

Fundraising Deck - Best Practices

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VC fundraising continues to change. VCs spend just 1-2 minutes reviewing your deck to decide if they want to take a meeting. Decks now need to be optimized to tell a story succinctly, in a compelling way, with just what is shown on the slides.

Template

Company name and oneliner (tag-line)

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Problem

- Describe an important customer and their problem (quantify the pain)
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Solution

- Describe how you solved it (expound on the journey)
 - the measured impact on the customer
 - what they are paying (which is usually about % of your measured impact)

Note: If you don't have customers (or product), the emphasis should be to quickly gain quantitative and qualitative data on potential customer pain and derive insights to ultimately get live with an mvp.

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Traction

- Show how many customers you have (expound on who they are and why)
- Show they love it with NPS and retention
- Show exponential growth charts on your traction of key metrics

Note: Feel free to explain why key metrics were chosen – context is important

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Unit Economics

- Describe channel(s) used to reach customers and the Customer Acquisition Cost (CAC)

- Show gross margin per customer per month
 - Should show 3-12 months to double back your CAC in gross margin = **CAC doubling time**
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Team

- Name
 - Title
 - linkedin link
 - Relevant blurb about their contributions in the past
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Market size

- # customers potential x revenue your first customer is paying you
 - TAM = Total Addressable Market >> total market for your product/business
 - SAM = Serviceable Available Market >> portion of the market you can acquire based on your business model
 - SOM = Serviceable Obtainable Market >> percentage of SAM you can realistically capture

Note: You can total all of the different streams of revenue, if you have multiple channels (make sure to highlight the size for each)

Financials

- Simple chart by year showing how your traction and unit economics lead you to \$100m revenue in 4-5 years.
 - By year in the columns until \$100m runrate year.
 - Rows: # customers, end of year ARR runrate, revenue, gross margin, S&M, R&D, G&A, operating profit.
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Competition

- 2x2 grid of the two most important competitive factors, with you in top right quadrant, then a little detail on those 2 closest to you
 - Ideal if there is a unicorn or bigtech incumbent in one or more of the other quadrants
 - The x and y values should represent areas that align with your value prop

Note: This is a great slide to emphasize differentiation and moats of defensibility

Financing

- What have you raised and from whom prior?
 - Emphasize lead investors and Subject Matter Experts (SMEs) in the space that have deployed capital
- What you are raising now?
- How will you deploy the capital and why?
- What revenue milestone will you hit in the # of months (expected 18-24 months) of runway the round funds?

Note: Key revenue levels to unlock the next round: \$500k ARR to raise a seed, \$3M ARR to raise an A, \$30M ARR to raise a B, or \$100M ARR to go public

Thank you

Your email for how investors can reach you.