



11 Slide Investor Presentation Template

Quickly and efficiently present your business to
investors

Purpose of Your Investor Presentation

This is the presentation you show an investor when you make a 3-5 minute pitch at an event or when you are meeting with them at their offices or over coffee.

The intent of the Investor Presentation is to:

- Support your speech about your business with high impact visuals that are key message summaries (often via pictures)
- Excite your investor and leave them wanting more

The Investor Presentation is not designed to close an investor but to get them excited and move you to the next stage, which is often giving them your Investor Deck and having a more detailed meeting (or second one) or beginning due diligence.

Pitch Deck vs. Investor Presentation

Your 21 slide Pitch Deck is not the same as your 11 slide Investor Presentation

Your Pitch Deck is a written, stand alone document that investors can read without you, while your Investor Presentation is a summary that needs your explanation.

When you present to an investor you use your Investor Presentation, but when you give him materials you leave your Pitch Deck, because your Investor Presentation is difficult to convey without you explaining it.

How to use this Investor Presentation Template

PLEASE DO

- ✓ Keep it simple
- ✓ DO edit the text, fonts, layouts etc to your hearts content
Check out the platform content including videos for more guidance
- ✓ Try and keep each slide to less than 20 words
- ✓ Add imagery that tells the story wherever possible
- ✓ Create a story a narrative. Each slide is in a specific order because the information should continue the story from the previous slides
- ✓ Give enough information to support your narrative, but not stand along without your verbal input

PLEASE DO NOT

- ✗ Do not change the order of the slides
- ✗ Delete any slides including the contents areas
even if your business is currently weak in an area, Investors will ask and if information is missing it looks evasive
- ✗ Add in extra slides
Instead put any additional slides in an annex or save them for your Due Diligence data room
- ✗ Add too much content.
- ✗ Deprecate your competitors
- ✗ Be cocky or arrogant
Lie!

11 Slide Investor Presentation

1. Cover Page & Why
2. Target Market
3. Problem
4. Solution & USP
5. Market & Competitors
6. Sales & Marketing Strategy
7. Business & Revenue Model
8. Traction: Customers, Partners & Media
9. Team: Founders, Management & Advisors
10. Financials
11. Ask, Offer & Use of Funds

Cover Page – Slide 1

You have only a few seconds to get an investor's attention, so your Cover Page has to hit a home run.

Your business name/logo

[Your business name] is a <describe your startup in <10 words>

Your WHY <10 words>

Investor Presentation



INVESTOR PRESENTATION

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sed do eiusmod tempor incididunt ut labore et dolore

✉ email@yoursite.com



Target Market – Slide 2

Target Market Heading - Explain your target market in less than 6 words

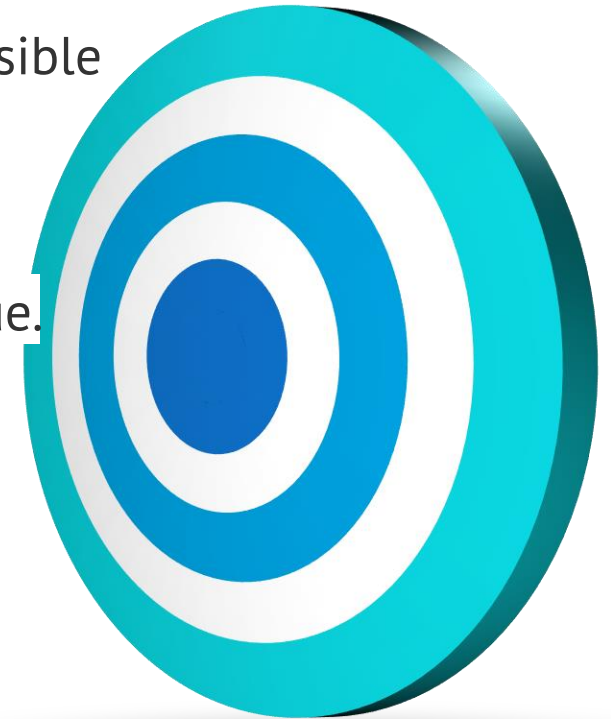
Describe your 1st (and 2nd) Early Adopter Target Market in as few words as possible

Show you're focused and know your target market intimately

For instance their age, location, size of business, position in business or revenue.

Provide an image wherever possible

Provide clear data, concisely.



Target Market



FIRST TARGET MARKET

DESCRIPTION

- Characteristic 1
- Characteristic 2



SECOND TARGET MARKET

DESCRIPTION

- Characteristic 1
- Characteristic 2

Problem – Slide 3

Problem Heading - Explain your target market's problem in less than 6 words

Don't build a solution in search of a problem. Clearly identify a real and huge problem as investors want to see you addressing a real and current need.

Complete one or two bullet points, all in less than 6 words each, that go into more detail about your early adopter target market's problem.

Don't talk about broad industry problems. Think about what keeps the individuals awake at night such that they will want to spend money on your solution.

Quantify the problem in dollars and time (wasted or saved) by target market

Provide an image wherever possible

Problem in Target Market



FIRST TARGET/PROBLEM

- Lorem ipsum dolor sit amet, consectetur
- Lorem ipsum dolor sit amet, consectetur



SECOND TARGET/PROBLEM

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- Lorem ipsum dolor sit amet, consectetur

Solution & USP – Slide 4

Solution Heading - Explain your solution to your target market(s) in less than 6 words

Simply and concisely explain what your solution is to the problem you've described.
Quantify the solution benefits if you can.

Complete up to 2 bullet points, all in as few word as possible, that go into more detail about how your product/service solves your early adopter target market's problem.

What is your secret sauce (your Unique Selling Proposition) in less than 6 words? This may be your product features, cost, simplicity or it could be your business model, unique connections, industry experience or some other secret sauce that no-one else has.

Provide an image wherever possible

Solution for Problems & USP



FIRST SOLUTION

- Lorem ipsum dolor sit amet, consectetur
- Lorem ipsum dolor sit amet, consectetur



SECOND SOLUTION

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- Lorem ipsum dolor sit amet, consectetur

Market & Competitors – Slide 5

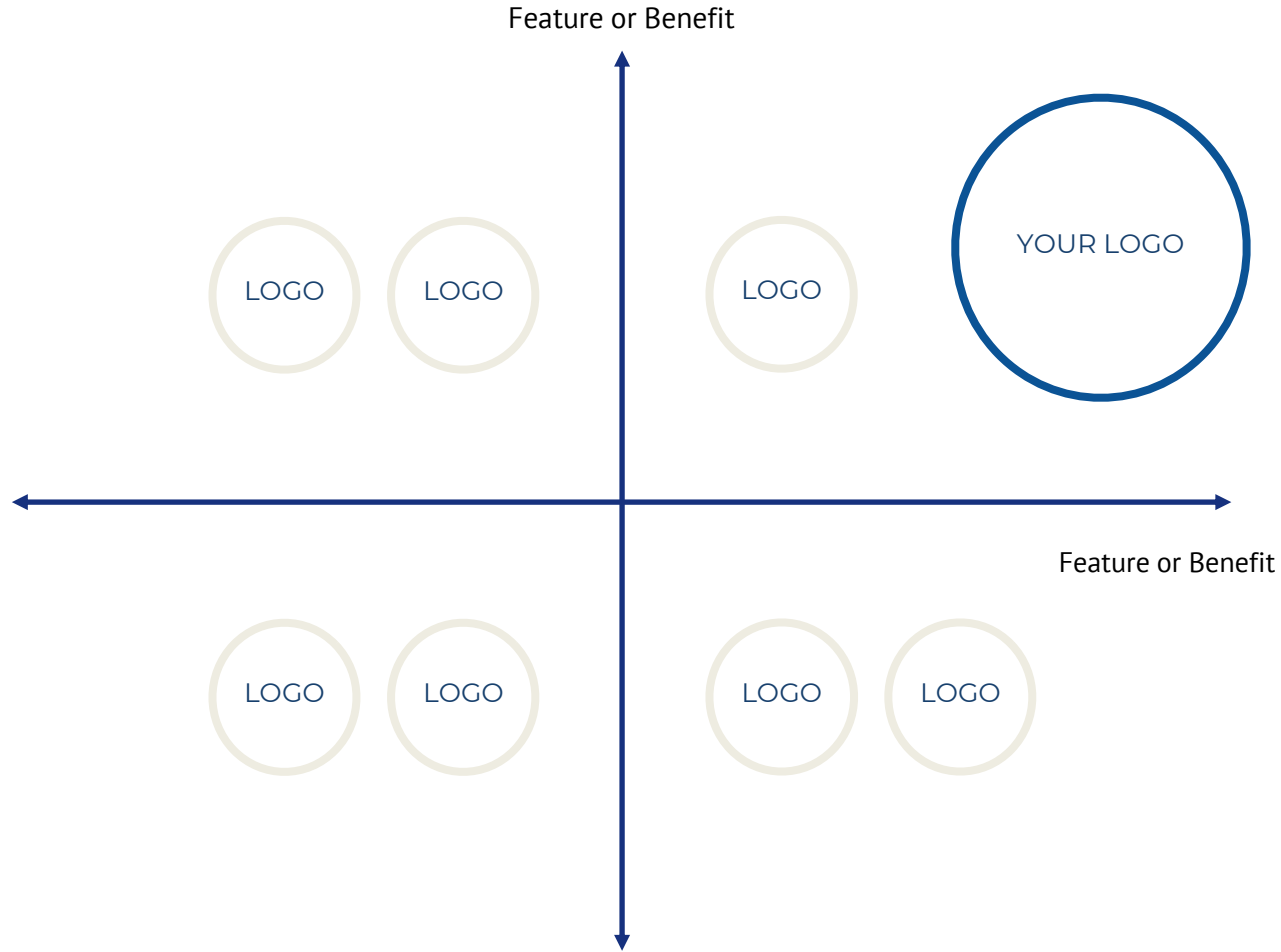
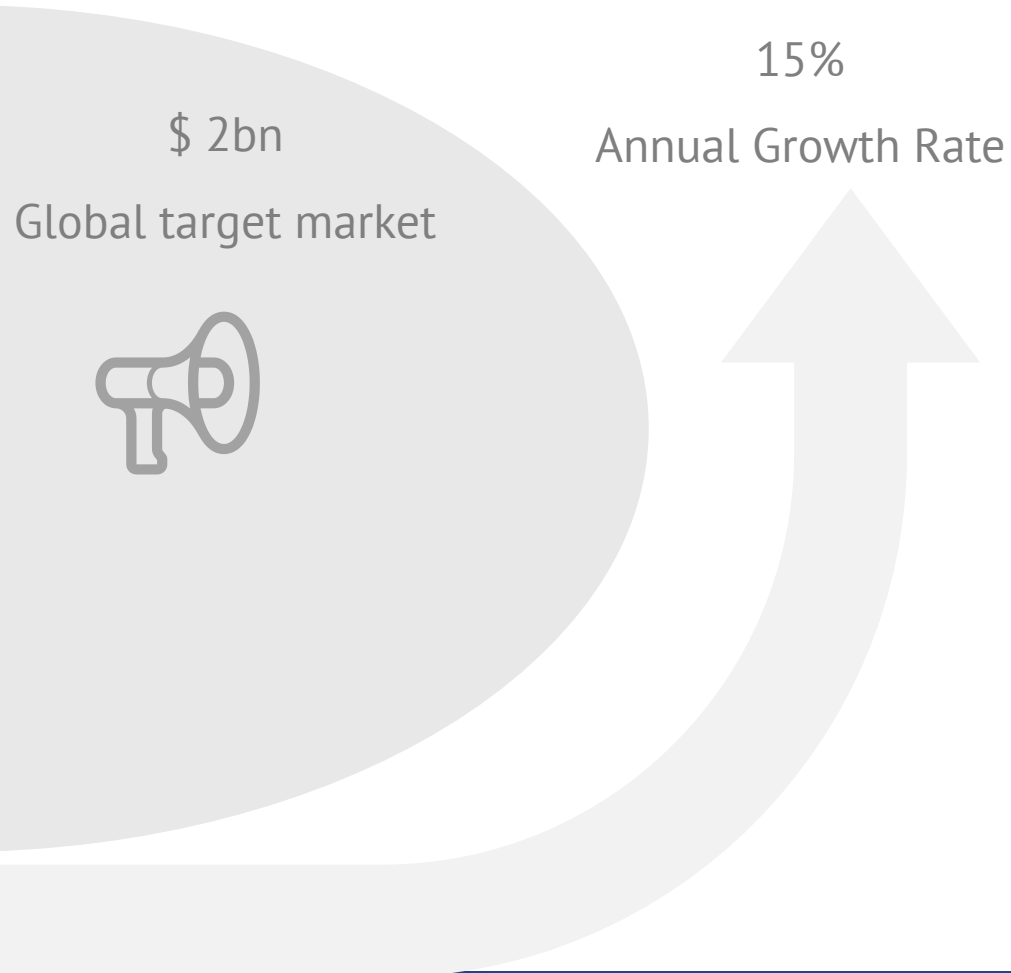
How big is your total addressable market? What is its annual growth rate?

Who are your closest competitors? How do you beat them?

How does your product/service compare? What are your advantages? How are you different?

Produce a list, table or XY chart

Market & Competitors – XY Axis (option 1)



Sales & Marketing Plan – Slide 6

How will your target market find out about your product/service? What is your way of identifying, communicating and selling to your target market?

What does your marketing and sales funnel look like?

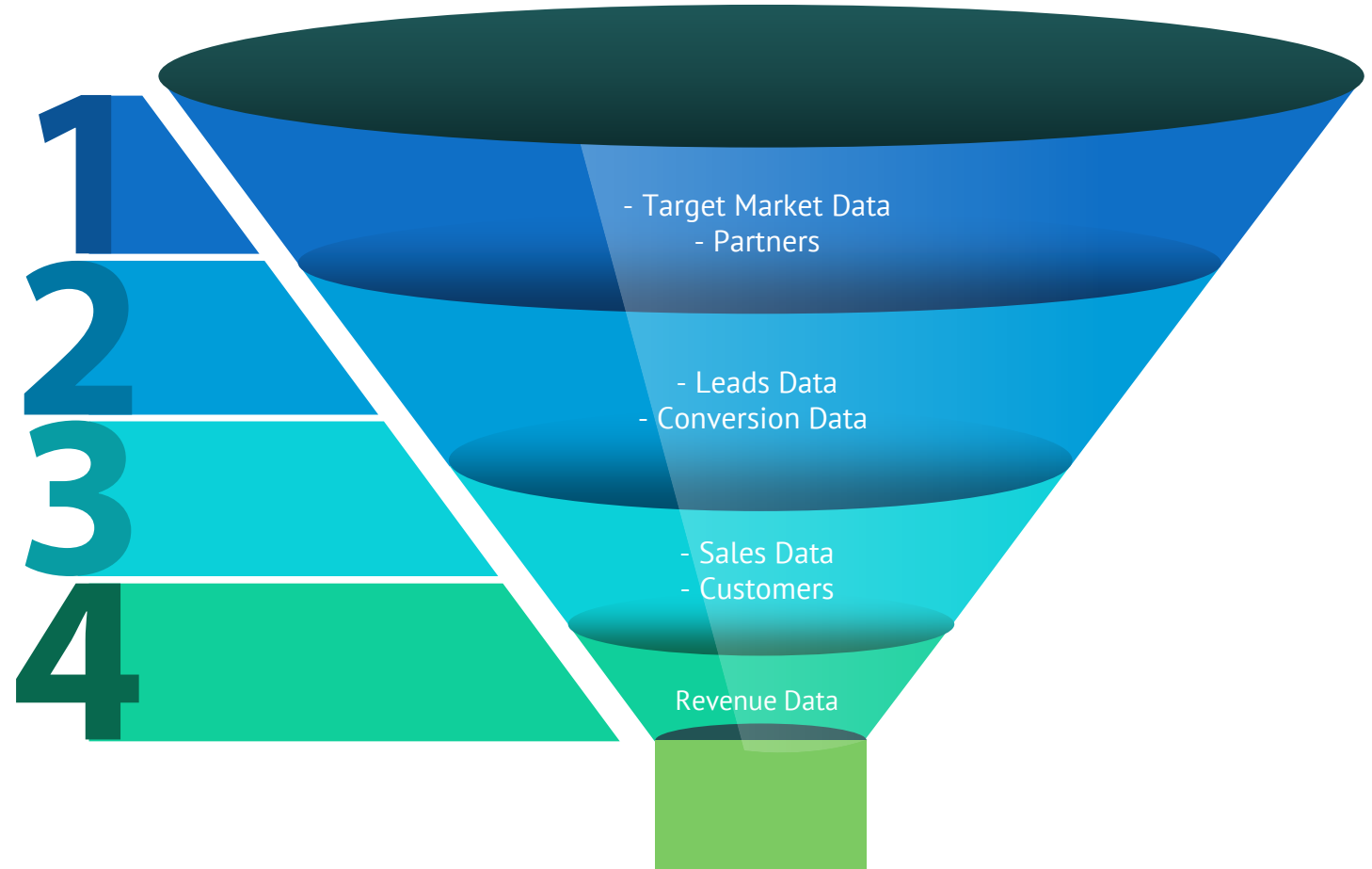
What are your metrics? Conversion rates? Target rates?

Which marketing methods are you applying?

Why have you chosen these methods?

CHANNEL

- Lorem ipsum dolor sit amet,
- Lorem ipsum
- Lorem ipsum dolor sit



Business Model– Slide 7

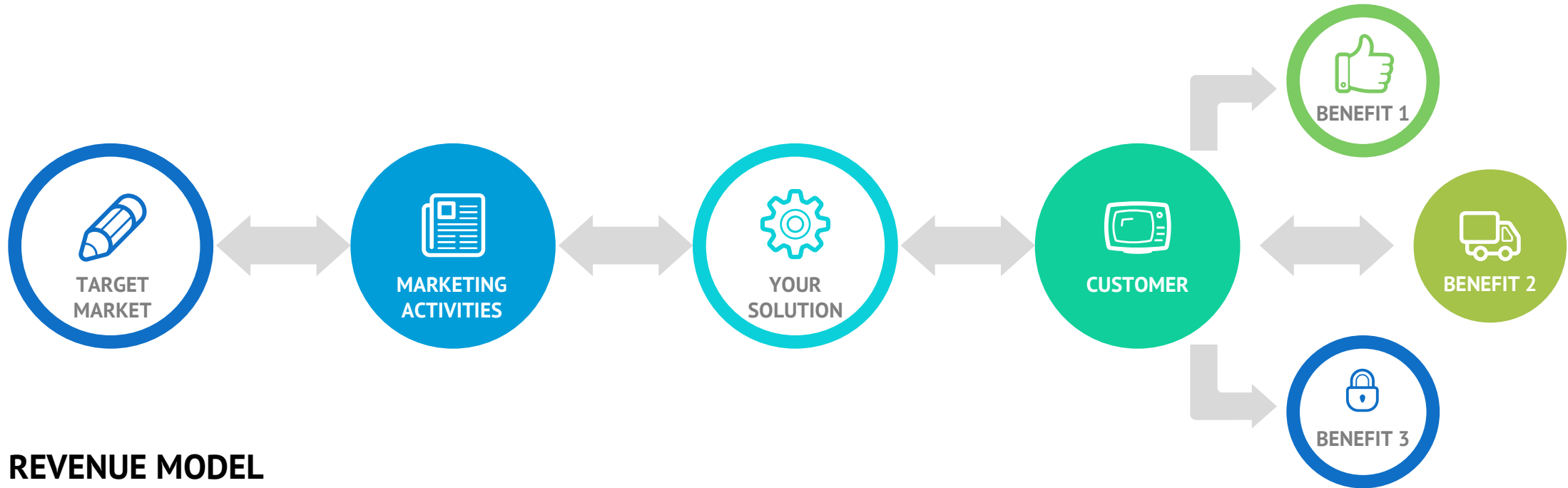
What does a graphical representation of your customer journey look like? Show how scalable your model is.

How does your service make money? Show key data

What is the lifetime value & cost of acquiring a customer? – Revenue generated & cost per customer over what period of time?

Key items that should be in every business model slide:

- Target market
- Marketing activities
- Distribution channels and/or partners (existing &/or future)
- Core business activities
- Revenue model
- Customer “success” – what does the end look like?



REVENUE MODEL

- Lorem ipsum dolor sit amet,
- Lorem ipsum dolor sit amet, consectetur

Traction – Slide 8

One of your most important slides. Traction via revenue & profits are validation of your entire business

Investors will always feel more comfortable investing with a company that is live and gaining rapid traction

Show data and dates

Create a story over time

Examples of key traction (logos are great):

- **Customers** - \$ monthly rev, growth rates & total customers
- **Partners** – Number of partners, leads generated, potential rev, other metrics
- **Media** - Example links, leads generated, potential revenue

Traction: Customers, Partners & Media



CUSTOMERS

\$50,000+

Per month – Feb

- Lorem ipsum dolor
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PARTNERS

\$23,000+

Per month – Feb

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MEDIA

\$16,000+

Per month – Feb

- Lorem ipsum dolor sit amet,
- ncididunt ut labore

Team – Slide 9

Investors invest in businesses not just products/services

Who are your founders and key executives? What are their roles?

What is their (relevant) experience? Track record?

Who are the respected people backing your business with time and/or money? Their roles?

Keep it simple and short. Put more details on your Pitch Deck and save the real detail for your data room.

Is your team well balanced? Are there any skill gaps?

Team



John
Your Title



Jane
Your Title



John
Your Title



Jane
Your Title



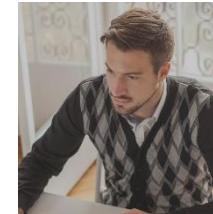
John
Your Title



John
Your Title



Jane
Your Title



John
Your Title

Financials – Slide 10

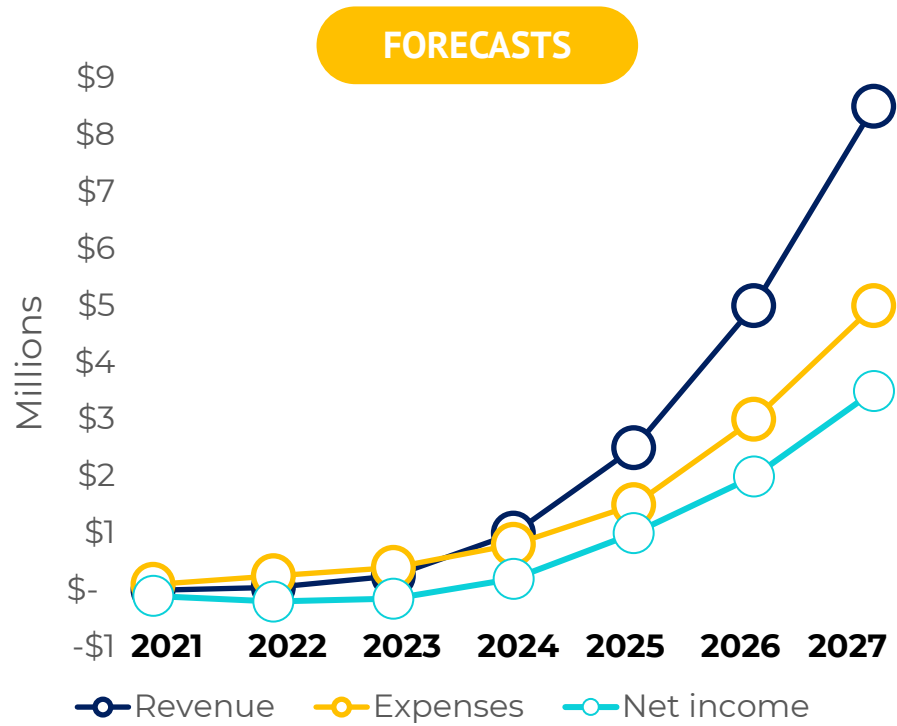
Produce a chart with income, expenses and net income for past, and at least 3 years of projections

What is your annual run rate? Annualised rev when you multiple your previous month rev by 12

What is your monthly burn rate? Amount of cash you make or lose per month

Key data that is relevant – revenue, expenses, net income, other key data

Financials: Historic & Projections



ANNUAL RUN RATE: \$			MONTHLY BURN RATE: \$		
	2022	2023	2022	2023	2024
Customers	500,000	500,000	500,000	500,000	500,000
Capital Raised \$	500,000	500,000	500,000	500,000	500,000
Revenue \$	500,000	500,000	500,000	500,000	500,000
Expenses \$	500,000	500,000	500,000	500,000	500,000
Profit (Loss) \$	500,000	500,000	500,000	500,000	500,000

Ask, Offer, Use of Funds – Slide 11

Investor make money on exits not investments

What are you valuing your business at?

Ask - How much are you raising? Is it realistic? A range is OK

Offer - What are the general terms? Con note, equity, etc.

Use - What will you use the funds be used for?

Exit - What is your exit strategy? Don't be vague here. That shows lack of thought and planning. What examples of other similar exits can you quote?

Be clear, be concise

The Ask, Offer, Use of Funds & Exit Strategy

Ask & Offer	Total raising	\$1,000,000
	Pre-money valuation	\$4,000,000
	Ordinary shares	4,000 shares @ \$25
	Equity offered	20%

Use of Funds	#1	40%
	#2	30%
	#3	30%

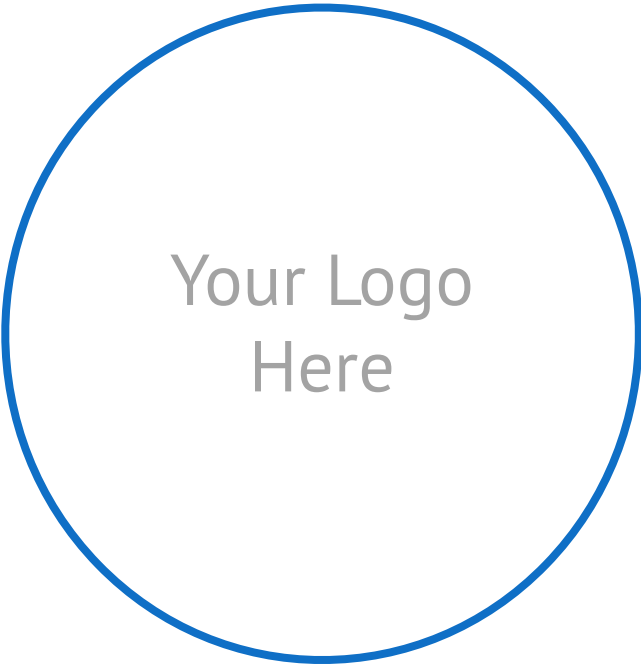
Contact Info

The objective of your Investor Presentation is to progress the relationship between the business and the investor, so of course you need to make it as easy as possible for an investor to contact you in whatever format they prefer.

Best thing to do now is leave them with your more detailed Pitch Deck.

And get the next meeting with them! 😊

Contact Info



[Companydomain.com](#)



[linkedin.com/companyprofile](#)



[facebook.com/companypage](#)



info@companydomain.com



(+60) 333333333



Thank You