



 upmetrics

The Art of Perfect Pitch

This ebook will help you write a well-rounded and impressive pitch that'll convince your investors better.

Hi There!

Thanks for downloading this E-Book.



How can this Ebook help you?

Creating a convincing and impressive business pitch is no less than an art. And all of us want to create one. After all, who doesn't want great deals in exchange for the effort that goes into making business pitches?

And although creating the ideal pitch might look overwhelming it doesn't need to be. Through this ebook, we'll give you a step-by-step guide to writing well-rounded business pitches.

This ebook covers everything from the importance of a business pitch, the right type of pitch for your business, and what to include to make an impressive business pitch along with useful suggestions for each section.

Do you want to create your pitch deck faster?

Upmetrics can help you at every step of creating your pitch decks.

So, what are you waiting for!



Start creating your pitch decks today!



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Introduction

The perfect pitch does not exist. Well, a weirder lie hasn't been told. Although a perfect pitch is different for every individual and business, it has one main purpose. And that is to convince your investors to fund your business.

And although the ideal pitch looks different for every individual and business, a pitch designed with certain goals and elements helps you show the validity of your ideas better.

A business pitch is a brilliant tool for communicating your ideas within minutes.

But how would you create such a pitch?

What would a stellar pitch look like?

What other purposes would it serve?

How would you select the right type of pitch for your business?

We would answer all of the above questions and more through this ebook.

So, if you want to create a stellar pitch that fits your needs and helps you convince anyone, read on.



What Is a Pitch Deck?

A pitch deck is a brief but informative overview of your business that helps you convince your investors and explain your idea to the stakeholders of your business.



It is usually made as a PowerPoint presentation and consists of information about the important aspects of your business in brief.

For example, if you plan on introducing a new product and need funds for it, you can create a pitch deck that covers your product idea, market analysis, the problem, and how your product solves it. This will help you convey your ideas in a better way.

Now before you go ahead, we can help you create impressive business pitches.



Create Beautiful Pitch Decks

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And create impressive pitch decks and more!



How Can a Pitch Deck Help You?



Though getting funds is one of the major purposes of a pitch deck, it isn't the only one. Here are a few purposes a pitch deck can fulfill:

1. Having a customizable pitch helps you stay prepared for opportunities:

The best thing about having a business is that you'll have both certain and uncertain opportunities all the time. Having a customizable business pitch helps you grab sudden opportunities that come your way.

2. It makes your idea more engaging for your audience:

A business pitch is brief, concise, and to the point. But at the same time, it tells a story about your business and the idea your business is based on. It reflects the trajectory of your business from the moment you got the idea to how it progressed into being a product or service.

This makes it easier for your audience to understand your business and hence makes it more engaging.

3. Explains your ideation process better:

Although facts and figures are important, it is the story that helps your audience connect with your business. And that is crucial to getting everything done.



From forming strategies to gaining funds, forming a connection with your audience is essential. After all, no matter how much we deny it, we take emotional decisions more often than rational ones.

A well-written business pitch helps you tell your business's story in a memorable way.

4. To highlight how passionate you are about your business or idea:

The major thing investors look for in a person before funding their business is passion. And why not, your passion is the only thing that makes you work harder and smarter and helps you hang in there for a little longer when things go wrong.

Hence, reflecting how passionate you are about your idea is important and a pitch can help you with that. A pitch is not only about your product but about your organization and its values as a whole.

5. It helps you sell your idea with confidence:

Making a business pitch involves studying every aspect of your business, understanding it properly, and summing it up in a way that you get to explain it to your audience briefly and precisely.

Hence, this process increases the depth and breadth of your knowledge and helps you present your ideas with confidence. This acts as a big plus, as conviction is key to getting people on board.

6. It opens the stage for insightful questions:

Now as your stakeholders understand your business better, they'll get to ask good questions that would give you further insight into that aspect of your business.

7. It helps you gain your stakeholders' trust:

Investing your time or money in an individual or venture is never an easy decision. But the way you deliver your pitch helps you gain the trust of your stakeholders.

In short, a business pitch can be a very handy tool for your business from cutting down your idea and business in its shortest and most easily understandable form to presenting it to your peers and getting the best feedback.



These presentations help you understand what all the involved parties would get out of the deal and if it is suitable for everyone or not.

Hence, you can also say that a pitch deck saves you from spending your time and resources on the wrong deal.

1

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2

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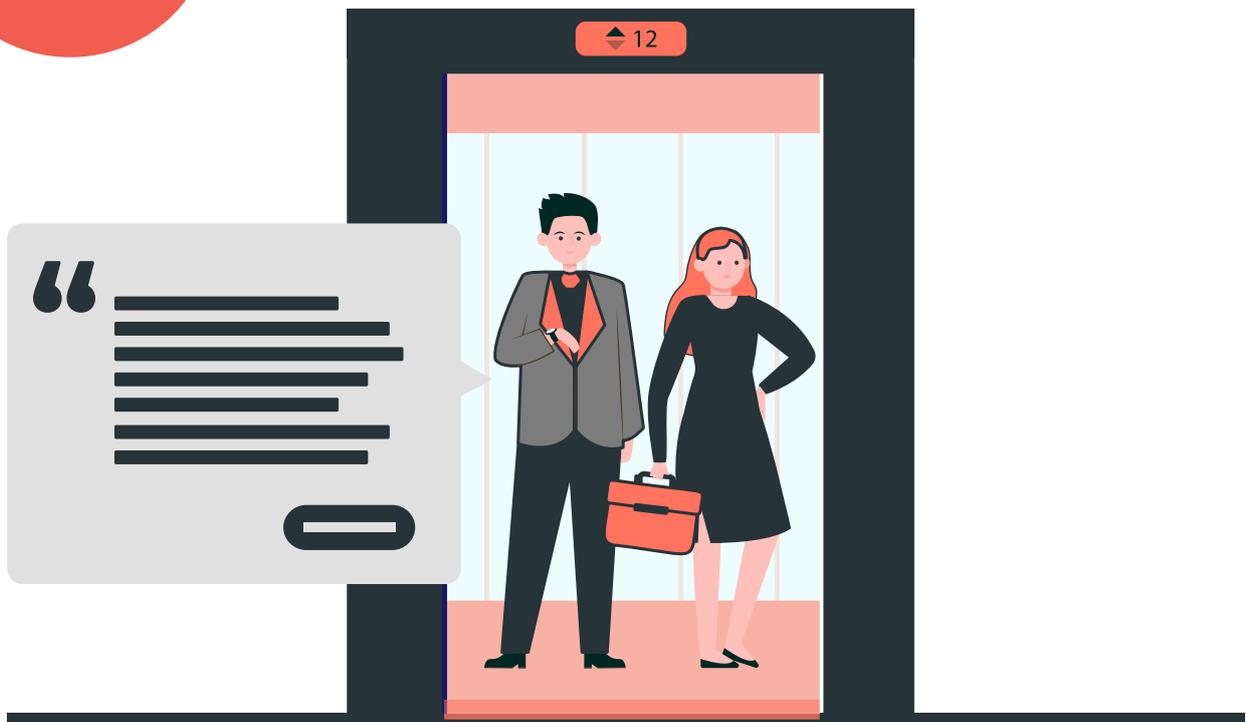
7

It helps you gain your stakeholders' trust

Types of Business Pitch Decks



Elevator Pitch



It is the shortest form of the pitch deck and is mainly used for expanding your network and getting your product idea across to them within a few seconds. It is often the first step towards fixing a meeting with your potential investors.

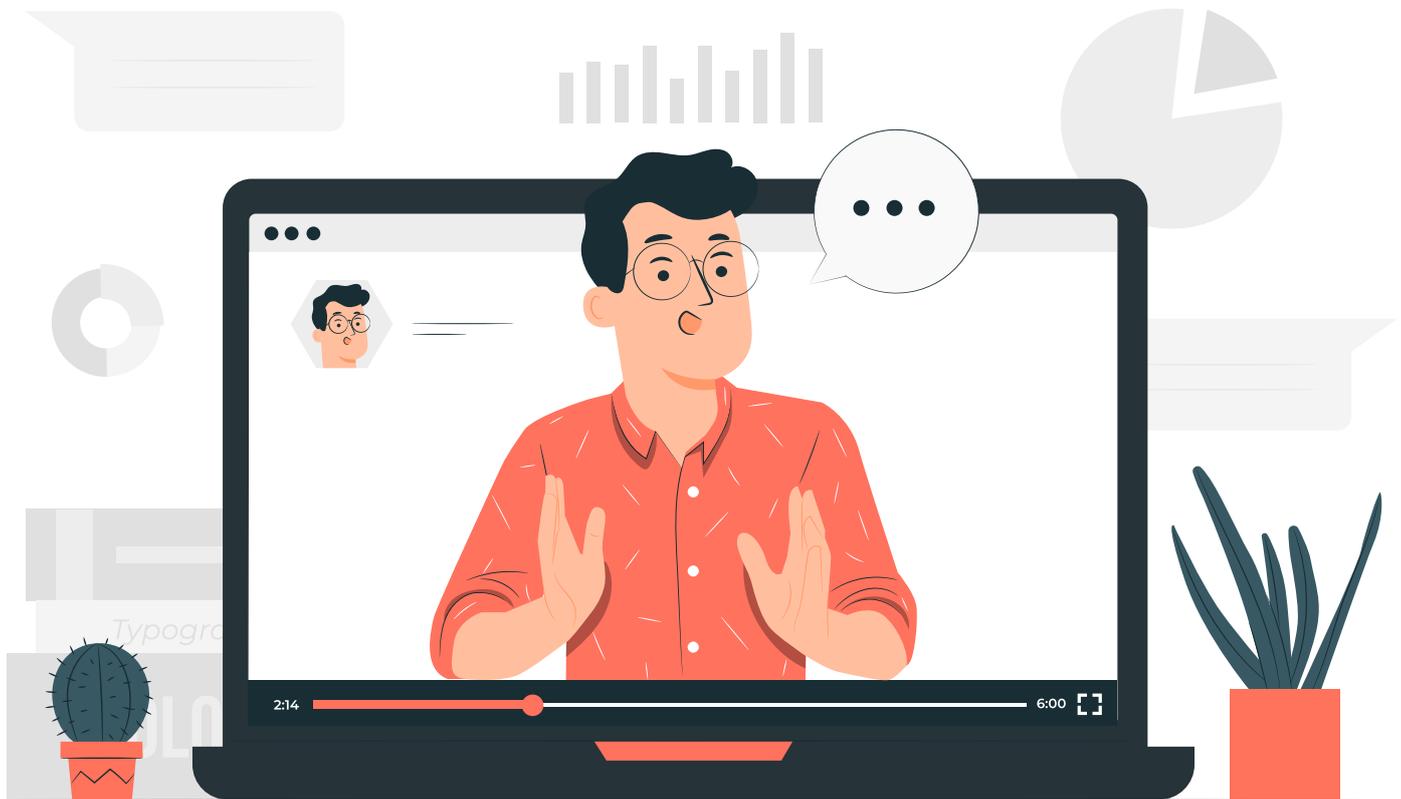
Imagine you are in an elevator and happen to come across a person you would like to share your business idea with. Now in the few seconds before you and that person get out of the elevator and go your own ways, you should be able to get your message across and get the person interested in the deal.

Here's where an elevator pitch would come to your aid, and that's where it gets its name from.

Opportunities could be waiting for you at any corner or any elevator, so always be ready with your elevator pitch.



Video Pitch



Everything is going online today, and with the attention spans of people getting shorter and more selective a video pitch is the best way of grabbing your investor's attention.

You can put it up on your website or send it in as the first glimpse of your product or service through email links or other networking sites.

A video pitch allows you to include all the fascinating elements of your business and makes it easier for your audience to understand what you want to say through the pitch.

Also, an interesting video pitch is much more memorable than a person droning on and on about a topic.

Hence, you can safely say that a video pitch can be used for promoting your business as well as adding more elements to your presentation.



One-Page Pitch



A one-page pitch consists of all the essential elements of your business in brief.

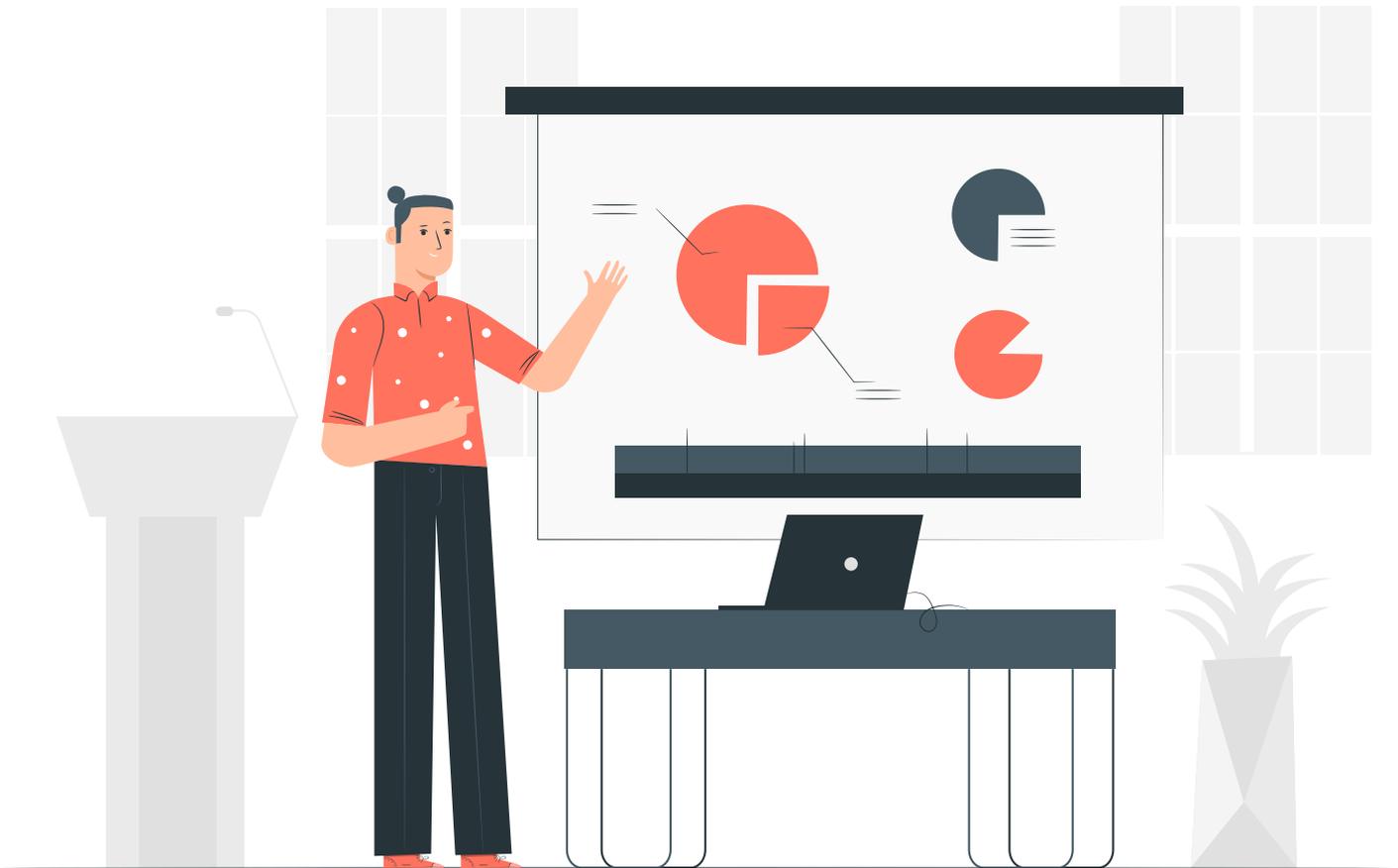
True to its name, this pitch sums up your entire business plan in just one page. It helps you get the attention of your audience and gets them to develop an interest in your business's potential.

As you discuss your idea with your investors you'll get a different amount of time and explain your ideas at a different level of depth each time, hence it is essential for you to have pitches that can be explained in seconds as well as the ones that'll take more than a few minutes.

A one-page pitch is longer than an elevator pitch but shorter than an on-stage pitch, we'll discuss the same in the next segment.



On-Stage Pitch



If your investors are interested in your business they might want you to present a full-blown account of what your business is all about. Through this pitch, you give a detailed description of every aspect of your business.

It also serves as a medium of communicating your ideals as your business and individual traits which helps your stakeholders, as well as your team, understand whether the deal is worth it for all the concerned individuals or not.



Here are some handy tips to deliver your pitch better:

1. Know what you want to convey. Make a list of important points so you don't miss out on anything.
2. Rehearse your pitch. Although you'll carry your documents and references with you, it is neither possible to use your reference nor would it come across as a nice thing in front of your peers. Hence, it is a good practice to rehearse and remember your pitch.
3. Pay attention to your hand gestures and body language. Although it might seem like an insignificant thing, the wrong body language can be very off-putting.

Although being a little anxious is normal, try not to reflect it through your actions. (Easier said than done, we know! But a little practice can take you a long way.)

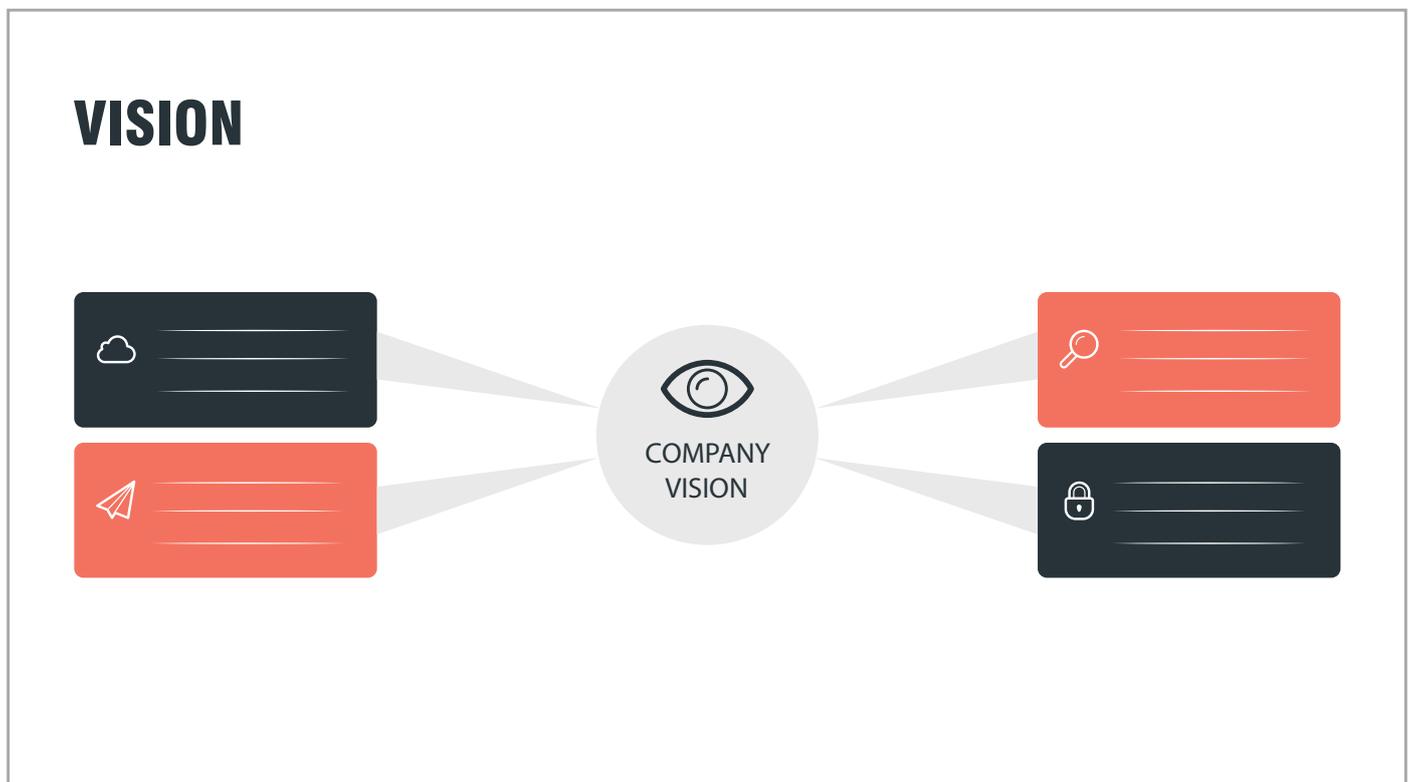


Elements of a Pitch Deck

People would often tell you to keep your business pitch brief but cover all the important aspects of your business in it at the same time.

Sounds quite baffling, right? But don't worry, we've got you covered! We have compiled a list of all the important sections and what to include in each one.

1 Vision Slide



In this slide, you'll include information about why and for whom you started your business and what you plan on achieving with it.

The vision statement sums up what your organization stands for and what are your values as an individual or group.

This slide acts as an introduction and sets the flow of your entire presentation. Hence, you should give serious thought before penning down your vision.



Tip: Highlight your ethics, values, and USP as a business.

2 Market Opportunity Slide

Market Opportunity



You start a new business because you see an opportunity in the market for your product or service to do great and flourish.

Hence, the market opportunity section and the data that backs your claims become central to your business idea and its approval.

The market opportunity section consists of the problem that exists in the market (the business opportunity) and how do you plan on solving the problem with your product or service.

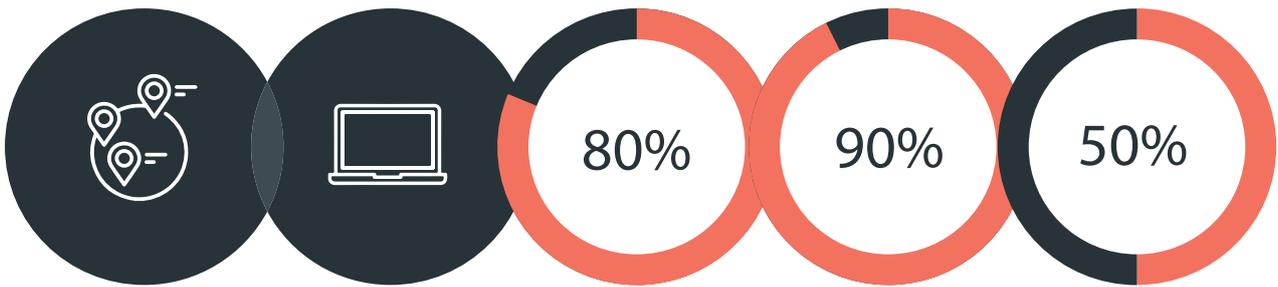
Moreover, you should also include how your solution is different from the existing ones and your strategy to prove that your solution is more effective than your competitors.



Tip: While writing this section take both your direct and indirect competitors into the account.

3 Problem Slide

Problem



In this slide, you'll include the problem your business solves. Unlike the market opportunity slide, you'll describe the problem instead of how your product solves it.

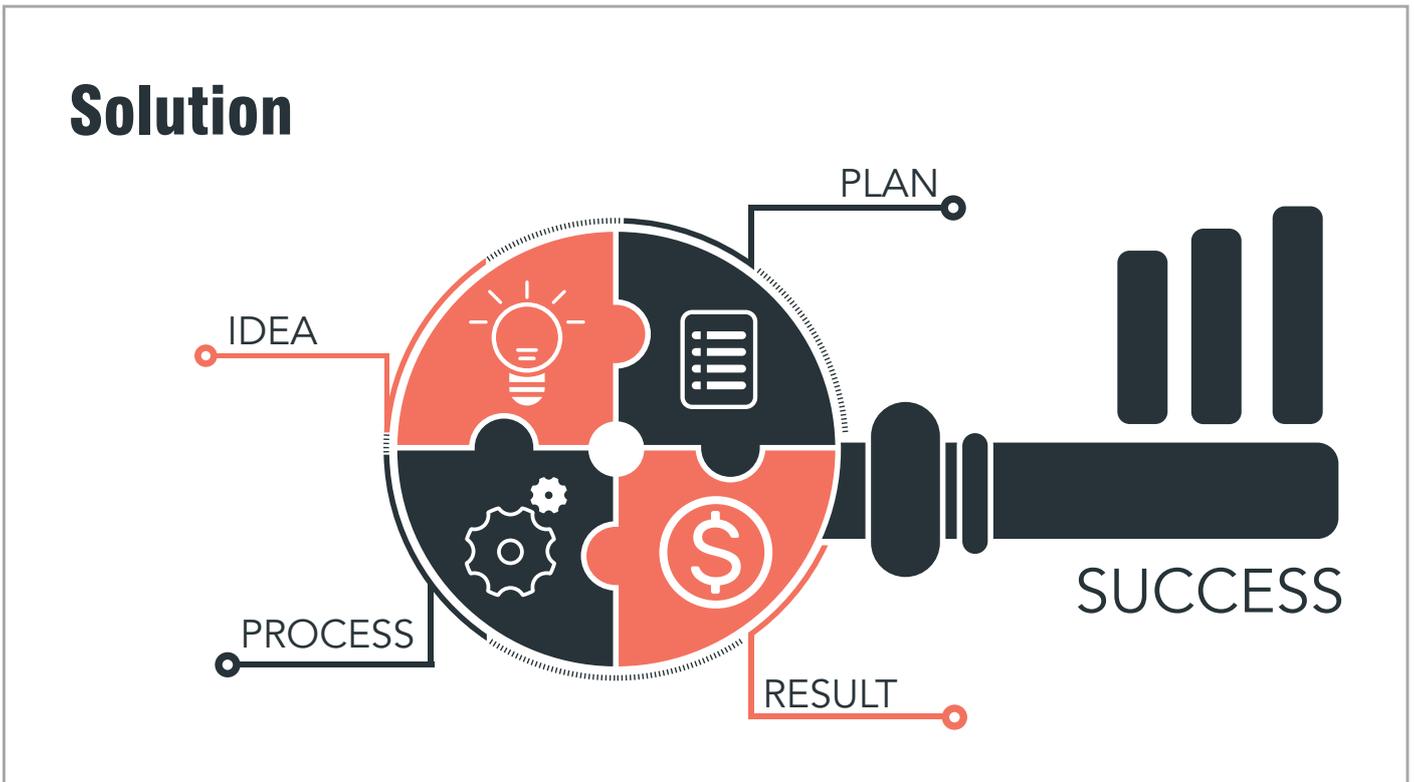
You'll describe who is affected by the problem, what is the impact of the problem, and why they would be willing to pay for the solution.

For example, if you are introducing a washing powder, describe how it solves a problem, how it impacts various households and makes doing chores difficult.



Tip: This section reflects your understanding of the market problem and the amount of market research you have done. Hence, back your points with research and data to sound convincing.

4 Solution Slide



In this slide, you'll describe how your solution works, how it is different from the pre-existing solutions, and why people would be willing to pay for it.

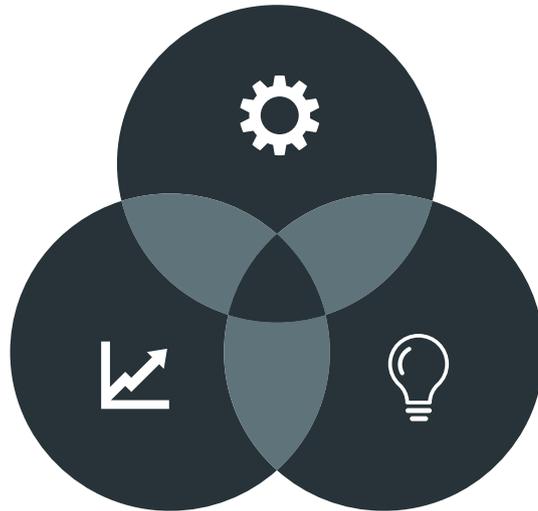
This section covers your USP, the potential market impact of your solution, and why it is needed.



Tip: Make sure that you highlight your USP while writing this section.

5 Advantages Slide

Advantages Slide



This section covers the impressive points about your product. Although transparency is crucial for any deal, you must highlight the good things about your product too.

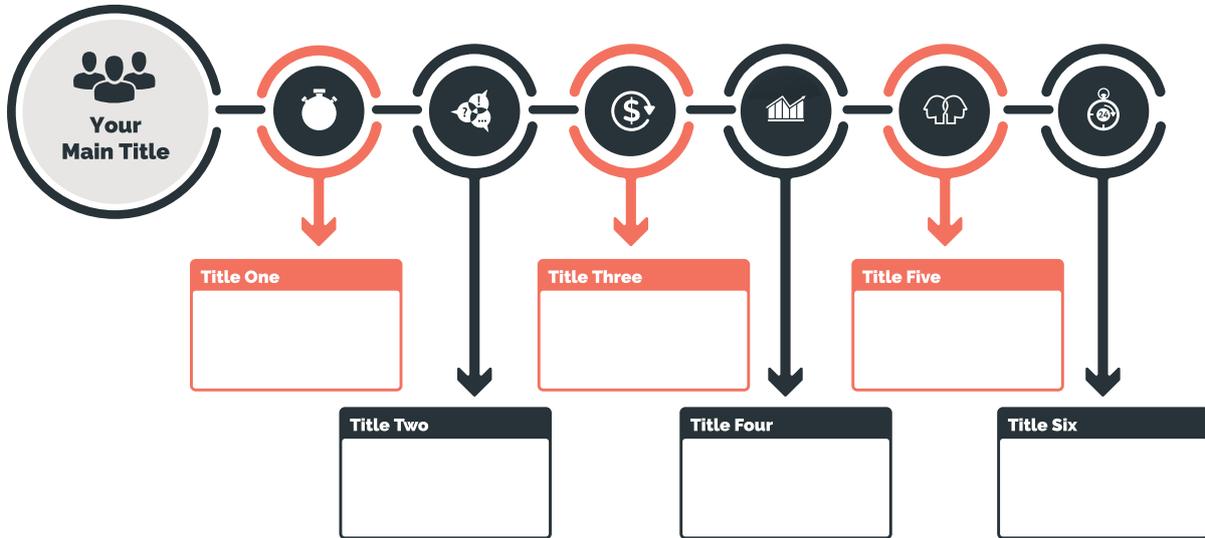
It takes effort to pull off a great product or service, hence you must reflect that through this slide.



Tip: Highlight your advantages but don't exaggerate or underrate them. Either of the actions can backfire.

6 Business Model Slide

Business Model Slide



This slide describes how you will use your product or service to earn money. After all, a great idea does not matter so much if it doesn't sell well.

Your business model describes how your business will generate revenue, what are your customer acquisition and production costs. This gives your investors an idea of how scalable your business is. And that's what matters the most to them before making an investment.

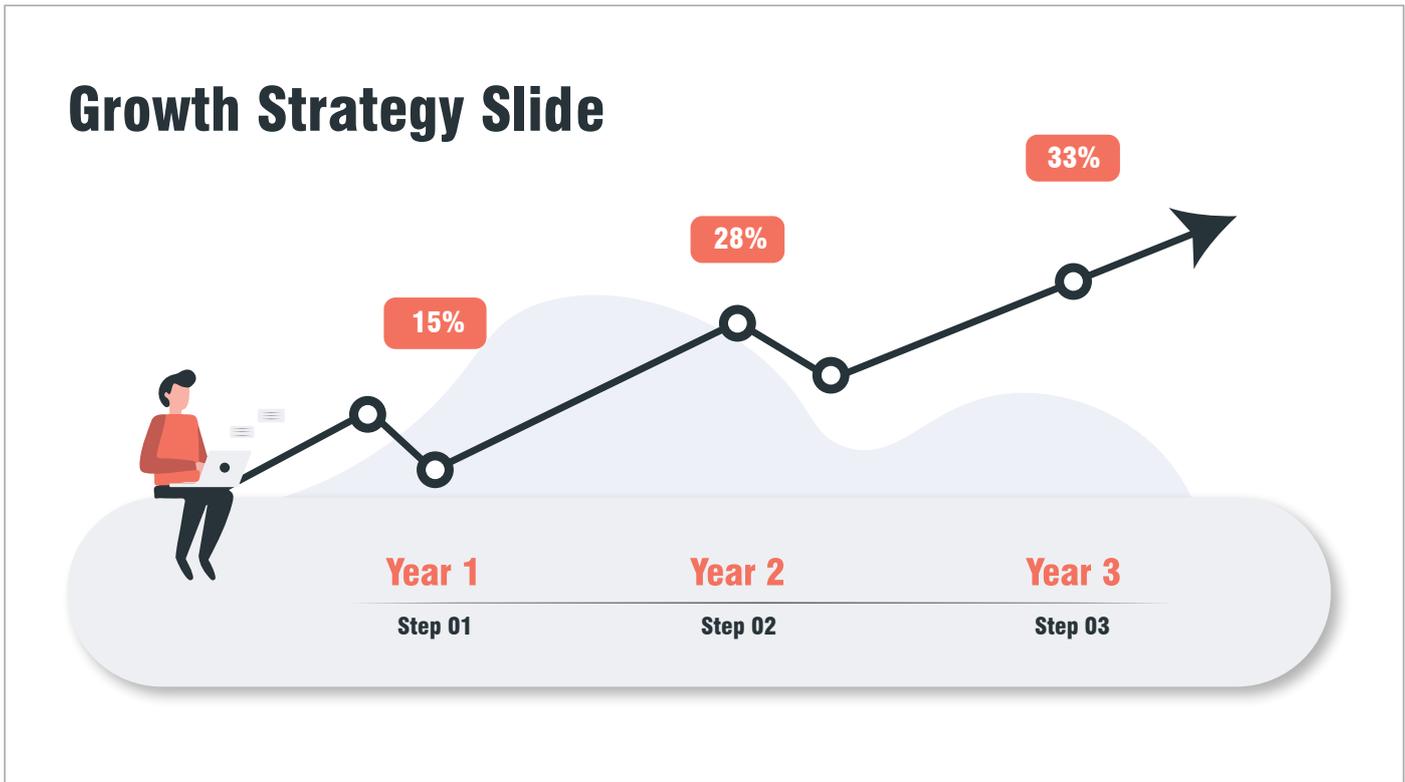
Investors want to invest in assets that would bring them returns. Hence, it is important to show your business's working through this slide.



Tip: A business model not only helps investors but your business as well. Hence, take time to figure out your business model and see what works the best for your business.



7 Growth Strategy Slide



This slide describes how you will achieve your targeted growth. How will you go from where you are now to the place you want to reach?

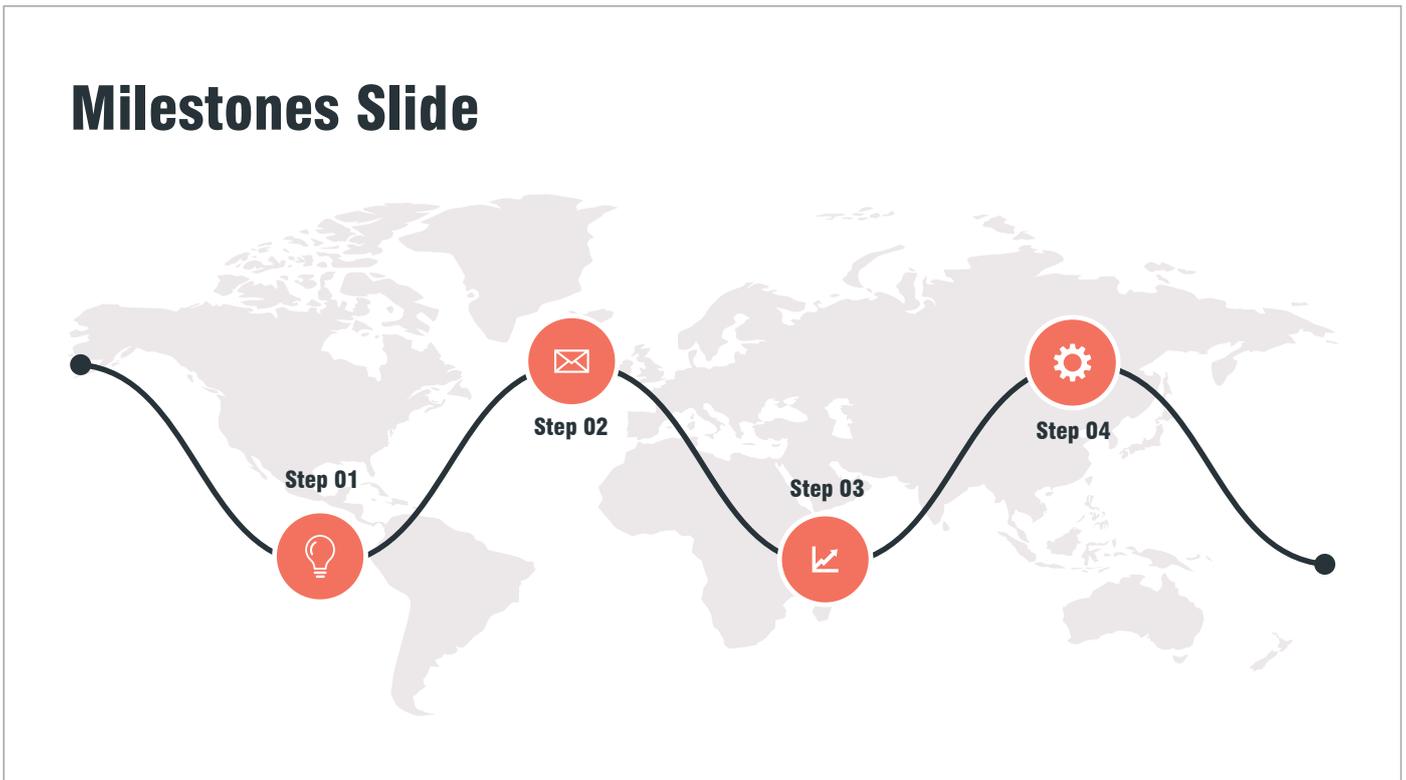
What is your strategy, why do you think it would work, what would you do to acquire customers, what is your message as a brand, and so on.

This slide helps your peers see that you have a solid plan to achieve what you want.



Tip: Highlight all the major points of your strategy and use forecasting tools and charts to explain your point.

8 Milestones Slide



It is always a good practice to break down your business goals into milestones. It makes them look more achievable and also sets down a path for your business journey.

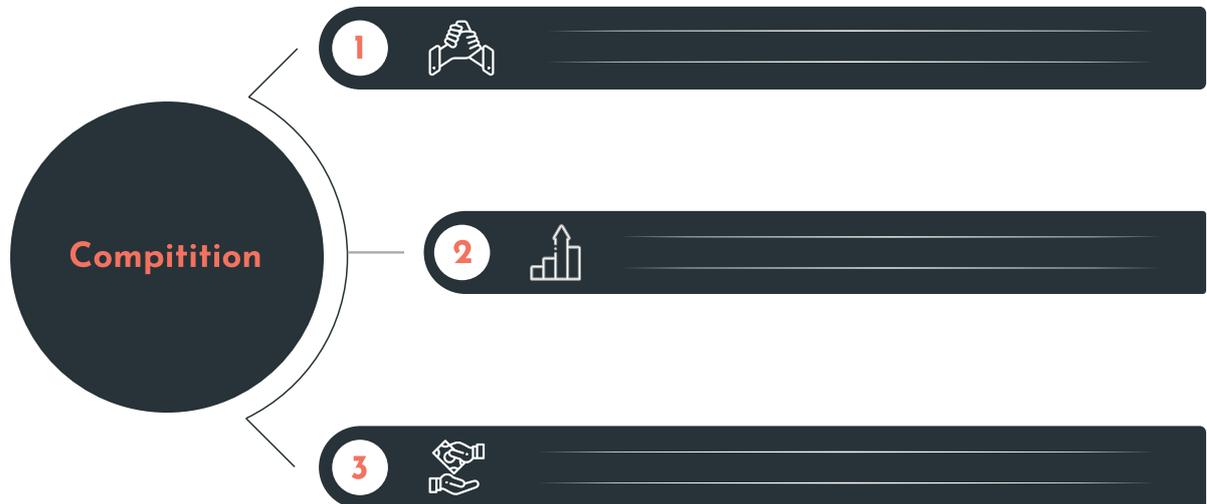
Moreover, highlighting how far you have come with your current resources increases your investor's trust in your business. It also gives you a sense of accomplishment and confidence in how far you have come.

But keep in mind that you also have to explain what business milestone you plan on achieving once you receive the investment.



Tip: Highlight how the investment would increase the scalability of your business and take you one step closer to your business goal.

Competitive Analysis Slide



Through this slide, you'll highlight how your product or service is better than the existing options. Reflect on why and how you'll make a place for your product or service in the market.

Most importantly, refrain from stating that you don't have any competition. It just makes it look like you haven't researched enough. Instead, try to show how your product is better and provide something that the existing products do not.



Tip: Carry out a SWOT analysis and Porter's five forces analysis to write this section better.

10 Marketing Slide

Marketing Slide



This slide consists of your marketing strategy and plan. Your marketing strategy is central to promoting your product, getting customer feedback, and developing and upgrading products as per the feedback.

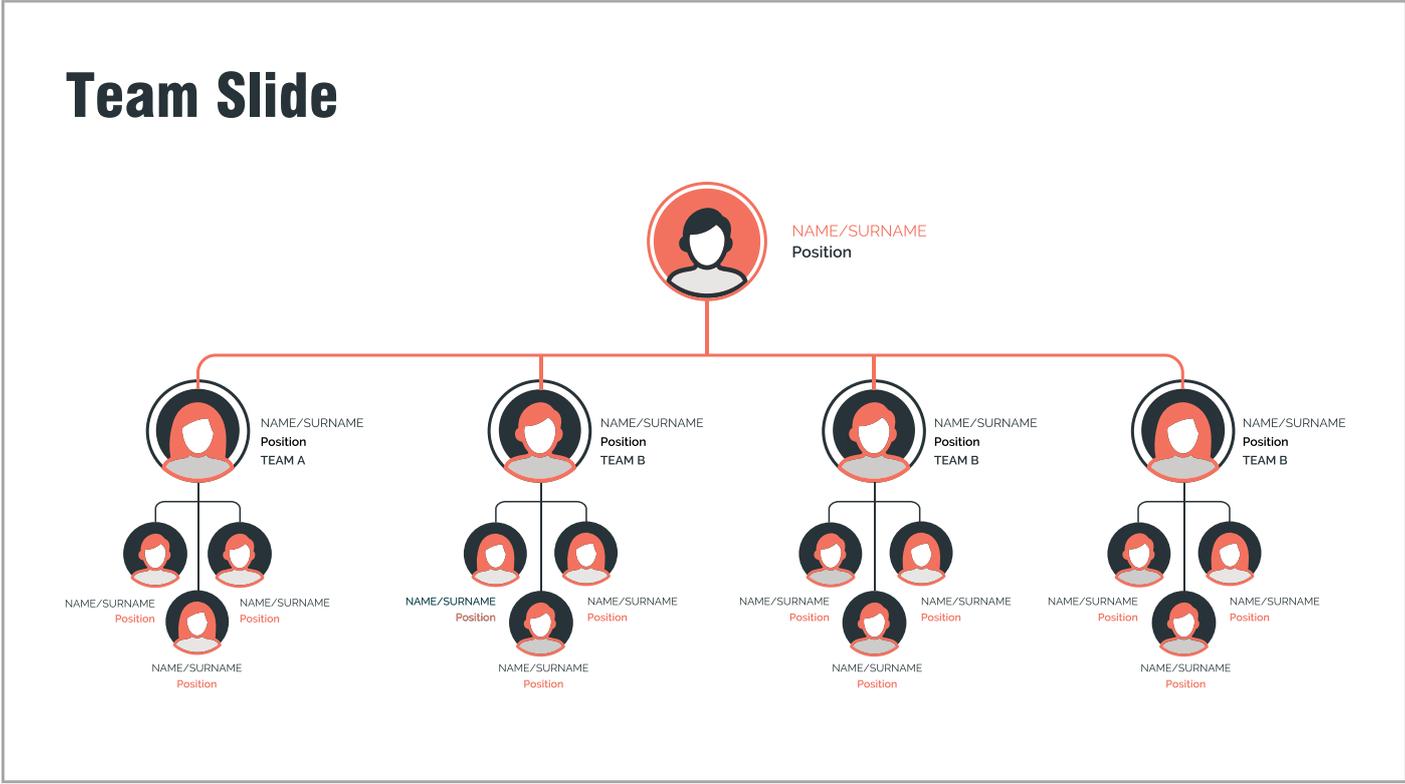
Highlight your business's procedure for doing the same.



Tip: Your marketing plan should have a schedule for surveys and product updates.



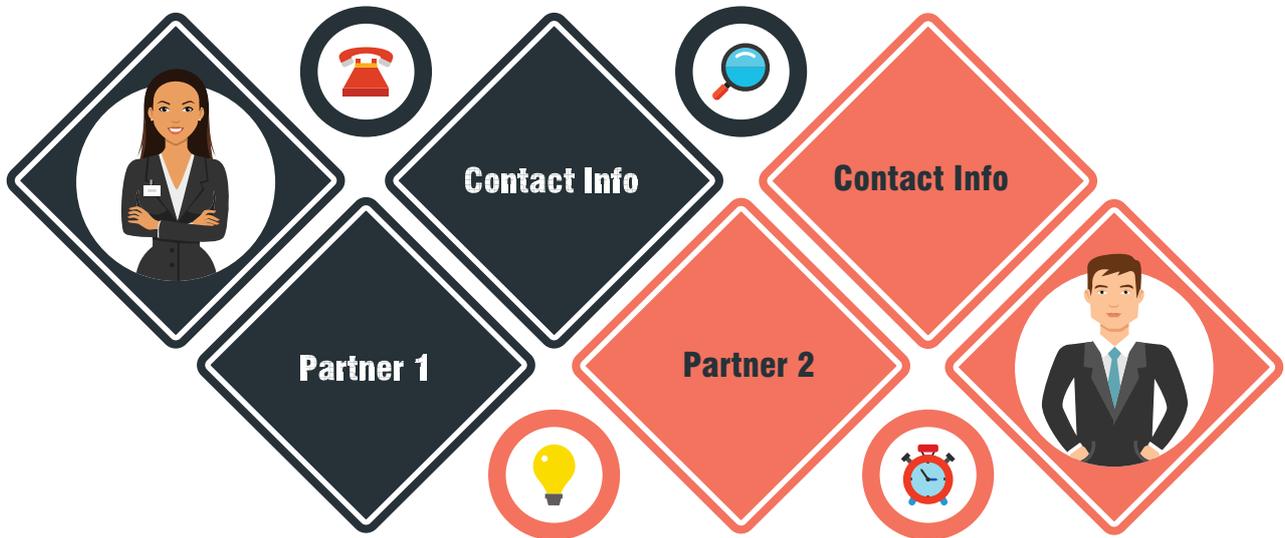
11 Team Slide



This slide would consist of the relevant information about your team like their name, their experience, and their designation to highlight that you have an all-around team to work on the project.

12 Partners and Resources Slide

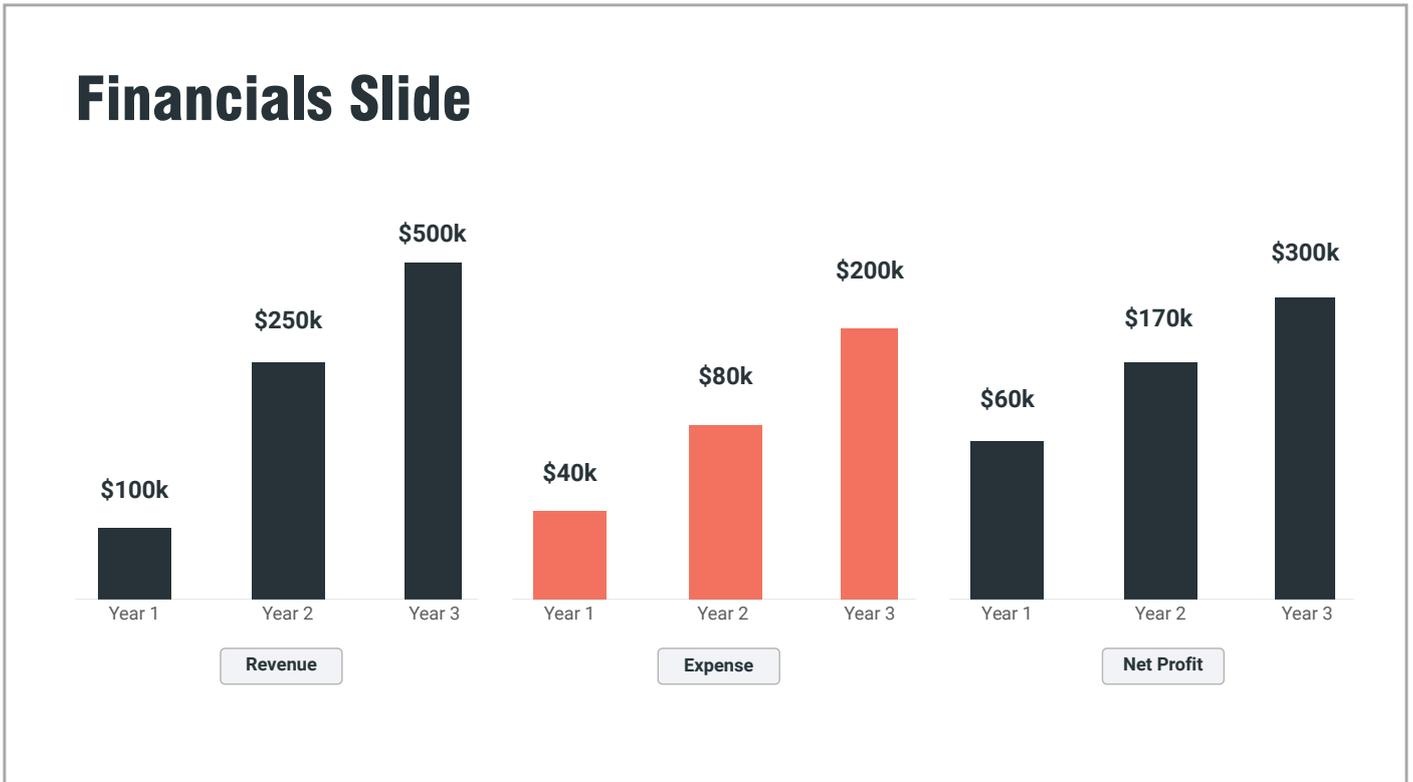
Partners and resources slide



This slide would consist of information about your partners and existing resources. It mainly consists of who your suppliers, distributors, accountants, and lawyers are.



13 Financials Slide



This slide would consist of projections of your business growth in the long term. It consists of your projected sales data, projected profits, and cash flow.

And although it might not be possible to predict the exact metrics, try to be as accurate as possible.

Display realistic long-term and short-term targets so that your investor would have some clue of what to expect and what to not expect out of your business.



Tip: Know the potential of your business and create projections based on it instead of underrating or overestimating your data.

14 Funding Needs

Funding Needs



Now we have finally reached the slide we created the entire presentation for. Here you'll give the amount of funds you'll need and what you'll use it for.

If the investor is going to trust you with a large sum of money, they'll want to know what you'll do with it in the first place.

Apart from that, this slide would also consist of the type of fund you need. Funds are of two types, equity funds, and debt funds. For equity funds, you give a certain amount of your company's share to the investor in exchange for funds.

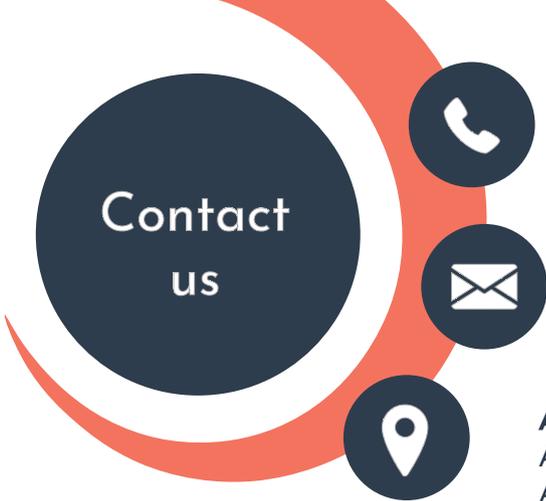
But in the case of debt funding, the funds are given in the form of a loan and have to be returned even if the business does not work.



Tip: Be clear about your financial standing and needs in front of your investor. It is essential to build a partnership of trust.

15 Closing Slide

Closing Slide



Contact
us

Phone
+00 00000-00000

Email
abc@comany-name.com

Address
Address line 1
Address line 2

This is the final slide of your presentation and consists of the next steps. It consists of your company's address, contact details, and how your investor can reach out to you if they are interested in the deal.



Tip: It is always a good practice to carry hard copies of your pitch deck in case your investor wants to take a look once again.

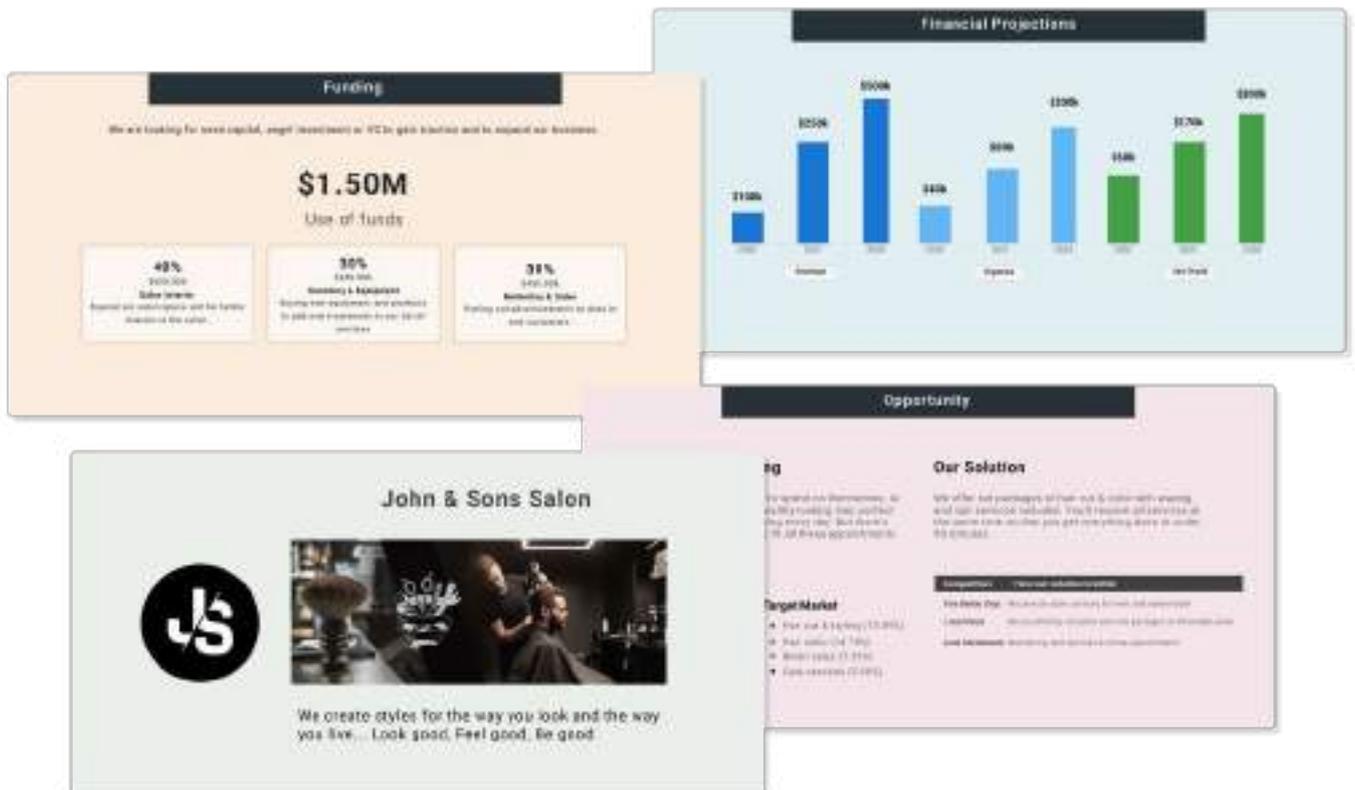


Why Does The Structure of Your Pitch Matter?

The structure of your pitch is as important as the content in it. The correct placement of logos, the right colors, and formatting is essential for your pitch to look neat and professional.

So, if you want to create impressive pitch decks that grab people's attention then Upmetrics can help you.

So, what are you waiting for!



Start Creating Your Pitch Deck today!

Sign up for Upmetrics now!



Conclusion

Now although the above tips can help you in creating a pitch deck you would never know what works and what does not, until and unless you put yourself out there and start pitching your business.

Putting yourself and your idea in front of people to be judged takes a lot of courage. But at the same time, it is the first step towards building something.

And if you are ready to start with it, congratulations! you have taken a big leap towards turning your business idea into a reality.

Keep all the tips in mind and go ahead and start creating an impressive business pitch. Your business idea deserves to be heard, a business pitch can help you with just that.