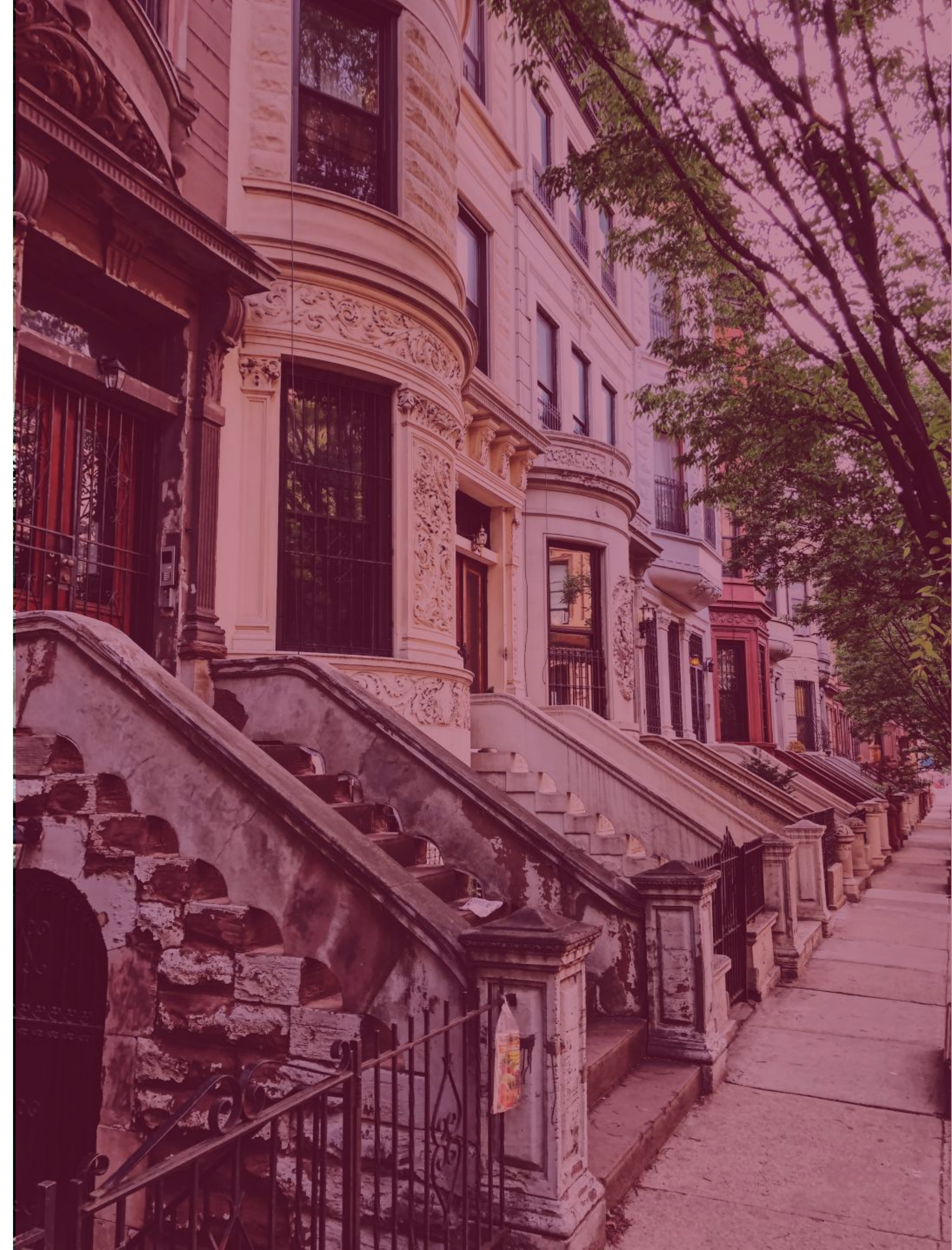


How to Build a Pitch Deck



Harlem Capital Pitch Primer



Welcome!

At Harlem Capital, hundreds of pitch decks have come across our desks.

We want to help you put your best foot forward.

This document describes each essential part of a great deck and provides insight on how you can best tell the story of your venture.



Logo + Tagline + What We Do

Your first slide should give a memorable, meaningful introduction to your startup or small business.

Please include:

- Logo
- Tagline, in large, readable font
- Optional:
 - Date & Presenter Name
 - A short description of what your company does

Our Customer's Problem

This slide should cover what pain point your venture has identified and for which specific group of people.

More specifically, we recommend that you discuss:

- The problems that your customer currently faces and what it's costing them (i.e. time, money, frustration)
- Why current solutions don't work

Our Solution

Next, how does your venture solve the problem you identified?

Touch on the following in this slide:

- Your company's unique value proposition to improve your customer's life
- Use cases—help your audience visualize specific situations in which your product or service could be used
- Show that your company is scalable—i.e., can this grow quickly through sales and marketing? Will you be able to expand into adjacent market segments?

How It Works

One key part of the pitch is making sure your audience understands what your product or service actually is. Some entrepreneurs bring in versions of their product for judges and audience members to interact with (such as food, a piece of clothing, an app demonstration, etc). However, if this isn't possible, a fleshed-out slide on how your product works is the next best option!

If your product or service is fully functional, please present the following:

- Functionality
- Features
- Architecture
- Intellectual property

If your product or service is still in development, in addition to the factors above, please present a product roadmap.

Business Model

Now that you've talked about your product or service, this slide should make very clear how your business generates revenue. Depending on your business model, there are a variety of ways to showcase this information.

Keep it simple and don't use too much text. The numbers are the focus here!



Traction

Investors want to know how far you've taken your venture thus far, in order to evaluate a few things.

Firstly, is your business at the right stage for their investment strategy? Secondly, have you performed well in the market so far?

On this slide, outline a few key milestones achieved. These will differ based on your businesses' industry and goals, but we've included some potential metrics here:

- Minimum viable product (MVP) development
- Number of beta users
- Monthly/annual recurring revenue (MRR/ARR)
- Customer reviews



How We Are Different

Highlight your venture's competitive advantages. In any market, there will be a number of companies competing for the same customers, so it's important that investors understand *why yours* will succeed, despite the odds.

Make sure you include a discussion of your competitors. Hiding the competition or failing to acknowledge it ultimately comes back to bite you in the fundraising process, making you seem less knowledgeable, incompetent, or insecure.

This slide should answer the following key questions:

- What makes your business differentiated and better than others trying to solve the same customer problem?
- Who are some of your direct competitors or substitutes?
- What will keep a competitor from imitating your product and entering the market?

Market Opportunity

Investors also want to know that the market your company sits in is large and/or growing. On this slide, you'll want to discuss the size of your market (more details below), as well as any consumer trends, new technologies, and market forces impacting the space.

Here are a few key metrics you can include when you discuss your market opportunity:

- Total Addressable Market (TAM): also called total available market; the total amount of demand that exists in the market for your product or service.
- Served Available Market (SAM): when the total market is split into segments, different kinds of companies can serve each of these segments. The SAM is the part of the market that your venture addresses.
- Serviceable Obtainable Market (SOM): the % of the SAM that you can realistically obtain.



The Team

Finally, why are you and your team the best people to build and scale this company?

Feel free to mention:

- Educational background
- Relevant experience
- Why you're passionate about the business you're building

**Let's change the face of
entrepreneurship, together.**

Best of luck!



Harlem Capital

harlem.capital
info@harlem.capital

