

Pitch Deck Guide

This document is meant to serve as a guide on what information would be useful to include.

It is not meant to be restrictive. Submissions do not have to follow this format or outline.



Executive Summary

Be sure to include a clearly stated value proposition

- ▶ You might want to include:
 - What [COMPANY] does:
 - ▶ [COMPANY] is a [zero jargon description of product] used by [broad but addressable market] to [benefits]
 - ▶ We are focused on the [\$X billion target niche] market
 - Current Status:
 - ▶ We are [company names, e.g. pre-revenue, pre-launch, etc.]
 - Traction to date:
 - ▶ (Month or Quarter 1): X key metric, Y key metric
 - ▶ (Month or Quarter 2): X key metric, Y key metric



Problem

The problem you are trying to fix is probably not "global warming." However, it may be "getting renewable energy on the grid is too expensive" (or something of that sort).

- ▶ You might want to include:
 - What is the problem that you have observed your potential customers face?
 - What is the **PAIN POINT**? How intense is it?
 - What are the current potential solutions, and how are they broken?



Solution

It may help here to show how the actions taken by your customers with your solution lead to better outcomes.

- ▶ You might want to include:
 - What exactly is your product or service (succinct explanation), and how does it solve the problem you just described?
 - What intellectual property have you developed/used? How does that enhance your competitive advantage?
 - How does it ease your customers' pain points?
 - Do you bring a more affordable, more efficient, more reliable alternative?
 - Show a few key benefits of your solution!



Value Proposition

- ▶ You might want to include:
 - How does your product or solution improve your customers' experience?
 - What sets your product or solution apart? Why are your customers willing to pay for it?

This goes hand in hand with your explanation of the solution (and they could be on one slide). Make sure your audience understands what you are building and why your customers should love it!

If possible, try to communicate your value proposition in quantifiable terms (dollars, megawatts, etc.)



Industry Analysis

Investors are looking to see that you have a pulse on the industry surrounding your business and that your thoughtful plan to enter or disrupt the market makes sense.

- ▶ You might want to include:
 - What is the size of the industry?
 - What are some key underlying trends? Where is the industry going?
 - What are the key entry barriers in the industry? What keeps potential incumbents from coming in?
 - What is the market landscape? Current players, substitutes, elements of supply chain, etc.
 - Is it concentrated, fragmented, or somewhere in between? Are there specific niches that you are targeting that have not been addressed?



Target Market

- ▶ You might want to include:
 - What is the total addressable market that your company is targeting?
 - Who derives the greatest value from your product/service/solution?
 - WHO IS THE CUSTOMER?
 - What is their willingness to pay?
 - Is there a difference between customer and end user?

Make sure you include your target market size estimate.

Investors are looking to see that customers (however you define them) actually have a need for your solution and the willingness to pay to get it! Make sure that there is "fit" between your identified customer segment, your go to market plan, and your overall business model.



Competition

- ▶ You might want to include:
 - Who are the main players in the space? How is what they offer different from what you offer?
 - What makes you stand out/sets you apart?
 - What are your company's relative strengths and weaknesses?
 - How does your company compare across key reference variables?
 - Price, quality, efficiency, etc. - the appropriate measures depend on your company!

Keep it comparative. Investors are looking to see what sets you apart, so make sure you understand what others in your field are doing and what substitutes are readily available.

Be thoughtful here - it is very rare to have an attractive opportunity with absolutely no competition or substitutes.



Business Model

- ▶ You might want to include:

- How will/does your company make money and how profitable can it be?
- What are the potential revenue sources?
- What are the primary expenses and costs of operation?
- What is the plan to scale?
- What key partnerships will need to be developed?

Investors want to see a description of the core business activity - how do you make money? What are you selling, and to whom? For example, manufacturing, service provider, licensing, etc. The go to market strategy should be aligned with your business model!



Go To Market Strategy

▶ You might want to include:

- What is your “unfair distribution advantage”? (i.e. how can you reach the market more efficiently than all of your competitors?)
- What’s the one thing that sets you apart when it comes to distribution?
- What is your initial customer/user acquisition strategy? What channels are you targeting?
- Who are your earliest “true believers” that will help you gain traction and/or generate word-of-mouth?
- What are the potential risks in your strategy?

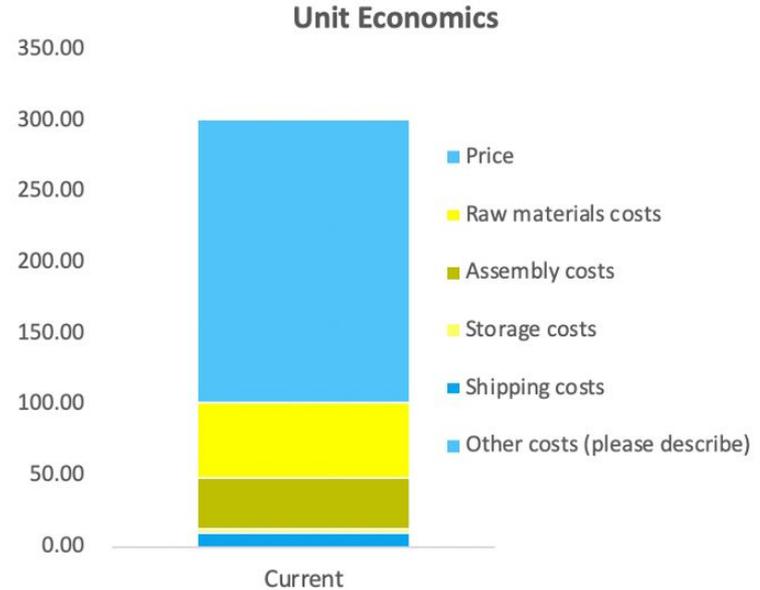
There is no need to have a fully developed marketing strategy, but your company should have a solid plan to attack the opportunity. What key distribution channels/partnerships have you identified? How will you build momentum? What risks are involved?



Unit Economics

- ▶ You might want to include:
 - How much does it cost to produce and deliver your solution?
 - How much is the revenue per "unit"?
 - What is your gross margin?
 - Use graph output from Excel

Investors want to see that your business "makes sense" at the simplest level (one unit). From there, the goal is to have a plan to scale profitably



Financial Summary

- ▶ You might want to include:
 - Chart of 5-10 year forecasts (from Excel)
 - Any other relevant information around cost and revenue estimates

Keep this one simple. We are not looking for highly precise estimates - give us a sense for costs, revenue, and expense projections.

	Dollar Figures					
	Sample	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Revenue						
Sales	427,409					
Licensing	100,573					
Total Revenue	527,982	0	0	0	0	0
Expenses						
Cost of Goods Sold						
Materials	84,745					
Labor	263,200					
Licensing	10,994					
Other	5,873					
	364,812	0	0	0	0	0
Gross Profit	163,170	0	0	0	0	0
<i>Gross margin</i>	31%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Operating Expenses						
General & Administrative						
Salaries	65,023					
Selling & Marketing	2,093					
Office / Rent	12,598					
Professional Fees	4,095					
Other G&A	500					
	84,309	0	0	0	0	0
Research & Development	5,827					
Total operating expenses	90,136	0	0	0	0	0
Net Income Estimate (excl. dep)	73,034	0	0	0	0	0
<i>NI growth rate</i>		(100%)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!



Progress & Key Milestones

Showcase how far along you've come. Remember progress is not always just in revenue or market traction, a lot of other pieces need to be in place for a team to be successful.

▶ You might want to include:

→ Have you reached any significant milestones? Think about:

- ▶ Product development
- ▶ Market research
- ▶ Customer traction
- ▶ Prototyping
- ▶ Pilots program
- ▶ Grant or research funding
- ▶ Talent recruiting
- ▶ Team growth
- ▶ Formal funding
- ▶ Other successes
- ▶ Competition wins

→ Have you identified the next milestones? What do you need to get there?



Team

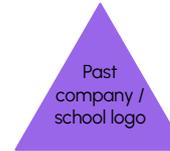
- ▶ You might want to include:
 - No need for full bios, but include founders, management team, and current advisors (if applicable). Investors want to get a sense of the team's qualifications (business & technical).
 - Highlight diversity of fields, range of experiences, diversity in tenure (some senior, some junior?)

Investors want to see that your business "makes sense" at the simplest level (one unit). From there, the goal is to have a plan to scale profitably



Headshot

Name, Title



- Relevant function
- Impressive achievement



- Relevant function
- Impressive achievement





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