

# CREATING A PITCHDECK

Everything you  
need to know



# WHAT IS THE PURPOSE OF A PITCH DECK?

## MAIN GOAL



PERSUADE INVESTORS TO  
INVEST IN YOUR STARTUP

## HOW?



Excite and Engage  
Your Audience



Be Concise and  
Clear



Provide Information Investors  
Would Like to Know

# AVOID THE FOLLOWING

Going into a lot of detail

Presentation > 15 minutes

More than 20 Slides

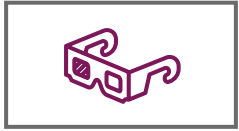
Data you cannot back up

Fonts too small to read

Being self-conscious



# ALL THE SLIDES YOU NEED



1. Vision/Elevator Pitch



2. Executive Summary



3. Market Opportunity



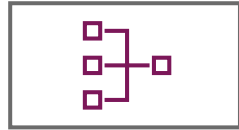
4. Problem and Current State



5. Your Solution



6. Mechanisms, Tech, and IP



7. Revenue Model



8. Traction and KPIs



9. Growth Strategy



10. Marketing



11. Sales



12. Competitors and USP



13. Team



14. Cap Table



15. Financials and Fundraising



16. Call to Action



# 1. VISION/ELEVATOR PITCH

Provide an **attention-grabbing one-liner** that combines your **vision** and **mission**

Example

*“ The only AI-powered SaaS platform that creates premium B2B content at scale “*



## 2. EXECUTIVE SUMMARY

Summarize everything important from your Pitchdeck like Product, USP, Market, Financing

FACTS

HIGHLIGHTS

FACTS

HIGHLIGHTS

FACTS

HIGHLIGHTS

# 3. MARKET OPPORTUNITY

## IMPORTANT INFORMATION

- Definition of Market
- Total market size
- Customers / target group

---

“The Market is fragmented and  
characterized by...”

---



## 4. CURRENT STATE AND PROBLEM

### PROBLEM

What is the  
problem you  
want to solve?

### CURRENT STATE

What is the current state  
of the market and how  
are most firms solving  
this problem?

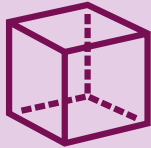
TIP

It's easier to relate if you tell stories instead of just describing your products or services. You want to create real emotions attached to your deck.





## 5. YOUR SOLUTION



Details on the product and product **packages**



How would customers **use/value** your product/service?



Product Release **Pipeline**  
(former and planned releases)

"My company, (name of the company), is developing (a defined offering) to help (a defined audience) (solve a problem) with (secret sauce)."

# 6. MECHANISMS, TECH, AND IP

Visualize **Mechanisms**

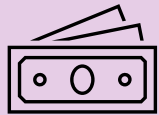
Explain **Tech** Secret Sauce



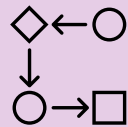
Workflows



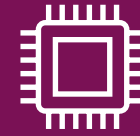
Data-flows



Cash-flows



Value Chain



Patents



Tech Workflow



Tech Stack



Development  
Timeline

Provide Pictures to support your explanations

## 7. REVENUE MODEL

Talk about your revenue facts

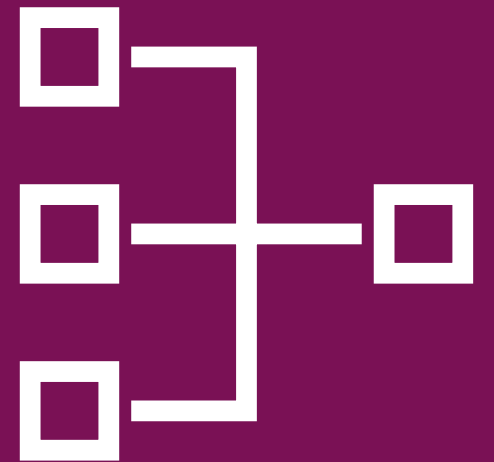
What are your **revenue** and **conversion rate**?

How will you make **money**?

What is your **pricing model**?

Who are your **primary customers**?

What is your **customer lifetime value (CLV)**?





## 8. TRACTION AND KPIs

Talk about your growth metrics

What is your **timeline**?

What **milestones** do you have?

What are your **KPIs**?

Do you have **press activities**?

**Partnerships**?



## 9. GROWTH STRATEGY

Explain how you want to improve your metrics

What **channels** will you use to win customers?

How will you achieve your **target growth plan**?

Why are you **different** to others?

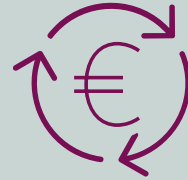


# 10. MARKETING

How do you plan to **market your product/service** and what are your expectations



Marketing channels



Marketing ROI



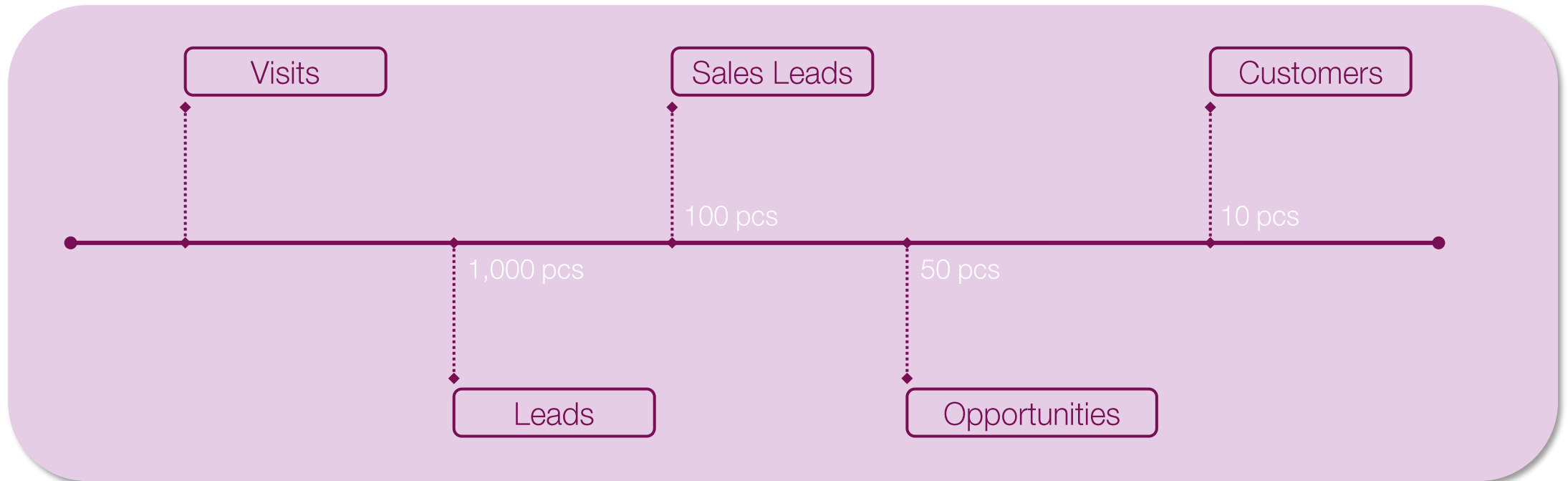
Marketing Budget



# 11. SALES

Talk about your **target group** and the **buying circle**.

How do you do sales?  
How long is the **buying process**/ runtime?



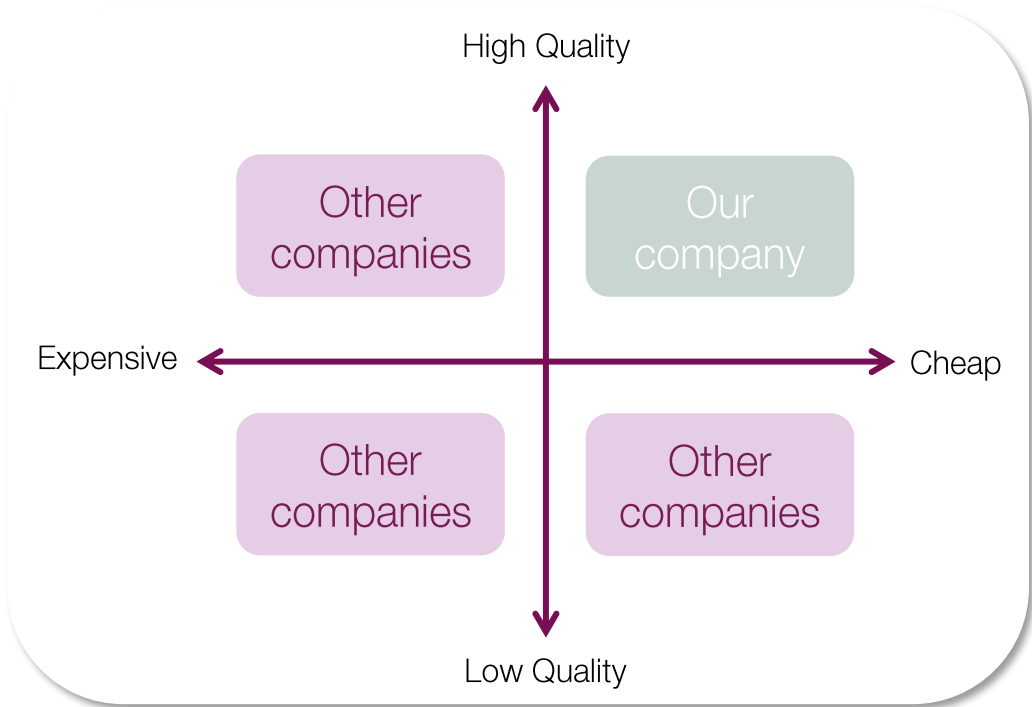


# 12. COMPETITORS AND USP

Show a diagram with a competitive comparison of reasonable company features

Explain your Unique Selling Proposition and your Unfair Advantage

## Our industry







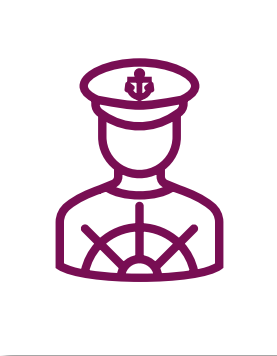
# 13. TEAM

Show your most important team members

Who are the people in your key positions?  
What experience do they have?  
Who is supporting the founding team?



**Angelina**  
CTO  
University of Mars  
Background in Astrology



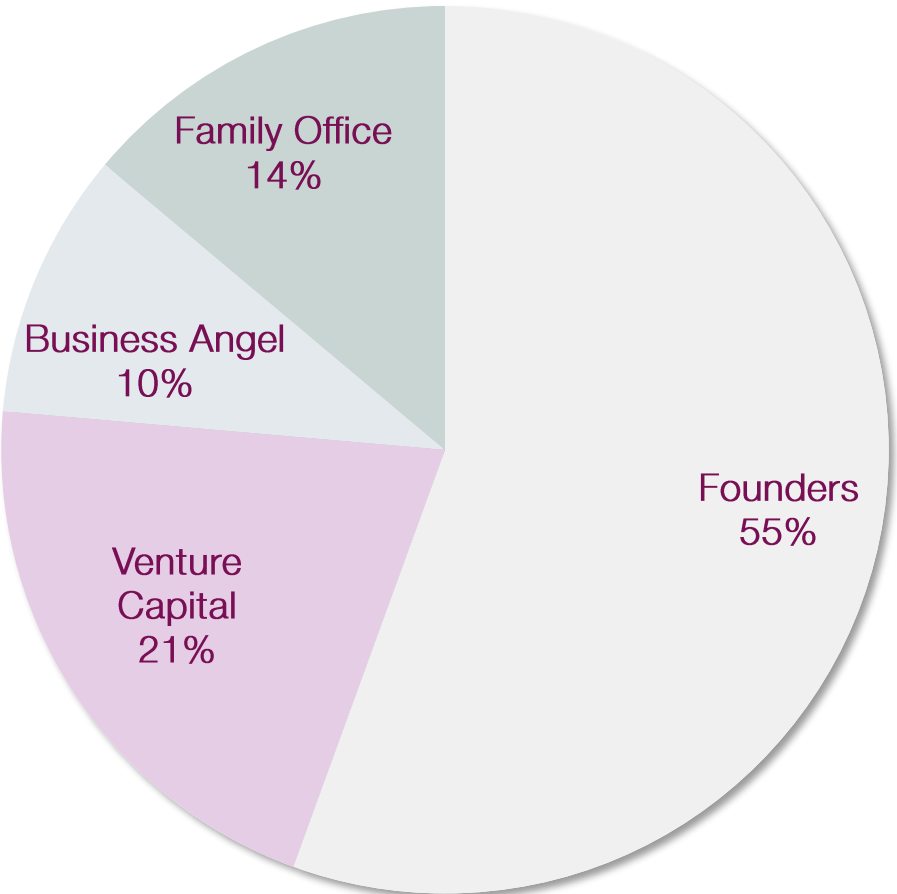
**Paul**  
CEO  
Pacific University  
Background in Sailing

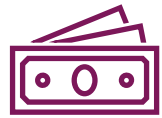


**Marie**  
CMO  
Color School of Management  
Background in Painting

# 14. CAP TABLE

Display all the important parties with equity in your company





# 15. FINANCIALS AND FUNDRAISING

## Most Important Questions

How much do you need?

Valuation?

How will you spend the investment?

Exit strategies?

## Other Optional Questions

How much have you raised so far?

Will you need additional rounds?

What other help would you need from investors?

Cash Reach?



## 16. CALL TO ACTION



### Opportunity

Convey the unique way to make your company better and create **FOMO**

Should be related to slide 1



NOW IT'S TIME TO SEND  
US YOUR PITCHDECK!

bmp Ventures  
Schlüterstrasse 38  
10629 Berlin

(+49) 030 20 30 50

[www.bmp.com](http://www.bmp.com)