > how will you reach your target market?

How will you create initial awareness: website, blogs, influencers, in-bound, tradeshows?	use logos or graphic images
How will you sell: online, direct, through distributors/resellers or strategic partners?	simple diagram showing sales channels
How long is the sales cycle? What's the projected conversion rate?	compare it to something similar
What is the timing? Do you have launch/rollout phases?	use a simple timeline

Slide 9b: Traction (optional) > who is already <u>paying</u> for it?

Timeline / key milestones: what have you accomplished to date?	use a simple timeline; show alpha/beta/MVP
Soft traction: accelerator programs; articles; awards; testimonials?	use logos
Hard traction: # of customers; revenue; big name clients/pilots/prospects/pipeline	Show growth/trends
Show: increasing customers/usage/revenue/rev per customer/decreasing CAC	KPIs > Goals > CAC > LTV

Slide 10: Financials > key metrics: gross margin %; breakeven date; CAGR; <u>ROI</u>

3-to-5 year projections based upon key assumptions; reasonable even if wrong by 2X?	assumptions are critical for credibility
Assumption 1: # of potential clients per year in target market (be realistic or be shot down!)	show growing market size
Assumption 2: # of total customers (free + paying)	show growing active/paying user base
Assumption 3: # net paying customers (after churn) & market penetration	1-5% market penetration is realistic in early years
Breakeven month & year? EBITDA margins? (10-40% typically depending on industry)	circle/bold/highlight key numbers in financials
Profit &Loss; Balance sheet; Cashflow; Capitalization table; the Investment proposition	*[if this was real life…]*

Slide 11: Team > roles? qualifications? why will this team make it happen?

Core team: founders & management; board of advisors; board of directors	their functional title (CEO, COO, CTO, CMO)
Headshots: optional but makes for a more personal presentation	team members stand as you introduce them
Relevant experience; key successes; domain expertise; anything **extraordinary!**	use company or academic logos (limit words)
"We are the right team to execute this plan because…"	no blurbs; key accomplishments for each

Slide 12: Summary > last chance to <u>sell</u> your vision, using key points/metrics

Your logo, followed by 3-to-5 key reasons they should pay attention; why you? why now?	logo centered at top, followed by 3 to 5 bullets
Contact info: name; email; phone; company website link	at the bottom; make it easy to reach you
"Thank You" & "Ready to take your questions..."	plan who will answer what type of questions

Appendix: Q&A Backup Slide Examples > clarify confusion; fill gaps; <u>keep selling</u>!

Timeline: history, milestones, funding
Detailed value proposition to clients / users / partners
Additional product screen shots
Average revenue per user (ARPU)
Pipeline of potential customers; % likelihood of closing; revenue potential
Detailed financials
Cash flow analysis
Breakeven analysis
Headcount projections and hiring plan
Partnership arrangements
Patent filings