DU, WIR & UNSER NETZWERK

SO GEHT GRÜNDEN!

#30jahrebpw

BPW 2025

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BPW 2025

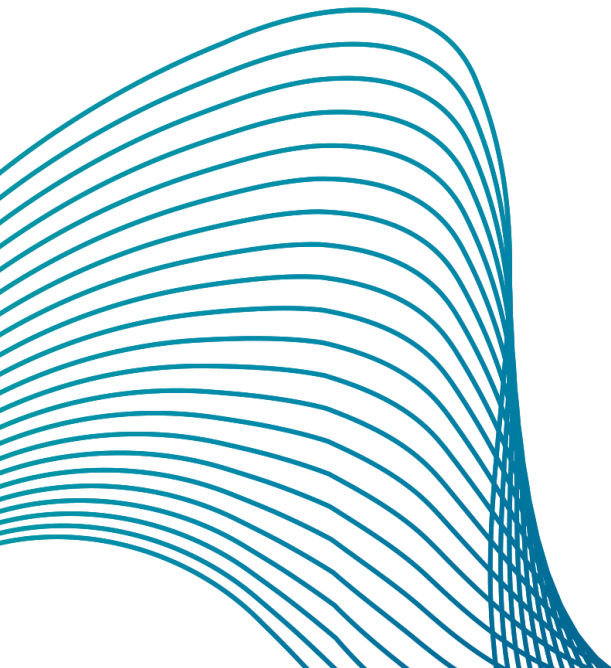## Seminarprogramm Brandenburg

Workshop

Pitch Deck

Structure. Design. Delivery.

Workshop Pitch Deck Gestaltung
by Ole Korn

Potsdam, 17.02.2025

Ole Korn

Innovation Manager & Pitch Coach

About

"Where some see differences, I see a diversity of perspectives to learn from."

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Agenda

Sidenote

Gender Equality

For reasons of better readability, the language forms male, female and diverse (m/f/d) are not used simultaneously. All references to persons apply equally to all genders.

#1

Definitions

Pitch

Presentation of your startup, your business idea in front of someone.

Pitch Deck

Tool that explains the most important questions about your startup to the investor, customer, etc.

Goals

Acquire/win investors, prizes, customers, partners

Types

Elevator Pitch

Sales/Customer Pitch

Investors Pitch

Types

Elevator Pitch

Sales/Customer Pitch

Investors Pitch

A short oral presentation of your startup/idea, lasting no longer than 60 seconds, with the aim of arousing the investor's interest.

Attention
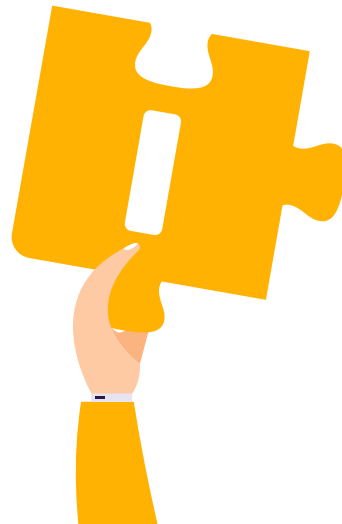
Create attention

A

Interest

Awaken interest

I

Desire

Trigger desire

D

Action

Request action

A

Attention

" Hi, my name is Lisa and I am one of the founders of Good2Know. "

Interest

"Good2Know is an app that lets you get push notifications to your smartphone whenever something interesting happens nearby. "

Desire

" We just launched the first version of the app in the Appstore and already have over 15,000 downloads in the first two weeks. "

Action

"We are self-funded so far and are currently raising an angel round of €150,000. We think you could help us a lot with your experience in Big Data! "

© Slidefactory

Types

Elevator Pitch

Sales/Customer Pitch

Investors Pitch

A good sales pitch is <mark>specifically designed</mark> for a <mark>single customer</mark> or small group of customers.

The sales pitch <mark>focuses on the benefits of the product</mark> for the customer.

Types

Elevator Pitch

Sales/Customer Pitch

Investors Pitch

The investor pitch explains the business model of your startup and answers the most important questions that investors might have about your startup.

#2

Structure

Investors Pitch Deck

Vision

One-liner summary - combines your product and the mission of your company...

Our Company <company name> **is developing** <product or service offering> **to help** <target customer> **with** <defined problem> **by** <unique solution>.

Vision

One-liner summary - combines your product and the mission of your company…

Our Company <company name> **is developing** <product or service offering> **to help** <target customer> **with** <defined problem> **by** <unique solution>.

Attention grabber - keep it short, relatable and memorable

We are AirBnB for Event Spaces.

Vision

Problem

Starting with the problem creates empathy in the audience.

Be as specific as possible and don´t start with the origin of the problem.

There may be many problems you're solving for, but try to focus on the three most relevant ones.

Vision

Problem

Solution

How can the problem be solved?

Similar to the problem slide, you want to summarize your solution in (ideally) three or less points.

There should be an overlap between the problems and the solution approaches.

Vision

Problem

Solution

Product

Investors naturally want to see the demo of your product (MVP), because a demo is worth a thousand words.

… building hardware, show a prototype.
If you are … developing software, show mockups.
… offer a service, show the process chain.

Highlight the most relevant features!

Vision

Problem

Solution

Product

Market

Define Your Market: What business/space are you in?

Total Market Size: Your Place/Niche (TAM SAM SOM)

Customers: Clearly define exactly who you serve.

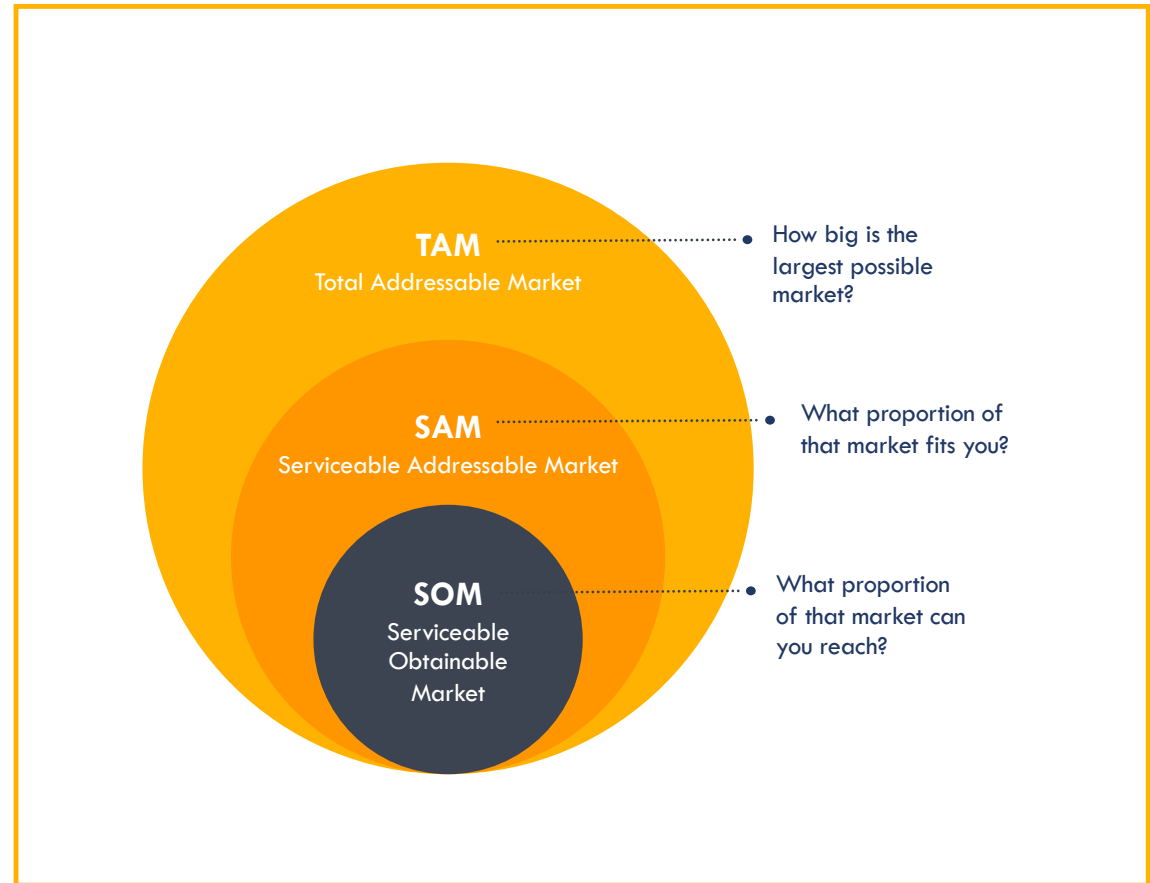Size up the accessible market, and do the calculation bottom up.

Vision

Problem

Solution

Product

Market

TAM
Total Addressable Market

How big is the largest possible market?

SAM
Serviceable Addressable Market

What proportion of that market fits you?

SOM
Serviceable Obtainable Market

What proportion of that market can you reach?

Vision

Problem

Solution

Product

Market

Business Model

The main goal of any start-up is to find a business model that is profitable and sustainable.

Summarize up here how you intend on making money. How are you planning to acquire and charge your customers?

This question combines not just pricing, but strategy and tactics as well.

Vision

Problem

Solution

Product

Market

Business Model

Competitors

Identifying competitors shows that you have carefully analyzed the market.

It also underpins the investor that there really is a market for your business.

Who are the competitors, why have they succeeded, and how do you truly differentiate from them?

Vision

Problem

Solution

Product

Market

Business Model

Competitors

	Your Company Logo	Competitor Logo	Competitor Logo	Competitor Logo
Feature 1	✔	✔	✘	✔
Feature 2	✔	✘	✘	✘
Feature 3	✔	✔	✘	✘
Feature 4	✔	✘	✔	✘
Feature 5	✔	✘	✘	✔

Vision

Problem

Solution

Product

Market

Business Model

Competitors

USP/Impact

USP = Unique Selling Proposition/Point

This is your chance to not only communicate how well you know the other players in your space, but how your company stands out as a leader.

Timing is everything, and really understanding why now is the time for your company to win is important.

Vision

Problem

Solution

Product

Market

Business Model

Competitors

USP/Impact

Financial Road

Include 3-5 years of financial projections.

Mention key & critical assumptions in your model:
Total Revenue, EBIT, Break Even, ...

Vision

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Product

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Business Model

Competitors

USP/Impact

Financial Road

Traction

Investors will always feel more secure when they invest money in a company that can already demonstrate success.

Traction ≈ Indicators that show your startup is performing as promised.

Different indicators are important to different investors. Try to target in on what yours are asking to hear about.

Vision

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USP/Impact

Financial Road

Traction

Increasing customer and sales figures

Active user behavior (monthly unique visitors)

Positive customer feedback (Appstore, Rating portals e.g. Trustpilot)

Logos of your most important and well-known customers/partners

Awards received and Competitions won

Press releases

Vision

Problem

Solution

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Competitors

USP/Impact

Financial Road

Traction

Team

The founding team represents one of the most important success factors for a startup

Show photos of yourself with the most important hard and soft skills that fits your company (Founder-Market-Fit)

Listing of the most important partners and advisors

Vision

Problem

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USP/Impact

Financial Road

Traction

Team

Roadmap

Present the milestones reached so far to underline the achievements your startup has already made.

Additionally show the planned development and the most important milestones for the next 1-5 years (time period depends on the degree of speculation).

Make them understand you are working toward a plan.

Vision

Problem

Solution

Product

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Business Model

Competitors

USP/Impact

Financial Road

Traction

Team

Roadmap

Call to Action

What do you need (money, network, know-how, …)? And for what do you need it? Make clear what you want, but be as specific as you can!

What are your key use of proceeds (as % of total raise)
- Sales & Marketing
- New hires
- Technology / Product or Service development
- Capital expenses / Equipment
- (Founder salaries)

Vision

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Roadmap

Call to Action

Contact

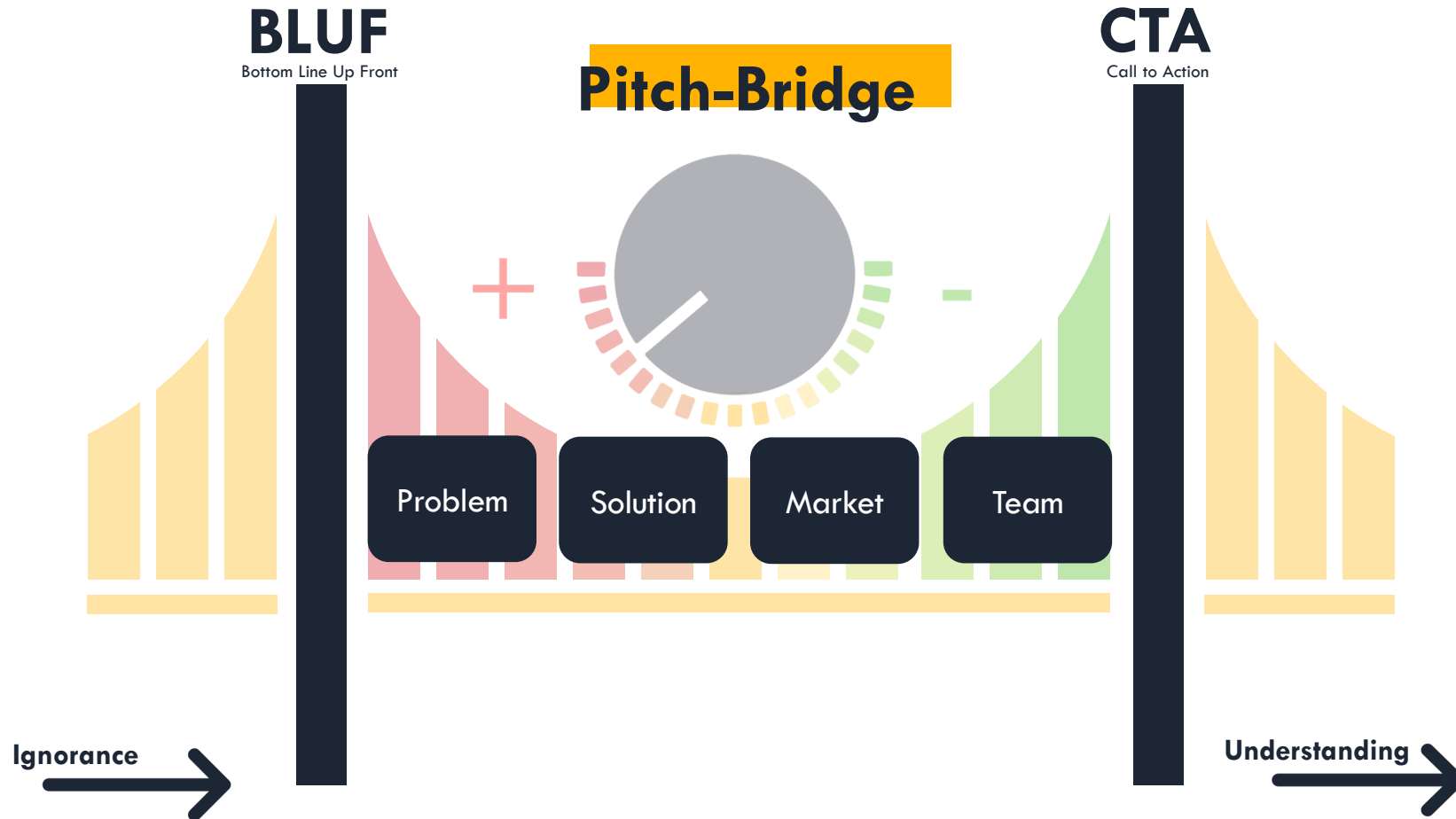Show your contact information (name, title, email address, website, phone number, ...).

BLUF
Bottom Line Up Front

Pitch-Bridge

CTA
Call to Action

Problem   Solution   Market   Team

Ignorance

Understanding

© Photo: GQ-Magazin (Link: https://cutt.ly/eAcpVPB)

© Christoph Raethke

#3

Slide Design

Presentation tools
Find the right tools for you

Visualization
Use graphs and diagrams and as less text as possible

No Bullet Point Lists?
Bullet point should be avoided. Keywords with icons

One idea per Slide
Maximum 25 words per Slide.

10 - 15 Slides?
Investors often only fly over the deck. A short deck increases the chance that the investor will read it completely.

Formatted as PDF?
This prevents subsequent changes from being made. A PDF can also be displayed on all devices.

Suitable Design?
The design changes with the type of presentation

Deck in English?
A version in German is usually not necessary.

Language/Wording
Use simple language and less jargong

No careless mistakes?
In the end there should be no more mistakes in the pitch deck.

#4

Speech Delivery

Wording

Body Language

Voice

Wording

Body Language

Voice

No awesomeness bragging
Are you doing something that is absolutely amazing? Great, but stop bragging and start sharing.

Be precise and easy on your words
Use simple language that anyone who is not from your field of expertise can understand.

No buzzword bingo
Overused buzzwords rarely help explain your ideas to investors.

Write a script
A script helps you not to forget anything but also to stay in time.

Wording

Body Language

Voice

Fear is perfectly normal

Do not get obsessed with being perfect since it will bring you nowhere.

Surviving zero feedback

Give your best for that moment and believe in yourself.

Authenticity through body language

Only those who are positive about their content can present convincingly.

Authenticity through body language

Only those who are positive about their content can present convincingly.

1 Love your hands

2 Be alive and look into the camera

3 Move conscious and bold

4 Don´t just smile the bloody time

Wording

Body Language

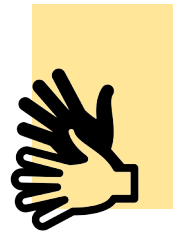**Voice**

Personality

The voice is the instrument that creates credibility.

Silence is better than bullsh*t

Take your most important statements and wrap them in silence.

Spoken Grammar

Spoken grammar is the grammar of everyday interaction. It is informal and natural.

Don´t use only one tone of voice

We use the raising and lowering of our voice to give greater meaning to certain statements.

Your voice by design

Find the right tools for you

#5

Feedback

Love the Q&A
If you don't get questions then your pitch fell flat and nobody is interested.

Now it's time to shine
Investors want to fund people with deep domain expertise, massive vision, and passion

Get your own feedback
Use the Q&A time to ask your questions to the investors as well.

Create your own list of questions
Collect every question you have ever been asked about your idea and have a suitable answer in mind.

Hard questions aren't offense
No feedback is bad unless it is not serious.

BPW 2025
Deine Idee | Dein Konzept | Dein Unternehmen

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Förderer

Kofinanziert von der Europäischen Union

BERLIN

Senatsverwaltung
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LAND BRANDENBURG

Der Businessplan-Wettbewerb Berlin-Brandenburg wird gemeinsam durch die Senatsverwaltung für Wirtschaft, Energie und Betriebe des Landes Berlin und durch das Ministerium für Wirtschaft, Arbeit, Energie und Klimaschutz des Landes Brandenburg unterstützt sowie aus Mitteln der Europäischen Union kofinanziert.

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