

Pitchdeck-Guidelines

These guidelines give an overview of the information that is expected in an e-mailed investor deck.

Please mind that this layout is not intended to be used for your deck!

Dare to be creative! Present yourself authentically!

...and get your wings ready for take-off!

Teaser

Company name

One-liner

A good one-liner describes the critical added value of your business and gives the investor reason to continue reading the deck.

Contact

Problem

What is the problem in the market that is currently not being solved and that you address?

Solution

Why/how is the problem solved with your solution?

Business model

Revenue model & profit formula – How do you earn money?

Underlying magic

**What makes your solution special?
Which process/technology/feature allows you to beat the competition?**

Competition

Who are your direct/indirect competitors?

On which levels do you differentiate yourself from them or how are you better?

Market potential/market size

in €/€ and/or potential customers

Team

Financials

Already invested capital, revenue goals, costs, timeline,..

Investment/Fundraising

How much capital do you plan to raise? And how are you planning to use it?

How do you value your company (how much equity stake are you willing to give up?)

Contact

Optional: Appendix

Other important details?