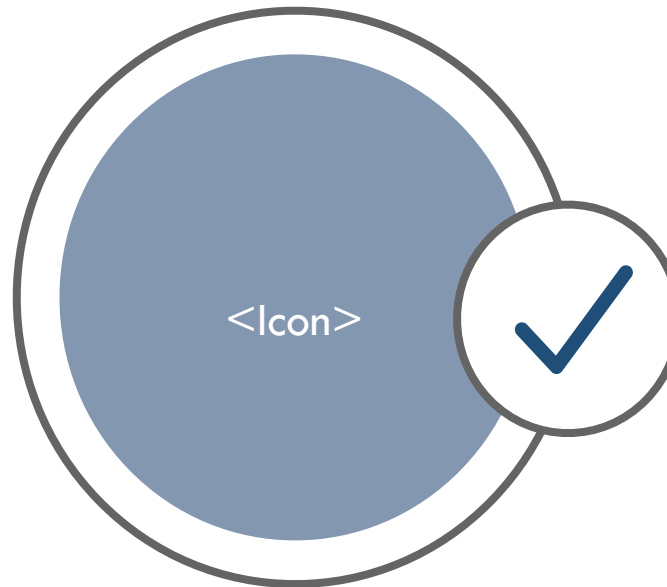


XX Cover

As a startup founder, you will pitch your business thousands of times to potential customers, partners, team members, investors, and more.

When you pitch, you need to grab the listener's attention quickly, and communicate all of the core elements of your idea in a clear and concise manner. In order to do this, the Founder Institute recommends using the simple one-sentence pitch format described below.

Remember: If you can't describe your business in one-sentence, then you don't understand it well enough.



You have **10 seconds and 1 sentence** to get your investor jazzed to see the rest of this deck. Go.

Our Company <product or service offering> is developing <a defined offering> to help <target customer> with <defined problem> by <unique solution>.

XX The Problem



First Problem

Text text



Second Problem

Text text



Third Problem

Text text

There may be many problems you're solving for, but try to focus on 1 or (tops) 2 so as to prove you have focus and a clearly defined value proposition.

Investors are looking to understand how clearly you know the pain point, and how big of a problem it is for the customers. This question also opens up a conversation about the size of the opportunity.

XX The Solution | Why now?

Timing is everything, and really understanding why now is the time for your company to win is important. The VC industry is full of examples where a product or service was too early or too late and as a result didn't work or didn't get as big as it otherwise could. Before Facebook there was Friendster, before Google there was Alta Vista. Even Uber wasn't the first company to think of on-demand rides, nor was AirBnB the first company to let people host others in their apartments.

First Solution



Text text text text text text text text text text text text text text
text text text text text text text text text

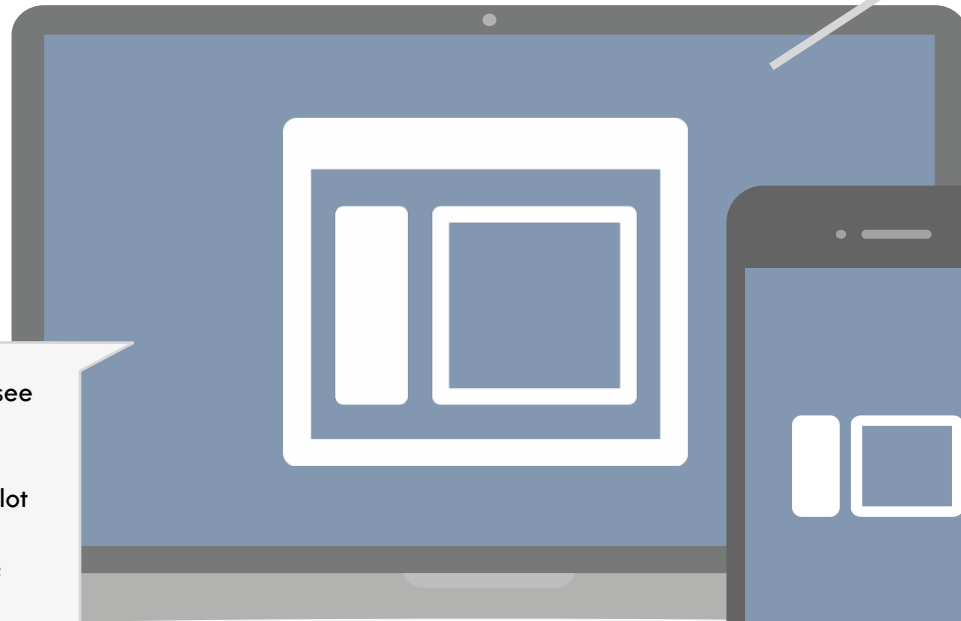
Second Solution



Text text text text text text text text text text text text text text
text text text text text text text text text text text text text text
text text

XX Product/Service

Desktop Version

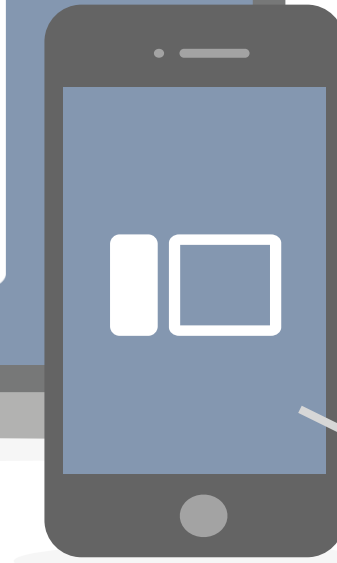


First Highlight

Use these callouts to highlight core features within your platform. Like all elements, they can be moved about.

Investors naturally want to see the demo of your product (MVP), because a demo is worth a thousand words. A lot of investors want to fund product-obsessed founders; founders who get lost in the details of the product, founders who are super thoughtful and nerdy about features they build, and really understand customer needs. Always show your product to investors with an awesome demo.

Mobile Version



Second Highlight

You may want to key in on a specific call-to-action that ties back to the market opportunity and solution(s).

XX Sustainability

For some innovations, sustainable ecological aspects are self-explanatory for the reviewer, e.g. if waste is reduced or environmentally friendly substitutes are used. However, the conscious decision to manufacture close to production, regional production or the use of recyclable products can also have a positive impact on the assessment, as can socially relevant issues such as inclusion, equality or combating poverty. Aspects of sustainability that are not immediately apparent to the reviewer should also be explicitly explained.

First Impact



Text text text text text text text text text text text text text text text
text text text text text text text text text

Second Impact



Text text text text text text text text text text text text text text text
text text text text text text text text text

During the evaluation, care is taken to ensure that an innovation has no harmful effects on the climate, creates social imbalance or is detrimental to social developments. Which sustainability goal is being referred to can be explained either by attaching the icon and/or textual argumentation. A qualitative and quantitative contribution of the project to the [17 Sustainable Development Goals](#) must be ensured.

XX Business Model

What is your business model?
What are the key risks in your business?
How did you come up with your pricing?

Summarize up here how you intend on making money.
Use the icons / sections below to provide additional detail.



SaaS

- Are you selling licenses to your product?
- Highlight the pricing model here.



Ads

- Investors may not jump out of their seat to hear about ad revenue unless it's significant.
- But if you have the subscribers and reach, talk about it!

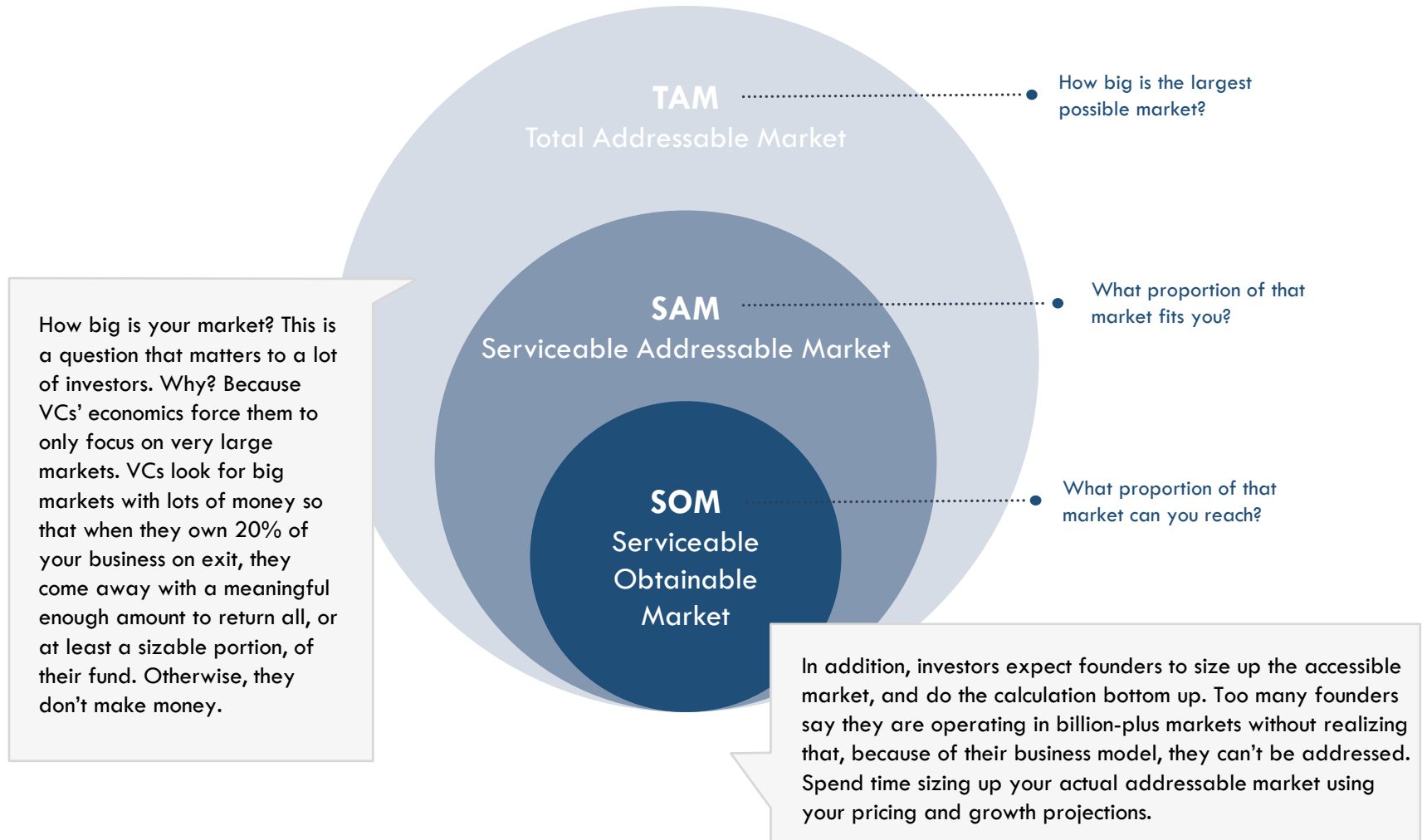


Affiliate

- Do you have channel partners you can sell through?
- Are you a member of or connect with networks that will help you sell?

Naturally, investors want to understand how you make money. They want to know who your customers are, and how you are planning to charge them. This question combines not just pricing, but strategy and tactics as well. If you make money indirectly, via advertising, investors would then focus on how you acquire customers. If you are a marketplace, the conversation turns to whether you are going after supply or demand and the incentives to be on the platform. What will be the expected average revenue per user? Will you have recurring revenue? All these questions get explored when investors ask about your business model.

XX Market Landscape



XX Competition/USP

Who are your competitors?
Who might become competitors?
What are the barriers to entry?
What do you understand that others don't?
Why isn't someone already doing this?
How is your product/service different (features)?
...

	Your Company Logo	Competitor Logo	Competitor Logo	Competitor Logo
Feature 1	✓	✓	✗	✓
Feature 2	✓	✗	✗	✗
Feature 3	✓	✓	✗	✗
Feature 4	✓	✗	✓	✗
Feature 5	✓	✗	✗	✓

XX Competition/USP



First Advantage

Text text text text text text
text text text text text text



Second Advantage

Text text text text text text
text text text text text text



Third Advantage

Text text text text text text
text text text text text text

If you talk about competitors, it also underpins that there is really a market for your idea. And it is also smart to talk about them because first you point out what they do well. And then comes the big “but”, and that’s where you come in and show your unique selling points.

XX Team

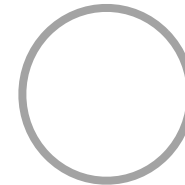
Why you?
How did you meet your Co-Founder?
What is your Founder/Market Fit?
What is your Vision?



John Doe
Position

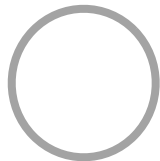


Jane Doe
Position

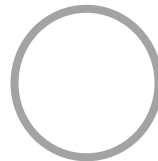


Name
Position

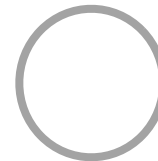
Advisors & Investors



Name
Advisor



Name
Creative Advisor



Name
Investor

Investors don't want to fund accidental founders. They want to fund people with deep domain expertise, massive vision, and passion. Investors want to get to the bottom of why you started the business, and whether you have unique insight and unfair advantage.

XX Roadmap/Call to Action

What do you need?
And for what do you need it?
Make clear what you want, but be as specific as you can.

Is it money? Or is it a key partner in a specific field? Or is it just feedback?
Present the planned development and the most important milestones.

