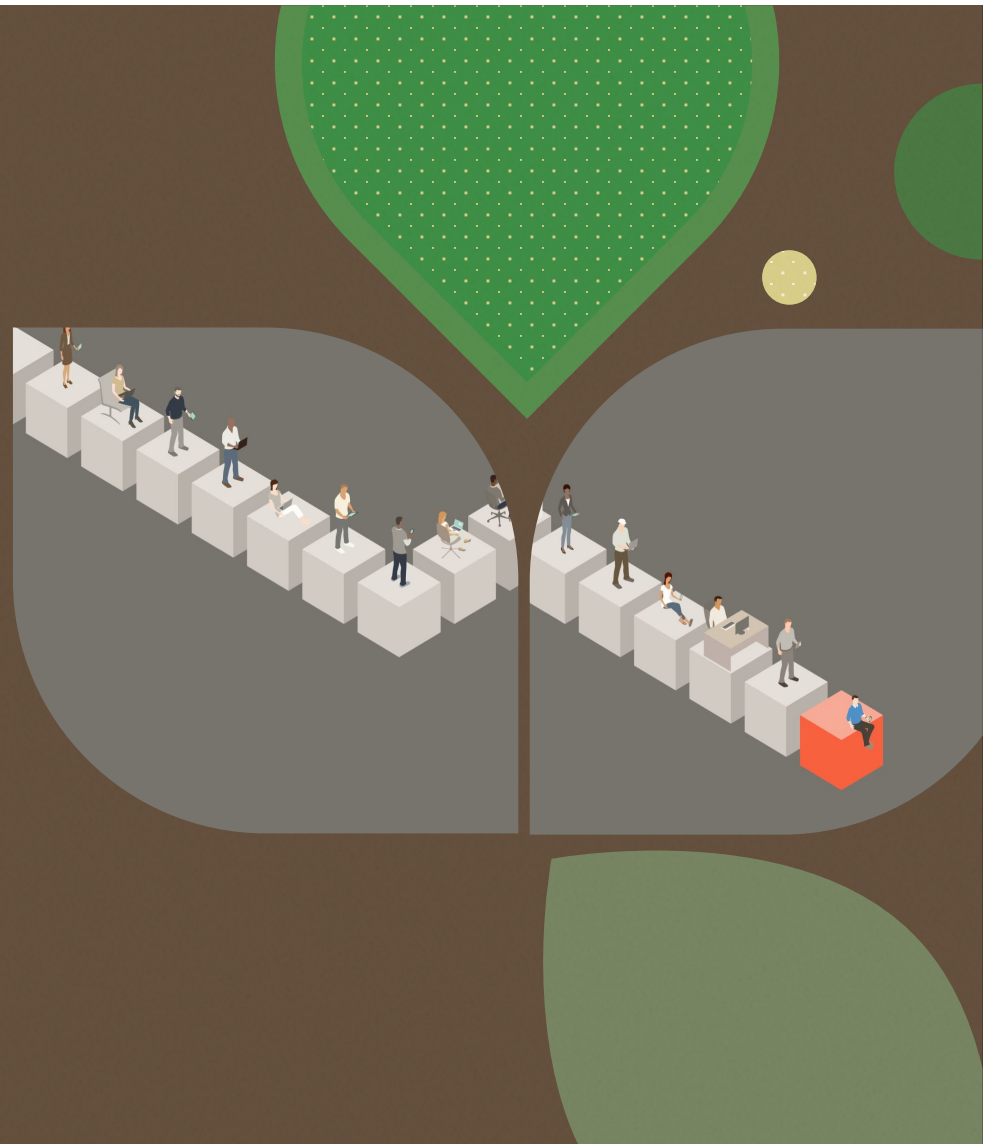




# How to Create a Winning Pitchdeck?

# Structure of a Winning Pitch Deck (Sequoia Capital)

- Company Purpose
- Problem
- Solution
- Why Now, Why You?
- Market Size
- Competition Product
- Business Model
- Team
- Financials



# Company Purpose

Define the company/business in a single declarative sentence

Some great examples:

Apple: "Apple is committed to creating innovative, user-friendly technology products that enrich people's lives."

Tesla: "Tesla accelerates the world's transition to sustainable energy with electric vehicles and renewable energy solutions."

Amazon: "Amazon strives to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."

Google: "Google's mission is to organize the world's information and make it universally accessible and useful."

Uber: "Uber is a technology platform that connects riders and drivers, making transportation reliable and accessible."



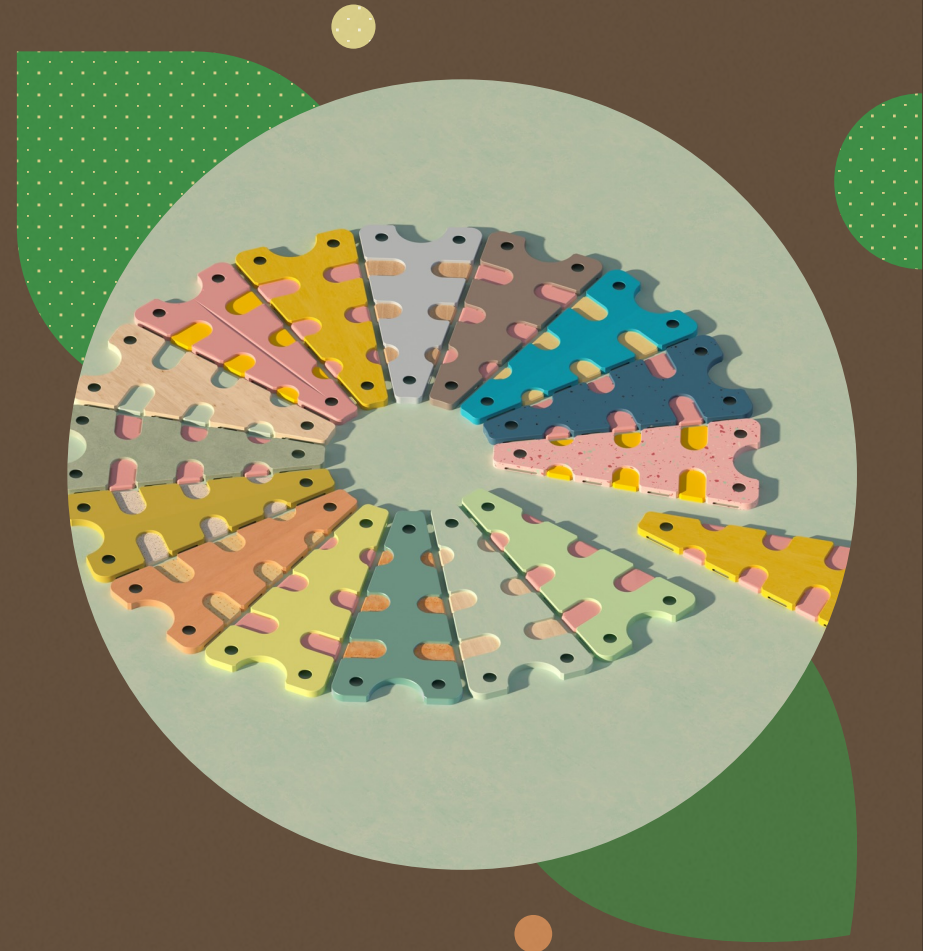
# Problem

- Describe the pain of the customer (or the customer's customer)
- Outline how the customer addresses the issue today
- Examples:
  - Airbnb: "Many people have unused living spaces, and travelers are looking for unique and affordable accommodations."
  - Netflix: "Traditional cable TV is expensive, inflexible, and doesn't offer personalized content recommendations."
  - Zoom: "Remote meetings are often plagued by poor video and audio quality, making communication less effective."



# Solution

- Demonstrate your company's value proposition to make the customer's life better
- Show where your product physically sits
- Provide use cases
- Examples:
  - Airbnb connects homeowners with travelers, allowing them to rent out their spaces for short-term stays, providing a unique and cost-effective alternative to hotels.
  - Netflix offers an affordable streaming service with a vast library of content and personalized recommendations.
  - Zoom offers high-quality video conferencing and communication tools for remote work and meetings.



# Why Now? Why You?

01

Set-up the historical evolution of your category

02

Define recent trends that make your solution possible

03

Define your team's unfair advantage in tapping those trends



# Market Size

- Identify/profile the customer you cater to
- Calculate the TAM (top down),
- SAM (bottoms up), and;
- SOM
- Do actual research to get the market size, mention the resources to build authenticity.



# Competition

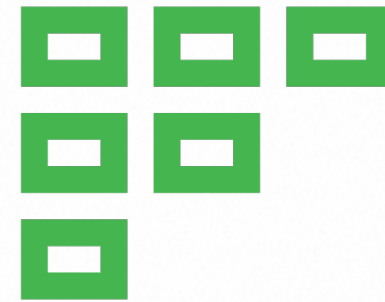
- List competitors
- List their competitive advantages
- Talk about their market shares, pricing model, key features
- Emphasize how you're going to compete against these advantages





# Product

- Product line-up (form factor, functionality, features, architecture, intellectual property)
- Development roadmap

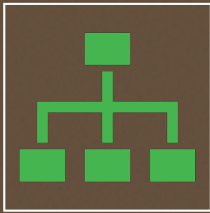


# Business Model

- Revenue model
- Pricing
- Average account size and/or lifetime value
- Sales & distribution model
- Customer/pipeline list



# Team



Founders & Management



Board of Directors/Board of  
Advisors



Listing is not enough, talk about  
their relevant experiences



# Financials

P&L

Balance sheet  
Cash flow

Cap table

