NORTHEAST CENTER FOR OCCUPATIONAL HEALTH AND SAFETY

GEORGE MASON UNIVERSITY

IDEAS THAT WORK INCUBATOR

THE PITCH DECK

TELLING A COMPELLING STORY TO GET YOUR BUSINESS FUNDED

Rachel Weller

Aside from having a great company or project,

having a great presentation is probably the best tool

to facilitate efficient fundraising.

A great presentation tells a great story.

STORY RECIPE

1. TITLE SLIDE
2. SUMMARY
3. PROBLEM
4. SOLUTION (WHAT YOU DO)
5. MARKET OPPORTUNITY
6. PROOF OF CONCEPT (WHY IT WORKS)
7. GO-TO-MARKET (HOW YOU FIND CUSTOMERS)
8. TECHNOLOGY/SCIENCE
9. COMPETITION
10. TEAM
11. FINANCIALS
12. SUMMARY (YUP, AGAIN)

TITLE SLIDE

A “SCREENSAVER”

NO INFORMATION

SUMMARY

1. MOST IMPORTANT

2. TO BE REPURPOSED BY YOUR AUDIENCE

3. BACKGROUND WHILE YOU INTRO/TALK

4. KEY ASPECTS
   - What you do
   - Market size
   - Financials
   - Strong team

PROBLEM DEFINED

WHAT IS THE MAIN PROBLEM THAT YOU'RE SOLVING?

SOLUTION (WHAT YOU DO)

1. HOW DO YOU SOLVE THE PROBLEM?
2. ANSWER TO #1 = YOUR PRODUCT
3. THIS IS THE HOOK: YOU CATCH VC'S INTEREST HERE…OR NOT.
4. COULD BE SEVERAL SLIDES, BUT MUST BE CLEAR AND EASILY UNDERSTOOD

MARKET OPPORTUNITY

1. SIZE

2. THIS IS THE SLIDE WHERE THE INVESTOR DECIDES IF WORTH INVESTING IN. (I.E., GREAT IDEA BUT ONLY $50M MARKET SIZE? NOT A GOOD INVESTMENT.)

3. HARD DATA IS IDEAL

4. SOME PUT BEFORE THIS BEFORE THE “SOLUTION” SLIDE

PROOF OF CONCEPT

1. SHOW IT WORKS
2. PRODUCT (OR PROJECT) DETAILS
3. GET INVESTOR TO REALLY UNDERSTAND WHAT YOU DO
4. INFO HERE IS SIMILAR TO WHAT CUSTOMER NEEDS TO KNOW

GO-TO-MARKET

…OR, HOW WILL YOU FIND CUSTOMERS?

TECHNOLOGY/SCIENCE

1. MARGINS ARE HIGHER IN TECH COMPANIES THAN CONSUMER

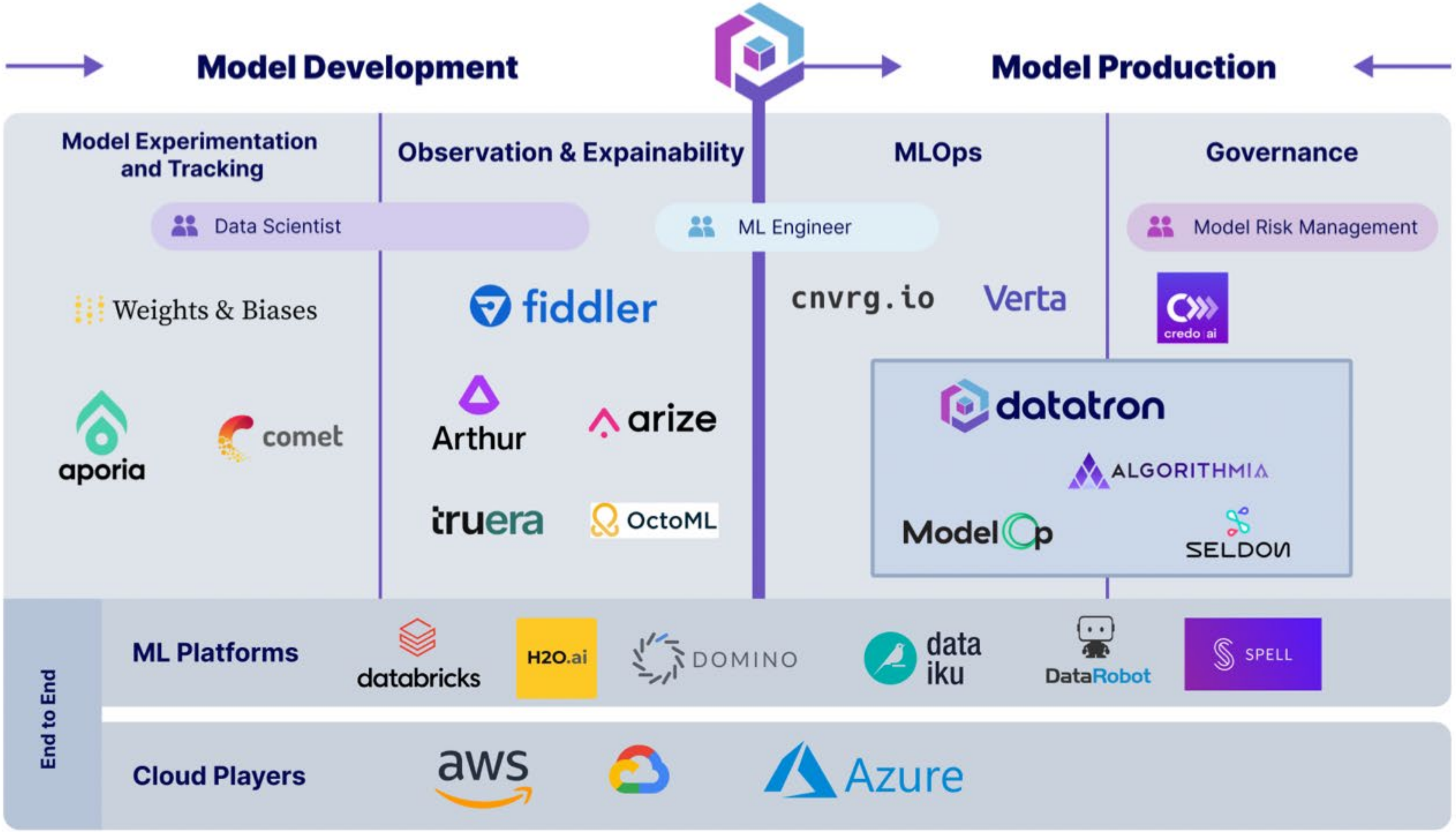
2. PATENTABLE? DEFENSIBLE?

COMPETITION

WHERE DO YOU FIT IN THE LANDSCAPE?

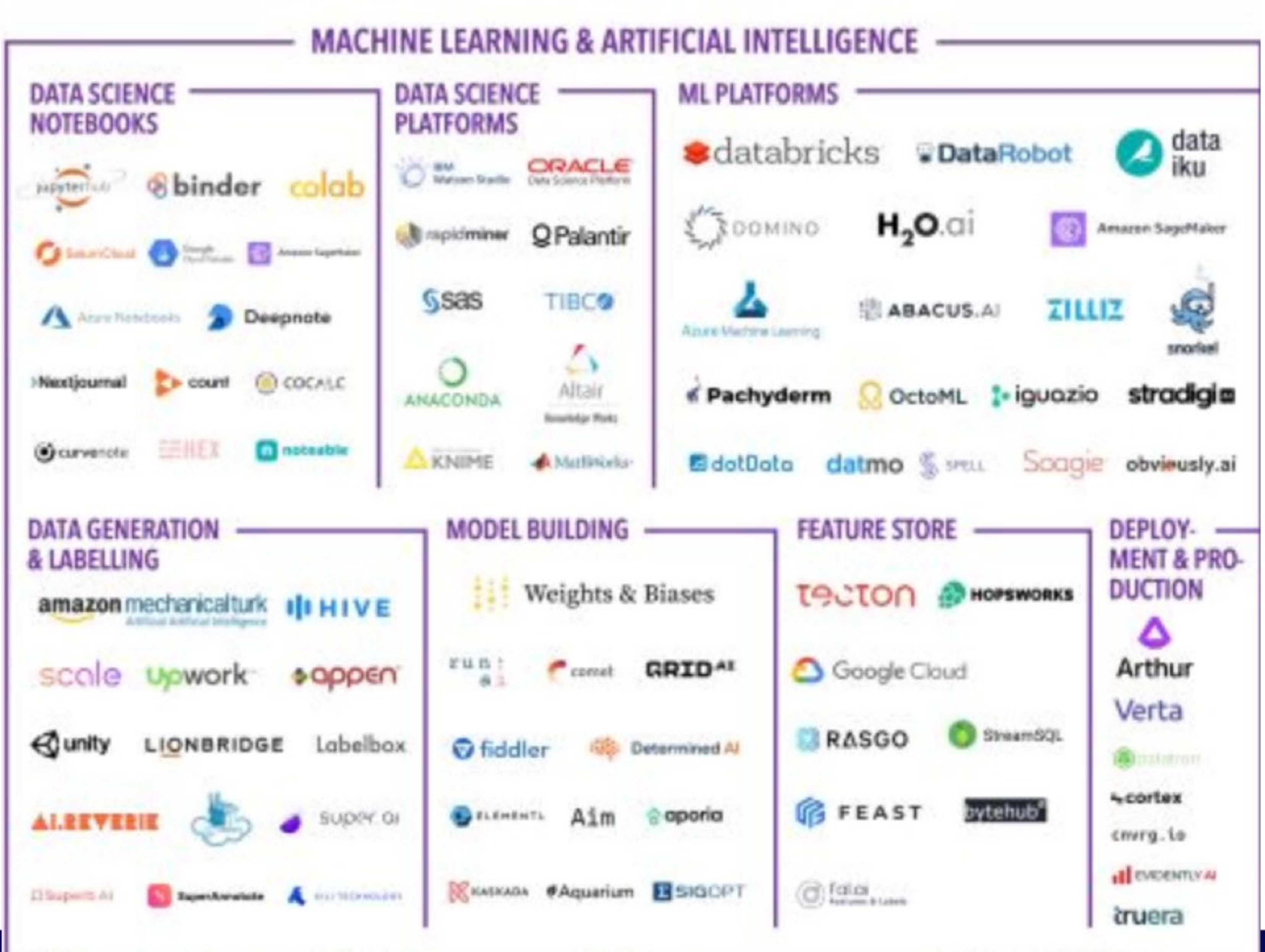
DON'T PRETEND THERE'S NONE, CAN GET BROAD

How I view the Market



- In the AI model life cycle every company is attacking the market in a different way. Gartner analysts mentioned they are not sure which one is going to win the market because everybody is solving the problem from a different angle. This is common whenever there is a new market opportunity.
- Algorithmia raised 50M$ money with < 6M $ revenue but acquired by DataRobot
- Fiddler, Arize, Truera has raised too much money when compared to us as they started in explainability [Some big VCs are out of reach because of this] [It creates wide divide which is also common whenever there is a new market opportunity]

Matt Turck AI/ML Landscape



TEAM

1. THIS IS CRUCIAL, OF COURSE. IN FACT, MOST INVESTORS ARE INVESTING IN MANAGEMENT OVER IDEA.

2. BUT SLIDE GOES TOWARDS THE END BECAUSE UNLESS YOU'RE ELON MUSK OR LARRY ELLISON, IT WONT SEAL THE DEAL.

3. HIGHLIGHT
   - Big name logos, past employers
   - Prior startup experience
   - Deep tech experience (PhD, degrees)

4. NOT WOW ENOUGH? FILL IN WITH BOARD OF ADVISORS/DIRCETORS

FINANCIALS

1. CAN BE SEVERAL SLDIES, BUT SHORT & SWEET
2. HISTORICAL FINANCIALS? GO HERE.
3. FEATURE: BOOKINGS, REVENUE, GROSS MARGIN, EBITDA, CASH FLOW (DON’T NEED ALL AT FIRST MEETING, EARILY STAGE)
4. BE ABLE TO TALK ABOUT THESE THINGS

SUMMARY SLIDE AGAIN

BACKGROUND

WHILE YOU WRAP UP