



NEWTOWN
PARTNERS

VENTURE CAPITAL BY ENTREPRENEURS

Pitch Deck Template

An entrepreneur's guide to building a pitch deck



THE NEWTOWN PARTNERS PROCESS

Step 1: Send your pitch deck (as per this guide) to pitch@newtownpartners.com.

Step 2: Newtown will review your pitch and if there is a potential fit with one of the Newtown funds request a meeting.

Step 3: Meet, pitch and be prepared to answer questions.

The **next steps** are dependent on investment interest, startup stage and traction, and will be discussed with teams on a project by project basis.

PITCH DECK TIPS

- Treat this template as a **checklist**. The amount of information under each point will vary depending on how you want to **tell your story**.
- The **design** of your pitch deck is important! Brand it.
- **Visualize** key information.
- Keep it **concise and simple**, one topic per slide and a total of **10-15 slides**. Slide titles should be able to summarize the content on each slide. Think of your pitch deck as your 30 second advert.
- Reserve **detail** for an appendix.

SUGGESTED FLOW

1. Problem
2. Solution
3. Product
4. Timing
5. Market Size
6. Business Model
7. Competition
8. Team
9. Financials
10. The Deal

**FYI only slide,
not a slide for
your deck**

PROBLEM

What is the **challenge** being addressed?

PAIN POINTS

What are the current pain points for customers?
What is the market need?

CURRENT SOLUTION

What is the current solution for customers and why is it failing?

SOLUTION



What is your **value proposition**?

RELEVANCE

How does your product/solution solve the problem and make customers' lives better? Be objective.



DIFFERENTIATION

What specific benefits do you deliver? Why should customers buy from you rather than the competition?

USE CASES

What are the use cases? Illustrate your value proposition.



Tip

Your value proposition should be easy for investors to repeat internally.



PRODUCT

Define the product, its features, functionality and roadmap.



Why now?

MARKET TRENDS

What is the history of your category? Why is the market ready for your solution?

MARKET VALIDATION

Do you have any traction? What are your current user metrics?

MARKET SIZE

Who and where are your customers? **How big** is the market?

Target customer profile

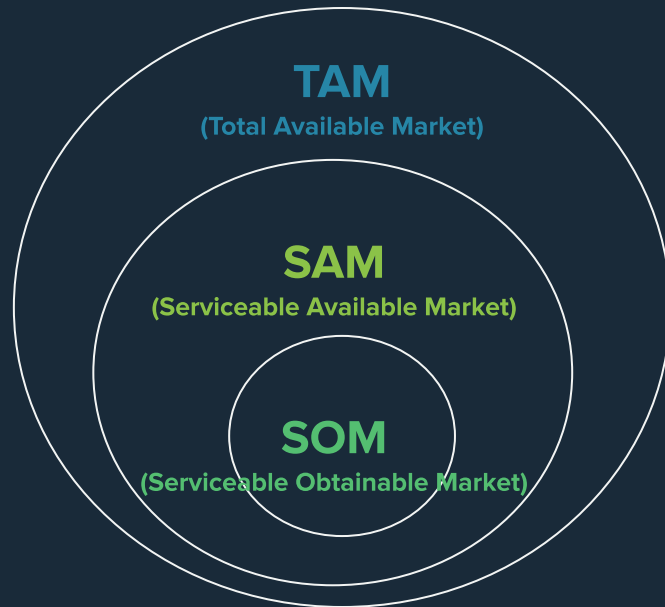
Identify your target customer profile.

Market size

Calculate the size of the market:

TAM (top down), SAM (bottom up) and SOM.

How much of the market do you currently have and how much will you acquire?



BUSINESS MODEL

How do you **create, deliver & capture value**?

Gotomarket strategy

How does your product or service deliver on your value proposition? What is your operating model? What is your sales and distribution model? What is your pricing strategy?

Revenue model

How do you monetize? Clarify distinct revenue streams (current and planned). What is your customer lifetime value or average account size?

X% COMMISSION



\$XYZ AVE FEE



\$XYZM REVENUE

COMPETITION

Who are your **competitors** and what is your **competitive advantage**?



COMPETITIVE POSITIONING

Where is your business positioned in relation to the competition?



KEY DIFFERENTIATORS

What sets your product/service apart? Show your differentiation.

TEAM



Who are the **people** behind the idea?



Founders and management

Who are they and why are they the right people to tackle this problem? Do they have the necessary experience and skills to execute?

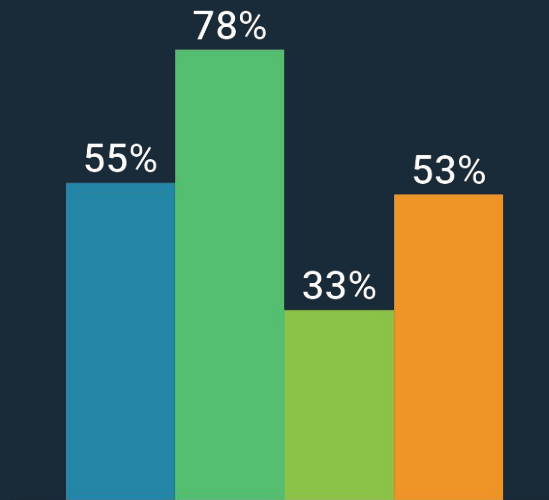
Directors and advisors

Who are they and what value do they bring?

FINANCIALS

What have you **accomplished** so far? Depending on your stage consider including the following to **show your progression**:

- Projected financials for 2-3 years (high-level)
- P&L / Income statement
- Balance Sheet
- Burn rate
- Cash Flow
- Cap Table



THE DEAL

What are your **capital requirements**?

Capital

How much capital do you need?

50%

\$XYZ

70%

\$XYZ

Deployment plan

How will this capital be allocated? *“Think of your runway in terms of experiments to run, not time.”*

30%

\$XYZ

90%

\$XYZ

Contact info

How do we get in touch?



This deck was produced with reference to:

Graphics - <https://slidesmash.com>

Sequoia Capital - <https://www.slideshare.net/PitchDeckCoach/sequoia-capital-pitchdecktemplate>

Endeavor Global - <https://www.newtownpartners.com/wp-content/uploads/2017/06/PitchDeckTemplate.pdf>