

Swoop

*THE ONE-STOP MONEY
SHOP FOR YOUR BUSINESS*

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A graphic consisting of two overlapping light blue rectangular boxes. The top box is slightly offset to the right and contains the text 'PITCH DECK'. The bottom box is slightly offset to the left and contains the text 'CHEAT SHEET'. The entire graphic is enclosed in a thin red border that follows the shape of the boxes.

PITCH DECK CHEAT SHEET

The cheat sheet will help you to build a convincing startup pitch deck.

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PITCH DECK

WHAT SHOULD IT LOOK LIKE?

You are aiming for a 10-20 slide presentation. Short, concisewording. Focusing on the information that is relevant to the investor. Modern, clean, professional design with graphics, icons and images that support your message.

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SHORT

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MODERN

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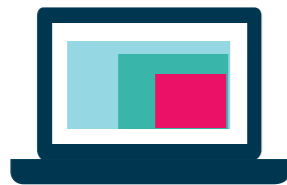
VISUAL

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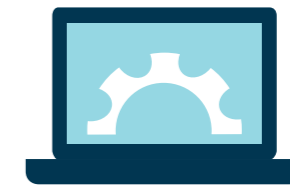
FRAMEWORKS

WHICH TO USE?



TYPE OF
PITCH

SEIS/Angel	Sample 1
EIS/Seed Financing	Sample 2
Series A	Sample 3



FRAMEWORK

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SLIDES

WHICH ONES DO YOU NEED?

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LEVEL OF IMPORTANCE ▶



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1. COMPANY INFORMATION

COMPANY
NAME



CEO / CFO
CONTACT DETAILS



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2. OVERVIEW

What does company stand for?
Punchy single sentence.

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3. PROBLEM

What is customers' pain?
How do they solve it today?



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4. SOLUTION

How do we make customers' life better?
Use examples.



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5. UNFAIR ADVANTAGES

What is your unfair advantage?

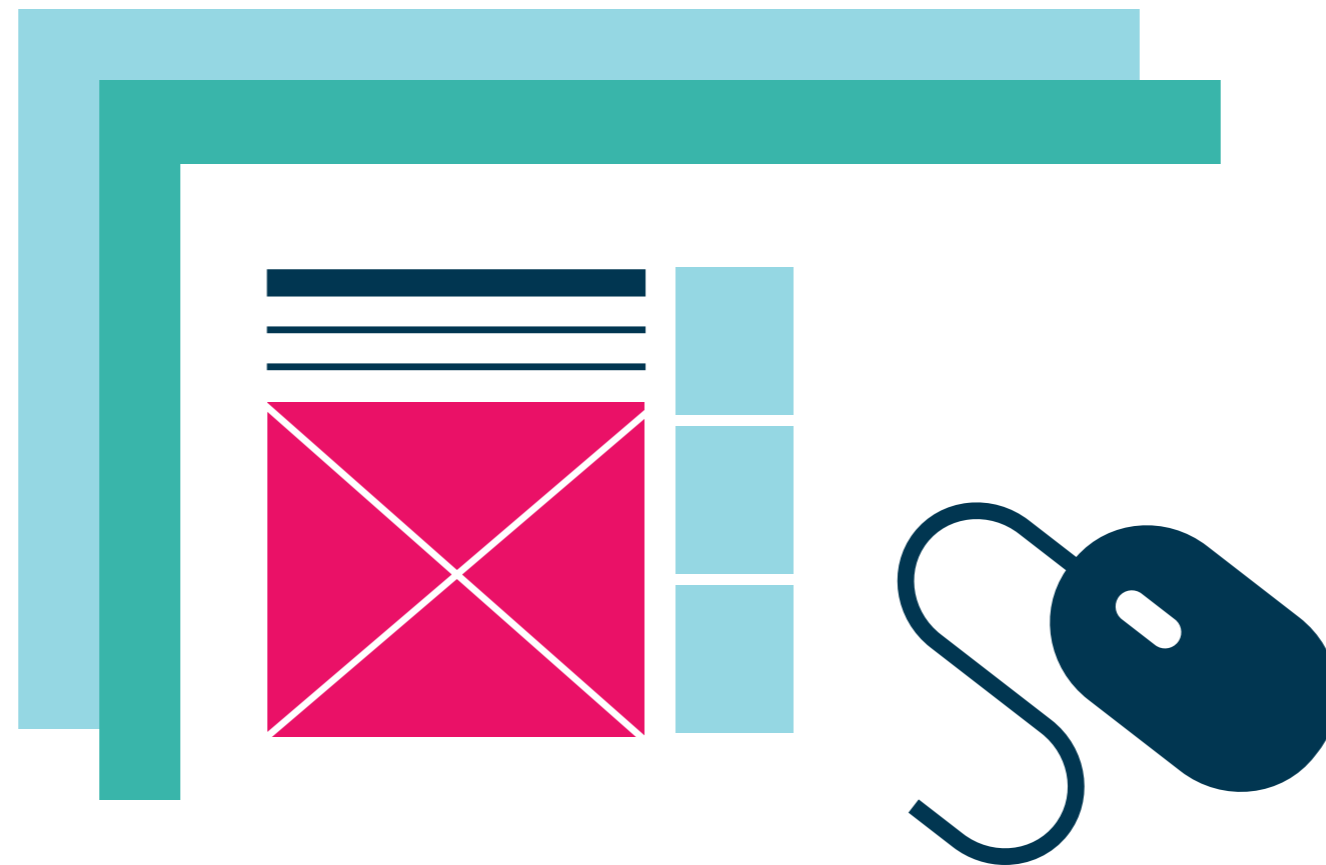


something else?

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6. DEMO

Live demo for live pitches.
Be prepared for the demo to fail.



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7. WHY NOW

Why has it not been done before?



What makes this the right moment to do it?

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8. MARKET SIZE

Target market and size

SHOW



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8. MARKET SIZE

Target market and size



SHOW

TAM

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8. MARKET SIZE

Target market and size



SHOW

TAM

SAM

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SHOW

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SOM

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9. COMPETITION



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10. SALES AND MARKETING

Going to market current and future



Channel scaling - Sales pipeline

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11. BUSINESS MODEL

**Revenue model
and pricing.**
KPIs: ARPA/ARPU,
CLTV, CAC



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12. PRODUCT - TECH

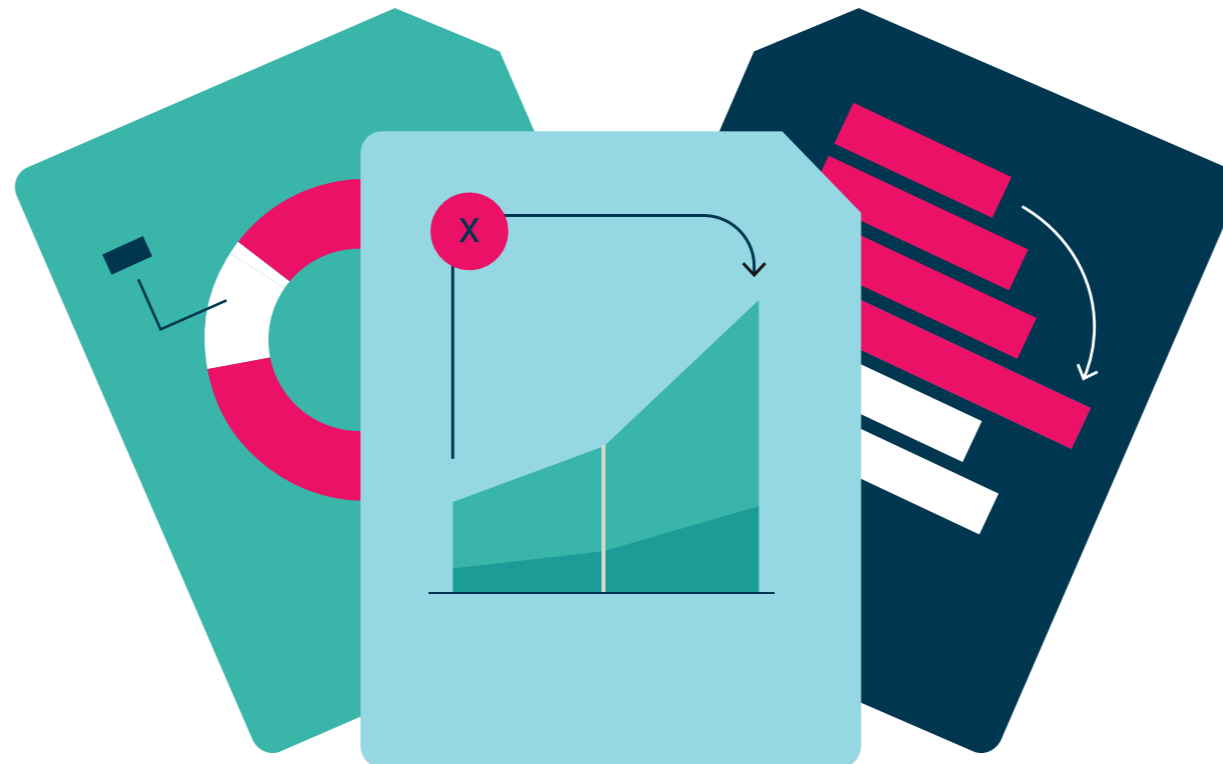
What is your product.
Intellectual property.
Tech Magic. Road Map.



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13. FINANCIALS - FORECAST

Actuals. Financial Forecast.
Revenues. ARR/MRR.
Costs. Cash Burn.



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14. TEAM

Your rock star lineup.
Include founders, key hires,
advisors, investors.



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15. STATUS - MILESTONES

Milestone achievements.
Where will this investment take you?



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DESIGN

IS THIS REALLY IMPORTANT?

We have seen dozens of pitches fail, because they do not get the first impression right. So we believe it is very important to use the design of your deck as a door opener and to get your message across with less text.

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