

DECK.VC

EXAMPLE CO.

05 JULY 2018 / REVIEWED BY EXAMPLE REVIEWER <SUPPORT@DECK.VC>

PITCH DECK STRENGTHS

✓ Sent as PDF

MESSAGE FROM REVIEWER

Hi Founder,

This is an example pitch deck review for a fictional company, Example Co. The goal of this example is to show what is included in a typical review from Deck.vc. The sections in this example include real comments made in past reviews.

For every Deck.vc review, the reviewer completes a standardized checklist compiled from our team's experience reviewing pitches. The reviewer combines that checklist with their own impressions of the pitch to write the review.

[In this section, the reviewer will provide a brief overview of the contents of the review, highlighting what the pitch deck currently does well and where there are opportunities for improvement. The reviewer will point out any significant red flags or major missing details.]

If you have any questions about this review, or if you have feedback about it, please email us.

BUSINESS DESCRIPTION

Example Co. uses artificial intelligence to make work for bored venture capital analysts.

[In this section, the reviewer will provide a brief summary of the business being pitched. This is a sanity-check to confirm that they've understood the business.]

TEAM

- ❏ Insufficient details to establish credibility.
- ❏ Unclear that the founding team has the technical skills for the problem.

One of the most important questions investors will ask is “Can this team turn the idea into a huge business?” The best way to support that is to detail your credentials and past successes. Fundamentally, this section is about establishing credibility with investors.

Here are some ways to establish credibility:

- List previous experiences as a founder.
- List relevant academic experience. Including that you have a degree related to your business establishes subject matter expertise.
- List any degrees from notable colleges or universities. Fancy colleges aren’t a prerequisite, but academic experience from a highly regarded institution establishes your pedigree with investors.
- Detail any work you’ve done previously that relates to Example Co. What AI projects have you built previously?

The purpose of this section of the pitch is to show yourself to be credible. The best way to establish this is to go into detail on the specific relevant experience you have – projects you’ve worked on, technologies you’ve mastered, etc. The more you can show in detail, the stronger your pitch will be. This is especially true because investors understand the highly technical nature of the space you’re working in.

[In this section, the reviewer will provide detailed feedback on how investors are likely to regard the team, and suggest additional details to include. Like an investor, the reviewer will likely google the team members and view their LinkedIn profiles.]

PROBLEM

- ❏ No description of the problem Example Co. is solving.

The pitch deck should contain a slide describing the problem Example Co. is solving. While your AI may be an achievement, if investors aren’t convinced

that their being bored is a large problem in need of a solution, they won't be interested.

[In this section, the reviewer will provide feedback on the framing of the problem, and how it is likely to be perceived by investors.]

PRODUCT

 Product detail missing.

Adding more detail to this section of the deck will greatly strengthen the pitch. It's the best opportunity to convince investors that Example Co. has the potential to be a big company.

Investors want to understand what you've built and why your product is able to solve the problem in a way that scales quickly and efficiently. Without that answer in the deck, many investors will just move on to the next pitch. They won't even ask you to clarify because it looks bad that your deck doesn't include the details.

Questions that they'll ask:

- How does it work?
- What proprietary IP have you created?

[In this section, the reviewer will provide feedback on how the pitch deck presents the product, and provide insight into the kind of questions investors are likely to ask.]

MARKET

 Unrealistic market sizing.

Once you've shown investors that you're building a product that solves a big problem and can scale rapidly, they'll want to understand how big the opportunity really is.

Market sizing is important because it affects your credibility. Investors assume that the numbers on this slide will be inflated, but if the numbers seem unrealistic investors may dismiss the pitch outright, on the grounds that the founder doesn't understand the real market size or that the numbers are intentionally misleading.

Having believable estimates for these numbers will give you a strong starting point, and serves as a base to make growth predictions as you expand the market.

[In this section, the reviewer will make suggestions about how to breakdown the size of your market in a way that emphasizes the size of the opportunity while remaining believable to investors. The reviewer may recommend alternative methods for computing market sizes. Reviewers will point out any numbers that investors are likely to question.]

BUSINESS MODEL

 Business model missing.

[In this section, the reviewer will provide feedback on the business model and how investors are likely to respond.]

ADDITIONAL SECTIONS

All Deck.VC reviews will also contain feedback on these aspects of the pitch.

- TRACTION
- COMPETITION
- FUNDRAISE
- MISCELLANEOUS (this section includes details like including contact information and sending the deck as a PDF)