



Notes for Building a Silicon Valley Pitch

Slide 2

This slide must be able to stand alone. If everything else fails you must be able to tell your story based on this one slide.

Be short and to the point.

Be able to support all your claims - especially the total market size and the percentage you claim you will be able to capture. DON'T show a multibillion \$ market and that your company will be successful by capturing just 0.X%. Be realistic and support your claims

LESS THAN 20% OF ALL PRESENTERS DO THIS WELL.

Slide 3

No more than 6 bullet points.

Take the end user's point of view.

Use graphics and save the words.

Iterate until this slide is crystal clear!

Show that you KNOW the market well

Do NOT say that this is an XB USD market and with just a 1% market share you will become rich!

LESS THAN 10% OF ALL PRESENTERS DO THIS WELL

Slide 4

No more than 6 bullet points.

Take the end user's point of view as well as the investors point of view.

Use graphics and save the words.

Iterate until this slide is crystal clear!

30% OF ALL PRESENTERS DO THIS WELL



Slide 5

Remember: Price is what you pay - value is what you get.

Be very specific about the customer value offered by your business model.

Use graphics to illustrate the business model.

No more than 6 bullets.

LESS THAN 10% OF PRESENTERS DO THIS WELL

Slide 6

Use graphics to illustrate your secret sauce

Patents are not enough.

Be concise and to the point.

No more than 6 bullets.

LESS THAN 30% OF PRESENTERS DO THIS WELL

Slide 7

No more than 6 bullets

Add graphics to make slide visually appealing

LESS THAN 50% OF PRESENTERS DO THIS WELL

Slide 8

Be realistic.

Be objective when comparing to competitors and alternatives

LESS THAT 30% OF PRESENTERS DO THIS WELL

Slide 9

Do NOT use the Danish A/S abbreviation. It distracts and does not add value.

Be specific about the value added by board members.



Be honest about team capabilities.

LESS THAN 10% OF PRESENTERS DO THIS WELL.

Slide 10

Be prepared to explain your assumptions to show that you fully understand them

Do NOT be overly optimistic

LESS THAN 10% OF PRESENTERS DO THIS WELL

Slide 11

Be realistic

Be ready to explain and expand on the status and timeline

LESS THAN 30% OF PRESENTERS DO THIS WELL

Slide 12

Include only if an exit strategy has been developed

