



# **Sprout Pitch Deck Strategy**

Our Approach to Pitch Deck Development

# Our Process



# Our Process

## Phase 0: Immersion

Every pitch deck starts by understanding the problem a client is attempting to solve. In order to immerse ourselves in the client's vision of a particular product or project solution, we first allow a client to pitch their ideas to us, as it currently stands. We then evaluate the situation and determine the best course of action.



# Our Process

## Phase 1: Examine

After the initial immersion we examine what touch points are lacking, need revisions, or definition. We take a general audit of all creative and informative assets produced to-date such as, branding, messaging, competitive research, financials, go-to-market strategies, etc. We then map out all of these components onto a general pitch deck structure or flow charts to determine what areas are missing, need revision, or require asset generation.



# Our Process

## Phase 2: Explore

Every pitch deck needs a voice, whether that be visual or in the messaging. We use this phase to explore and define the customized look, feel, and tone of the pitch. Whether it's developing an identity (even if it's temporary), a tagline, product renderings, or infographics for financials, we will explore various directions to fill in the areas of the deck that are required. These assets are key to excite and inspire the audience, while providing a sense of legitimacy to the pitch.



# Our Process

## Phase 3: Expand

Once the look, feel, and tone of the pitch deck are established, we work with the client to expand this aesthetic throughout the deck. We continue to refine the visuals during this process as well as solidify the pitch conversation/story.



# Our Process

## Phase 4: Evaluate

As the general asset creation and application continues we can evaluate more precisely which key elements may still be required to complete the deck. Some of these elements such as financial or revenue forecasts may not be ready yet. Since every pitch deck differs based on the project and timing, we will work with a client to solidify the areas that have assets, and create placeholder layouts for areas that need more content.



# Our Process

## Phase 5: Execute

At this point, we work with client to tighten up any remaining visuals, messaging, and financials. We will walk the client through the presentation as if we are pitching them. We also walk them through the technical aspects of updating the deck. In the end, the client should be confident in the software used to present and empowered to make revisions on their own.





# General Considerations



# KEY CONSIDERATIONS

## Timing

- The average pitch deck time should range from 3–5 minutes.
- The longer the pitch, the more likely investors will checkout.
- Shorter pitches can appear more confident, but should NOT be vague.

## Visual Content

- Every pitch deck should have a good balance of quality imagery, infographics and text.
- In the case of the deck being shared without a formal presentation, it should be skim-able with a seamless content flow.

## Inspiration

- The main goal of any pitch deck is to inspire.
- Investors should be able to envision and dream big.
- Fullfill the perception of: the bigger the problem, the bigger the market, the bigger the return.



# KEY TARGET AUDIENCES

## **Venture Capital**

Invests with money pooled from investment companies, large corporations, and pension funds.

## **Angel Investors**

An individual — uses their own money.

## **Private Equity**

Invests when a company has gone beyond generating revenue and developed profitable margins, stable cash flow, and can service a significant amount of debt.



# VENTURE CAPITAL

## **Consider A**

Often requires a controlling interest in your startup, effectively removing a founder from full leadership.

## **Consider B**

Will invest in either small startups or more established companies depending on growth potential

## **Consider C**

Will invest large amounts of money (millions)  
ROI of 25–35%

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## **Consider D**

Often does not require repayment if the venture fails.

## **Consider E**

Might require that a Board of Directors be established and give them a seat on it after investing.

## **Consider F**

They can provide ample knowledge and connections — other investors, industry leaders, helpful third parties



# ANGEL INVESTOR

## **Consider A**

More likely to invest in startups — they take more risks than Venture Capitalists

## **Consider B**

Not obliged to offer advice; Their level of involvement depends on the wishes of the company and the angel's own inclinations.

## **Consider C**

Will typically invest in the thousands  
ROI of 20–25%

---

## **Consider D**

Typically don't require repayment if the startup fails

## **Consider E**

Requires a large stake in a startup, which means the founders have less control over managing the business.



# PRIVATE EQUITY

## **Consider A**

Invests a wide range  
(between millions and billions)

## **Consider B**

Usually only interested in  
the lowest level of risk.

## **Consider C**

Typically invest equity, but also  
borrow a significant amount of  
money to enhance their levered  
rate of return (internal rate of  
return IRR).

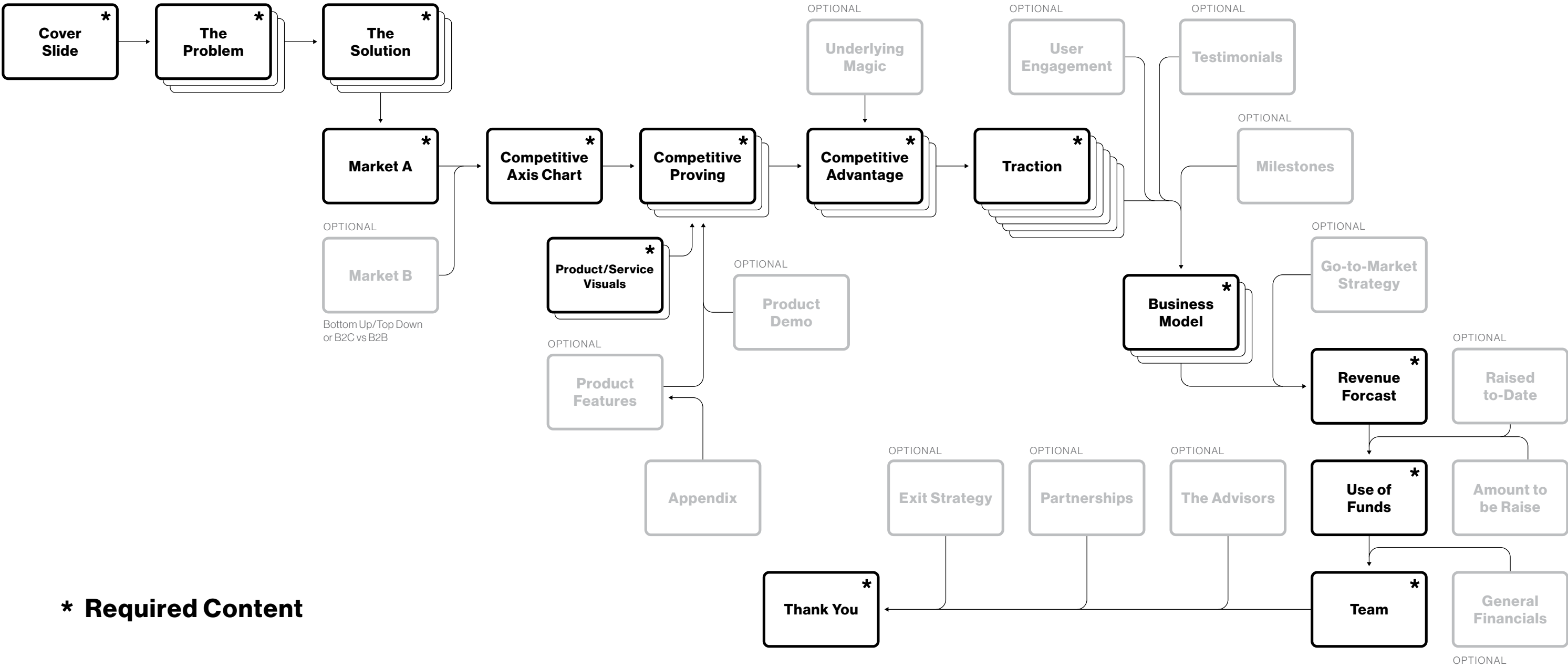
They may undertake a  
transaction known as a  
leveraged buyout LBO where  
they maximize the amount of  
debt they can use in the deal.

## **Consider D**

They look at key financial  
metrics, including EBITDA  
(Earnings Before Interest,  
Taxes, Depreciation, and  
Amortization), cash flow, free cash  
flow, and, ultimately, what IRR  
they believe they can achieve.



# General Pitch Deck Structure



# Basic Required Content





# The Cover Slide

The cover slide is pretty straight forward, but it also needs some thoughtfulness in art direction. There's only one opportunity for a first impression, and it could remain on screen for a while prior to starting the presentation.

- It can contain a large, broad summary image of a company's type of business, or goals
- **Other features:**
  - Name of presenter, title
  - Logo
  - Tagline
  - Date of presentation
  - Copyright
  - Name of audience (optional)

EXAMPLE



# The Problem

This is the first statement about a particular problem or set of problems that exist within a current or future market. Everything after this slide is structured to address and resolve this problem. This statement is THE reason a pitch deck exists.

- This statement can be a single slide or a series of slides, depending on the complexity of the problem.
- The problem statement should be relatable.
- It should be simple, concise, and direct.
- Do not harp on or overstate the problem.

## EXAMPLE

*{ the problem }*

**State the Problem to be Solved**  
SUPPORTING SUBHEAD ABOUT THE PROBLEM


Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
 sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
 Ut enim ad minim veniam, quis nostrud exercitation ullamco  
 laboris nisi ut aliquip ex ea commodo consequat.

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*{ the problem }*

**Secondary Slide Title to Expand Upon the Problem**

Lorem ipsum dolor sit amet, consectetur adipiscing  
 elit, sed do eiusmod tempor incididunt ut labore et  
 dolore magna aliqua. Ut enim ad minim veniam,  
 quis nostrud exercitation ullamco laboris nisi ut  
 aliquip ex ea commodo consequat.



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# The Solution

The Solution Statement acts as an introduction to what a company is currently doing or plans to do in order to resolve the prior Problem Statement.

- This can be a single paragraph or statement about what a company is doing, but also HOW a company is tackling a problem.
- This begins at a very top-level (34,000 ft) view, followed by specifics.
- The Solution section is often communicated over a series of slides, but only if needed.
- It's important to remember not to overwhelm the audience with details.

## EXAMPLE

The example shows four slides illustrating different ways to present the solution. Each slide includes a placeholder for the solution statement, a lead-in subhead, a main title, and a list of features or pillars.

- Slide 1:** Features a lead-in subhead "LEAD-IN SUBHEAD FOR SOLUTION" and a main title "Title to Introduce the Solution". It includes a paragraph of placeholder text.
- Slide 2:** Features a main title "How this Project/Product Broadly Addresses the Solution" and a paragraph of placeholder text. It includes four placeholder boxes for images or graphics.
- Slide 3:** Features a main title "Additional Solution Features" and a list of three bullet points. It includes two placeholder boxes for images or graphics.
- Slide 4:** Features three main titles "FEATURE PILLER A", "FEATURE PILLER B", and "FEATURE PILLER C", each with a short paragraph of placeholder text. It includes three placeholder boxes for images or graphics.



# Market (A)

Every pitch deck needs a breakdown of a key market. This might be accompanied or followed by additional markets.

- Articulate the market size or share, because this is going to dictate the amount of return.
- Provide a demographic breakdown.
- It's important to showcase market growth, but not at its peak — investors want to ride the wave with the company.
- The investor takeaway from this slide is reassurance against angst.

## EXAMPLE

*{the market}*

DIRECT TO CONSUMER MARKET

### Title to Introduce B2C Market

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit.

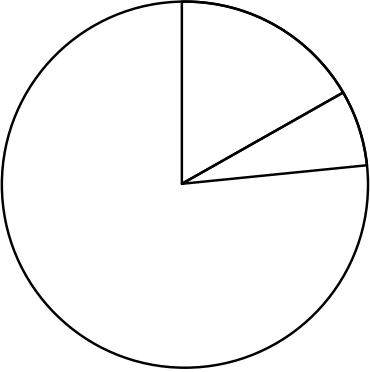
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*{the market}*

**B2C SUB-MARKET A**  
Comparative fact about Market A would go here.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**B2C SUB-MARKET B**  
Comparative fact about Market B would go here.  
Lorem ipsum dolor sit amet, consectetur.

**B2C SUB-MARKET C**  
Comparative fact about Market C would go here.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



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# Market (B)

Sometimes markets can vary based on go-to-market strategy.

## 1. Bottom Up

- Start with your product to build an audience.
- Evaluate market based on scalability.

## 2. Top Down

- Based on the total share of an existing market.
- Consider a tweak to a pre-existing product/market.
- Value is dictated by current market size, the percentage of the market the new product pulls from.

## OR

- Business-to-Consumer VS Business-to-Business.

### EXAMPLE

*{the market}*

BUSINESS TO BUSINESS MARKET  
**Title to Introduce B2B Market**

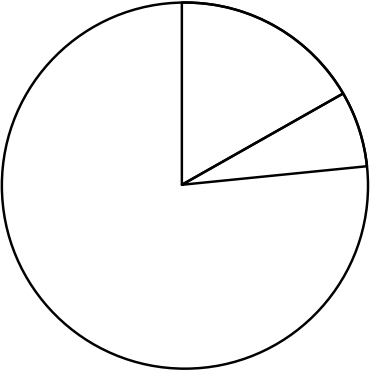
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*{the market}*

**B2B SUB-MARKET A**  
Comparative fact about Market A would go here.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**B2B SUB-MARKET B**  
Comparative fact about Market B would go here.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



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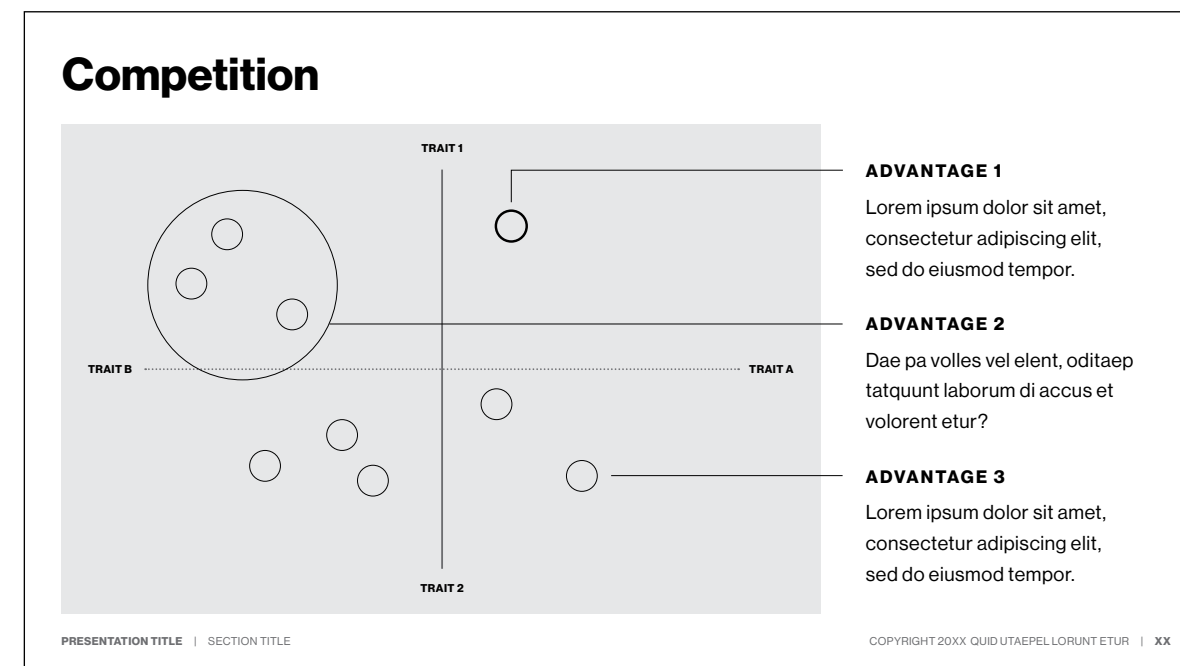
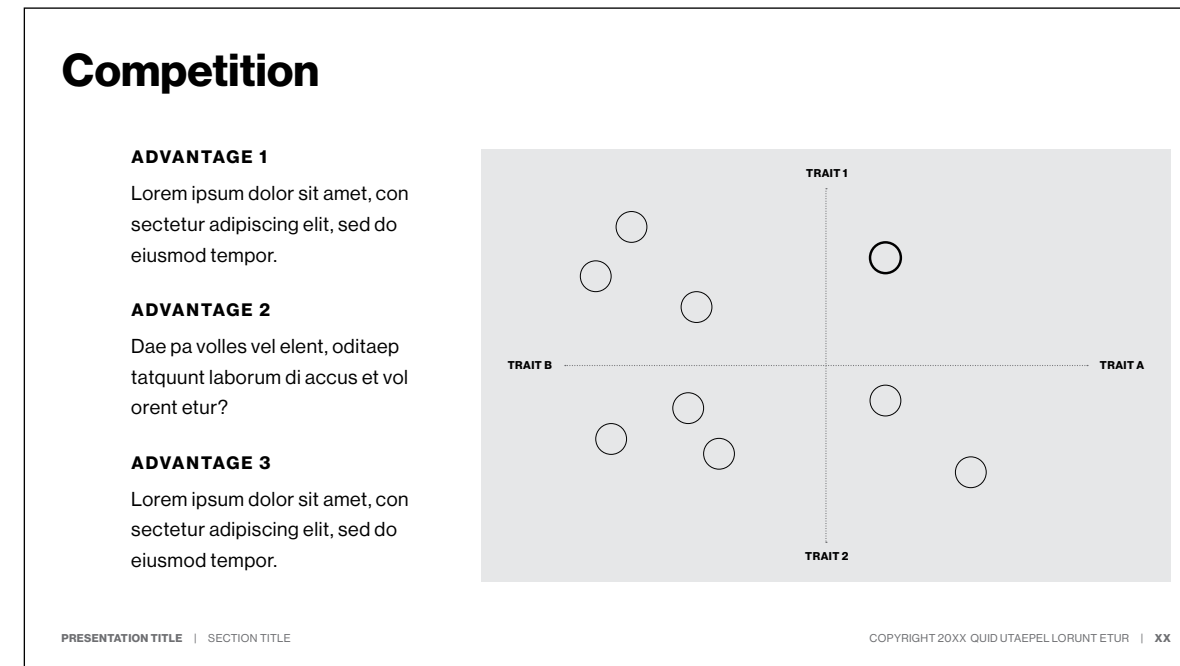


# Competition

When outlining the competition, what's really being outlined are the differentiating factors. This is key to proving how unique and creative the solution is to the problem.

- An axis chart is a common approach to plot a company's comparative placement within a group of competitors.
- It is important to double check that no competitor is missing. Investors can easily call out a competitor not mentioned or considered.
- Follow an axis chart with a clear list of key advantages over competitive products.
- Button up all featured advantages and make sure all bases are covered. Do not give investors any opportunity to punch holes in a competitive argument.
- If the pitch is regarding a tangible product, it's best to have samples if possible. Otherwise, visuals should be as tangible or realistic as possible.

## EXAMPLE



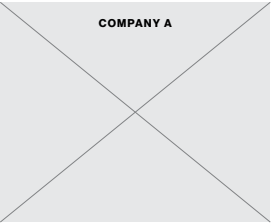
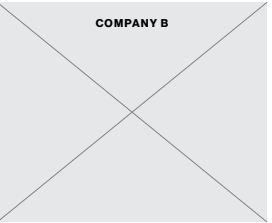
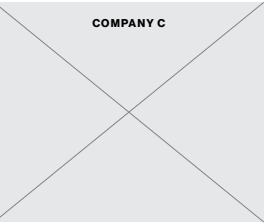
# Competitive Proving

Simply outlining the competitive landscaping isn't as convincing as one might think. It helps to prove out the competitive advantage by viewing the company through the lens of a consumer/user.

- How would they describe the business, products, or service?
- What would convince them to be a consumer/user and why?
- What about the business, product, or services makes them think it's ahead of the curve?
- Provide quantitative/qualitative data to prove legitimacy.

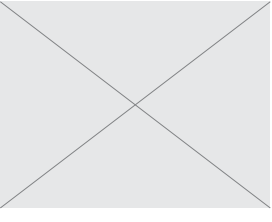
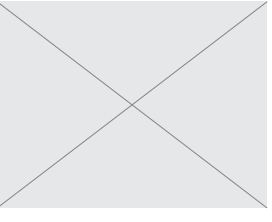
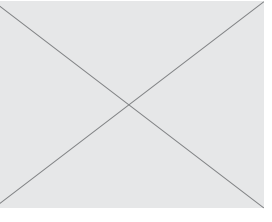
EXAMPLE

**Competitive Proving**

 <p>COMPANY A</p>	 <p>COMPANY B</p>	 <p>COMPANY C</p>
<p><b>ADVANTAGE A</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.</p>	<p><b>ADVANTAGE B</b></p> <p>Ut enim ad minim veniam, quis nostrud exercitation ulla mco laboris nisi ut aliquip ex ea commodo.</p>	<p><b>ADVANTAGE C</b></p> <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur minim veniam.</p>

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**Competitive Proving**

 <p>User A</p>	 <p>User B</p>	 <p>User C</p>
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.</p>	<p>Ut enim ad minim veniam, quis nostrud exercitation ulla mco laboris nisi ut aliquip ex ea commodo.</p>	<p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur minim veniam.</p>

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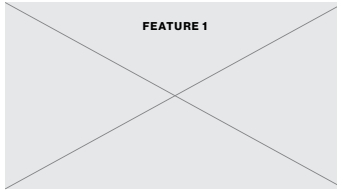
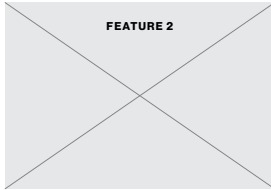
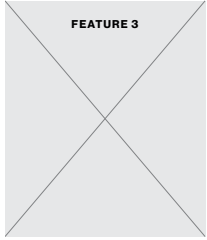
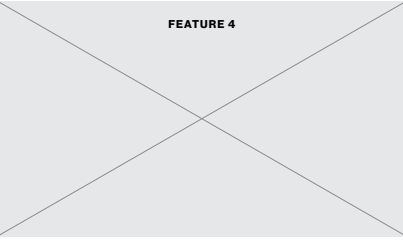
# Product/Service Features

If there is an opportunity to showcase the product or service features, this would be a good place to cover those. However this is optional and could reside in an appendix.

- It's important to keep it simple, and should be limited to key features.
- Features should be driven by the solutions statement.
- Be aware the more details that are shared, the door is opened for pitfalls and more investor scrutiny.
- If a tangible product is at hand, and if the presentation is live, ideally a product demonstration would be covered here as well.

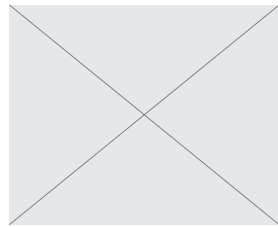
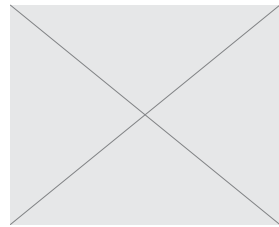
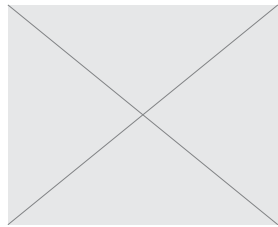
EXAMPLE

**Product Features**

<b>FEATURE 1</b>	Dae pa volles vel elent, oditaep tatquunt laborum di accus et volorent etur?		
<b>FEATURE 2</b>	Dae pa volles vel elent, oditaep tatquunt laborum di accus et volorent etur?		
<b>FEATURE 3</b>	Dae pa volles vel elent, oditaep tatquunt laborum di accus et volorent etur?		
<b>FEATURE 4</b>	Dae pa volles vel elent, oditaep tatquunt laborum di accus et volorent etur?		

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**Product Features**

		
<b>FEATURE A</b>	<b>FEATURE B</b>	<b>FEATURE C</b>
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.	Ut enim ad minim veniam, quis nostrud exercitation ulla mco laboris nisi ut aliquip ex ea commodo.	Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur minim veniam.

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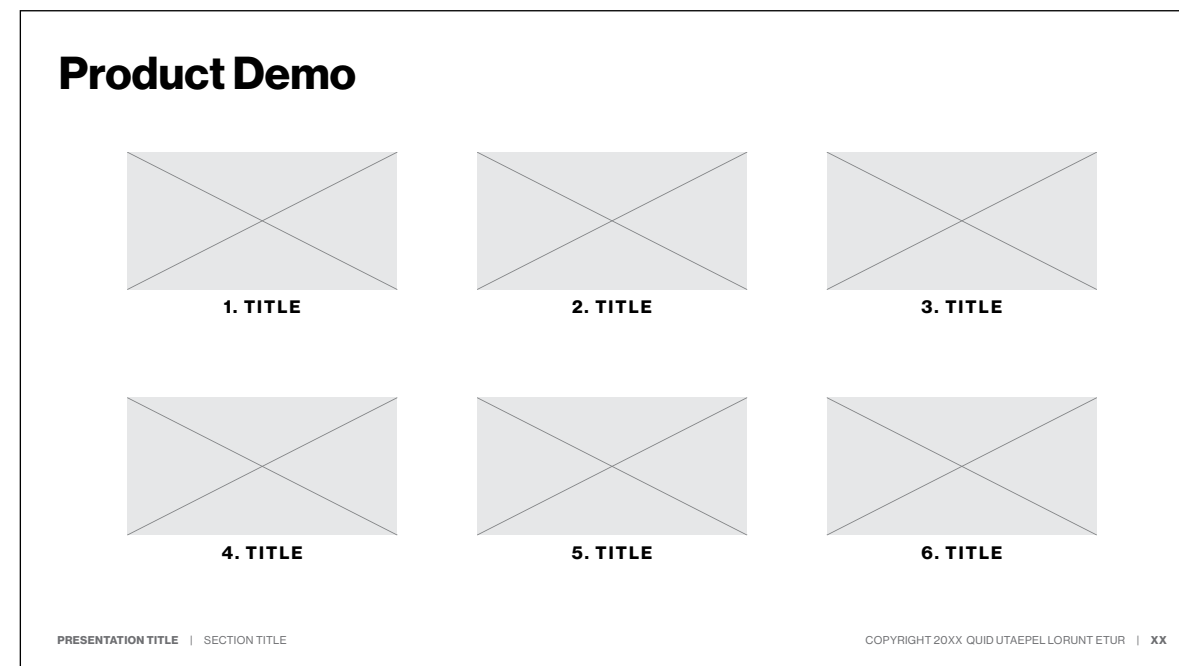


# Product Demo (Optional)

If a product demo is live, it comes at a great risk.

- Consider a video capture or walk through that is controlled or edited, but yet it shouldn't over promise and yet always appear honest.
- Your demonstration should not require anything of your investor i.e. create an account, login, etc.
- It's best to avoid prototypes that only have partial functionality.
- As a closer, consider the ending from the perspective of the investor takeaway: "How will this product will make me rich?".

EXAMPLE



# Traction

Traction is one of the most important components of a pitch deck. At this stage the presenter must show, validate, and verify why there is a significant need for the proposed product within markets that were just defined.

## Proving out Traction requires the following:

- Provide the number of customers that could be on-boarded.
- Add to that the rate of the on-boarding over time.
- Plot the growth and scalability of growth.
- Note the revenue to-date (if any).
- Define retention rates (if applicable).
- Outline a strategy for current and long-term retention management.
- Finally, show tracking against key metrics within that industry — how does the solution compare with competitive products?


## EXAMPLE

### Product Demo

**STEP 1**  
Dae pa volles vel elent, oditaep  
tatquunt laborum di accus et  
volorent etur?

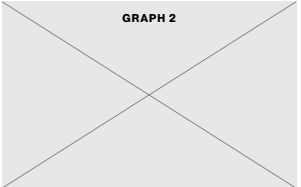
**STEP 2**  
Dae pa volles vel elent, oditaep  
tatquunt laborum di accus et  
volorent etur?

**STEP 3**  
Dae pa volles vel elent, oditaep  
tatquunt laborum di accus et  
volorent etur?



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### Traction

<b>00,000</b> CUSTOMERS ONBOARDED	<b>000</b> RATE OF ONBOARDING OVER TIME	<b>000</b> ESTIMATED GROWTH
<b>\$000,000</b> REVENUE TO DATE	<b>000</b> RETENTION RATES	<b>000</b> COMPETITION
<b>GRAPH 1</b> 	<b>GRAPH 2</b> 	<b>GRAPH 3</b> 

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# Business Model

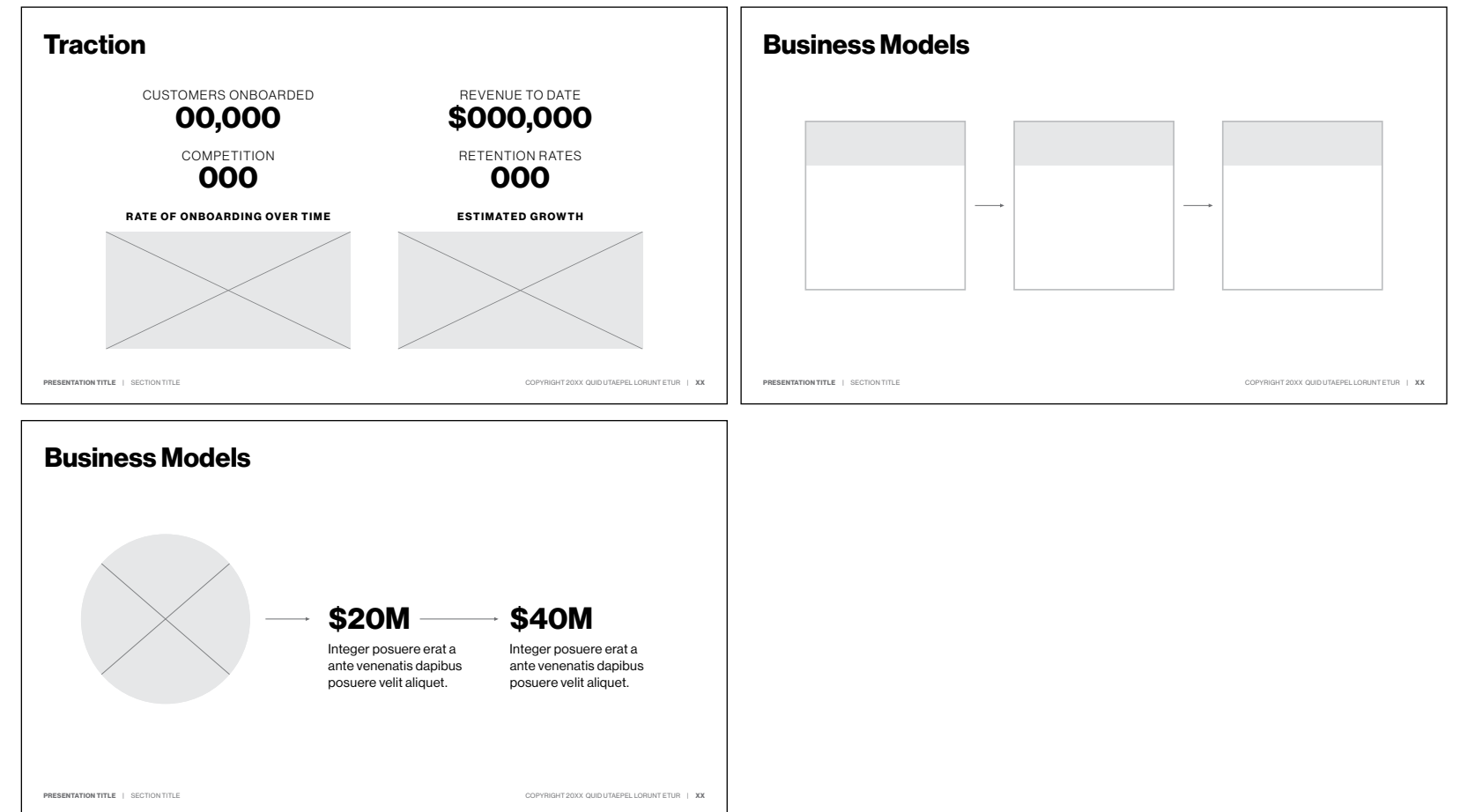
A solid Business Model is one that communicates stability. So the ideal pitch would present a business model that is self-sustaining, repeatable, and eventually scalable.

- Business models are often depicted as an image of a circular strategy — a path that leans on repeatable success.

**In order to do this, the following numbers should be taken into consideration, if applicable:**

- How is the company making money?
- Who is being serviced by the company or the product?
- How much are you charging for said product?
- If investors put in X, what is the Y they'll get in return?

EXAMPLE

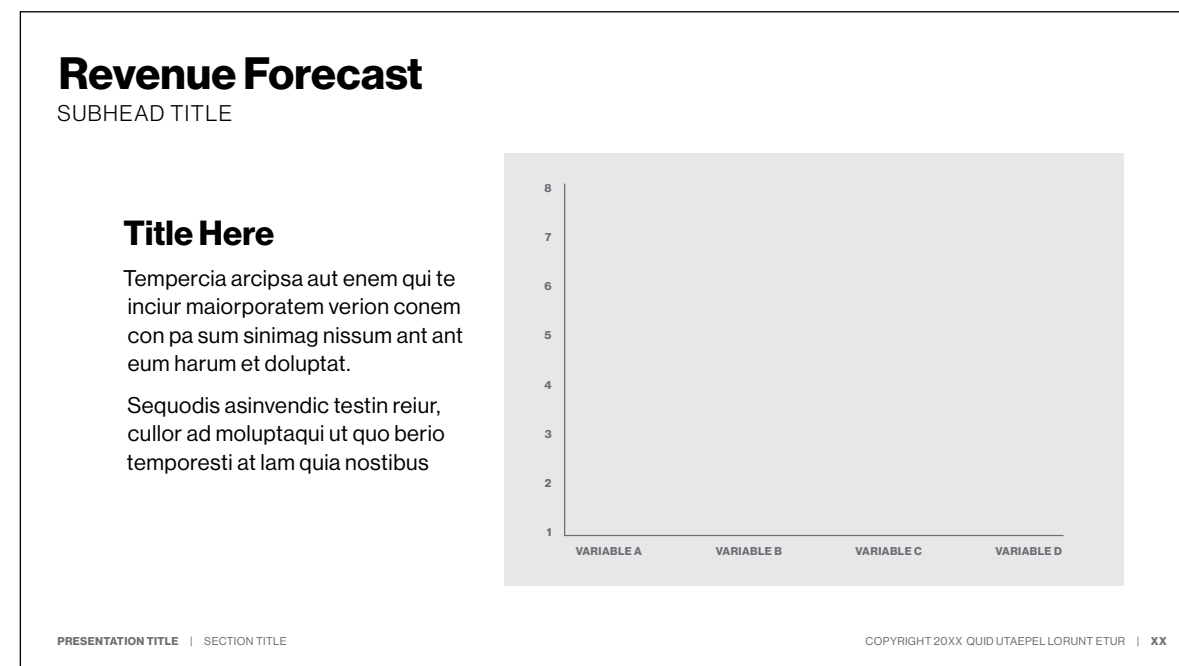
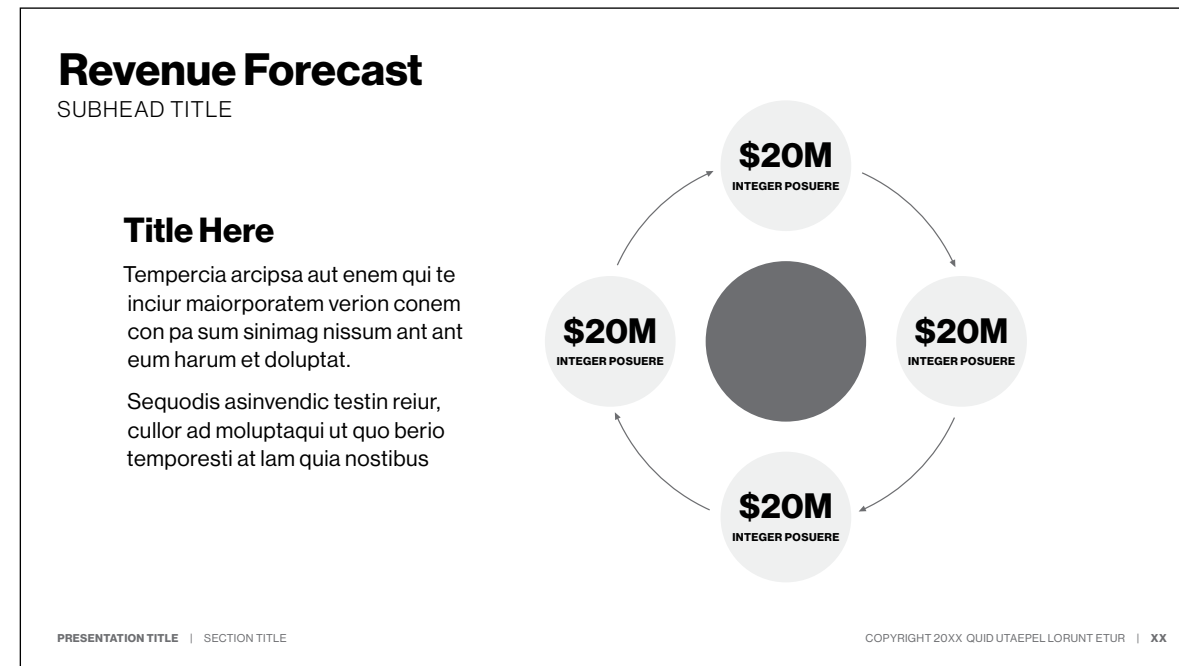


# Revenue Forecast

This section is meant to showcase the culmination of the company's homework skills. Since roughly 23% of an investor's attention is spent on this section, it's important to nail it.

- Screenshots of spreadsheets will not hold the attention of the audience during this section.
- These numbers can and should be articulate over a series of slides; covering net income and consumer growth.
- This series of slides should be visually digestible; presented as a series of infographics that concisely present current growth and/or growth overtime.
- This is also the appropriate time to cover any additional revenue streams. If forecasting isn't completed on these, adding a list shows additional considerations.

## EXAMPLE

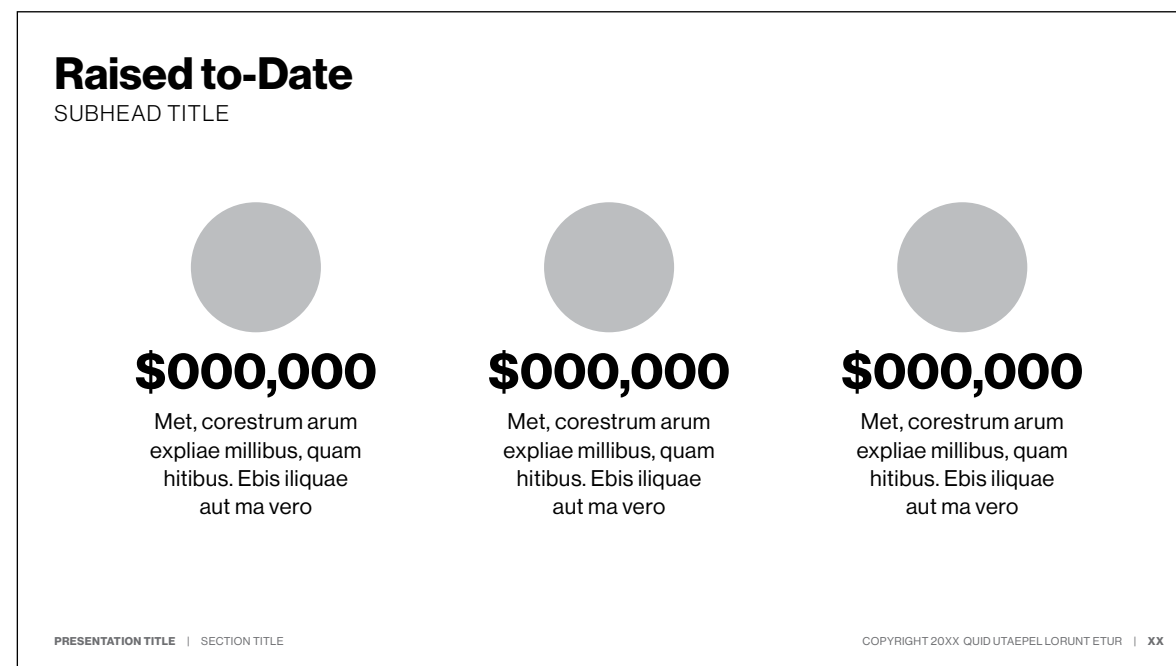
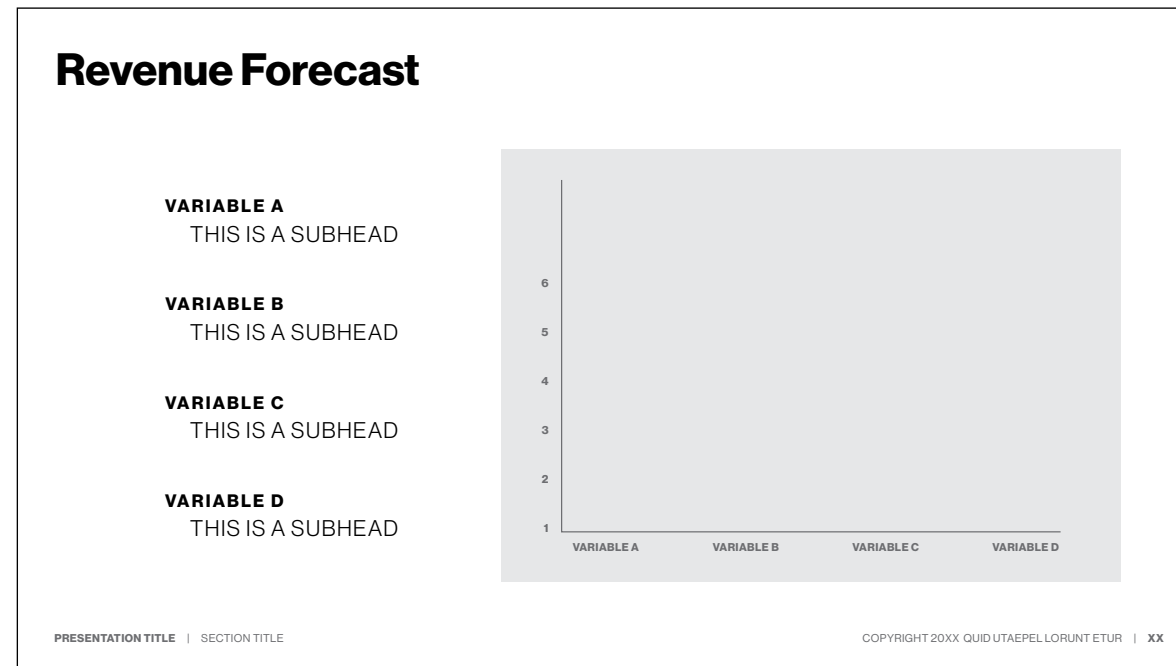


# Raised to-Date (Optional)

This optional slide must be addressed very strategically, with a psychologically powerful approach.

- It should include dollar amounts and associated logos which act as social proof and momentum.
- This is one of the best ways to showcase trust and stability from current investment.
- Psychologically, it acts to tempt other investors to join a party already in progress.

EXAMPLE




# Amount to be Raised (Optional)

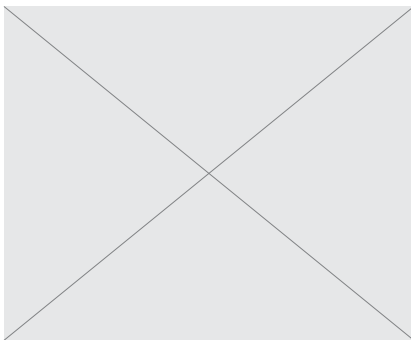
Similar to the Raised to-date, this slide would be considered optional.

- Including it is dependent on a lead investor that has established a target goal for others.
- If you're looking for a key investor, it's better to be vague.
- If the company doesn't have a key investor, it's better to go in for advice not specifically money.
- When a key investor is established, state a range of amounts to be raised, otherwise you could miss out on investors that are above or below a specific target.
- The target amount should be an average.

EXAMPLE

**Amount to be Raised**  
SUBHEAD TITLE


 **Key Investor**  
THIS IS A SUBHEAD  
Tum dipsam sunt, oditas mosto  
exeratum nosam, undipsum fuga.  
Et eos a dolo et acim numqui cus.




RANGE OF AMOUNT TO BE RAISED  
**\$000,000 – \$000,000**

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**Raised to-Date**  
SUBHEAD TITLE

 **\$000,000**  
THIS IS A SUBHEAD

 **\$000,000**  
THIS IS A SUBHEAD

CATEGORY 1  
**\$00,000**

CATEGORY 2  
**\$00,000**

CATEGORY 3  
**\$00,000**

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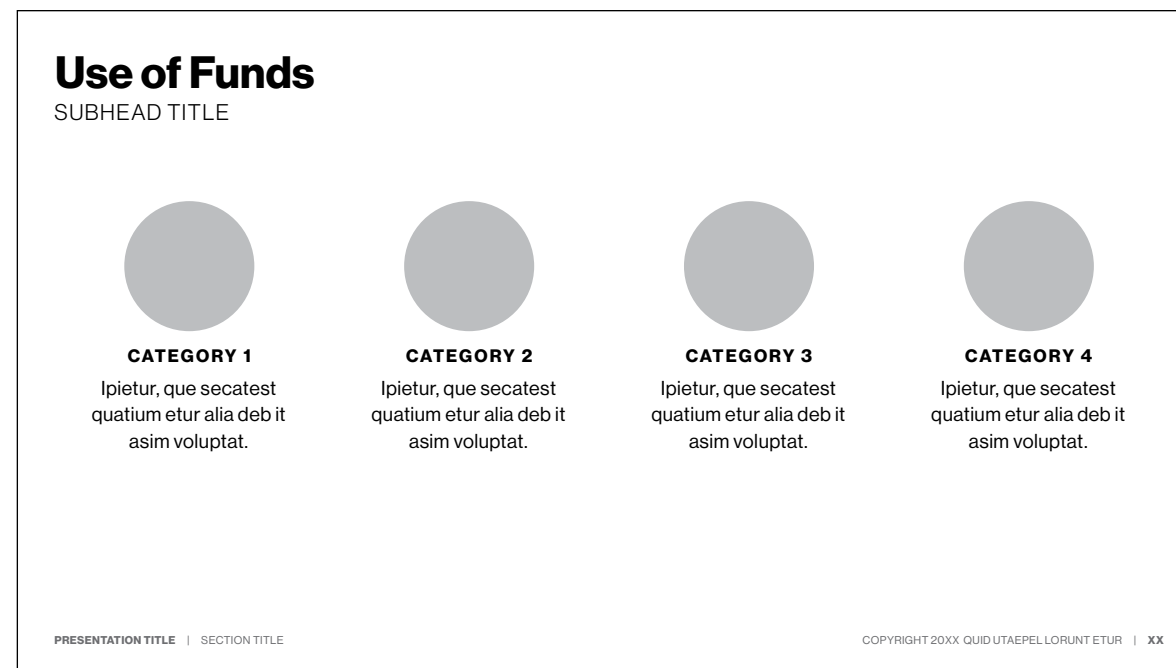
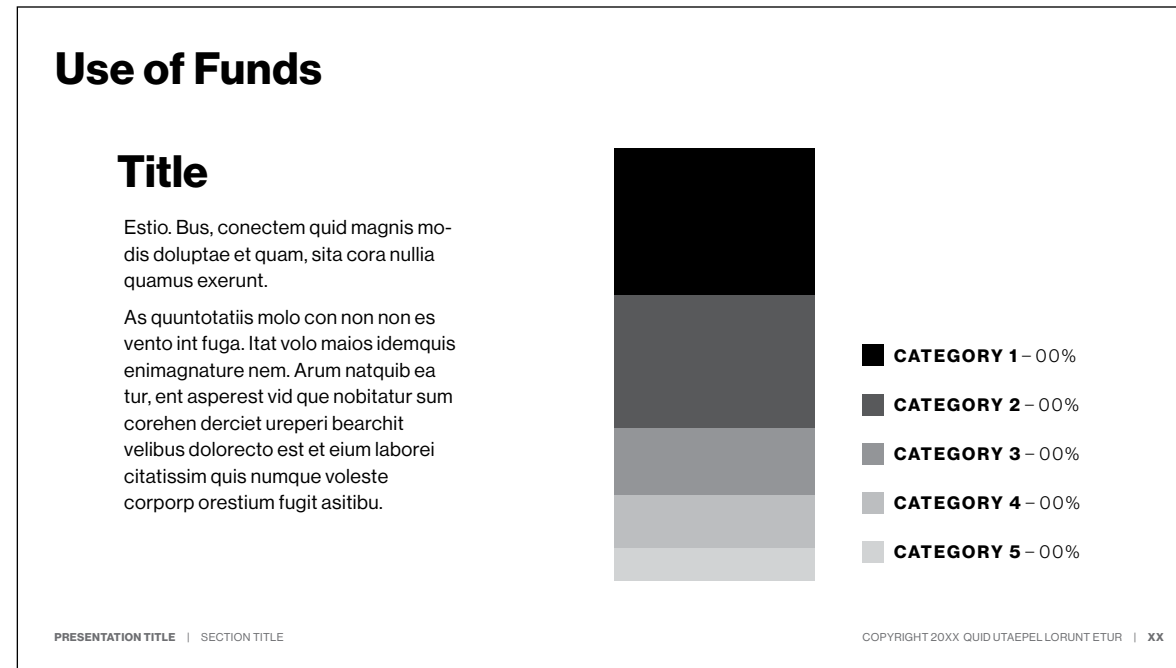


# Use of Funds

This section outlines in broad terms how funds would be allocated. It's best not to get into specifics in this section, but be prepared to provide details if necessary.

- This section requires a breakdown of investment allocation channels — this could be sales, hiring, marketing, advertising, engineering, events, social content, etc.
- This is also where investors are looking for a proof of 'homework'. Depending on geographic resourcing, some channels are more expensive than others.
- Proving out the 'homework' takes into consideration the effectiveness of those channels and the financial prioritization of them.

EXAMPLE



# The Team

Every investor needs confidence in the team a company has pulled together. This slide is the opportunity to showcase the experience and skill-set of a company's decision-makers.

- The general rule around the team section is not to raise any “red flags” from the investors.
- Only showcase people that will stick by the company 6 months post presentation.
- The main cast of the team should be mostly limited to the ‘C-Suite’ — this includes the CEO, COO, and/or the CTO.
- Outside of the C-Suite, provide talent directly related to what the company is producing. Keep the team roster limited to only what is relevant to investor confidence.

EXAMPLE

**The Team**

**FIRST LAST NAME**  
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**FIRST LAST NAME**  
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PRESENTATION TITLE | SECTION TITLE

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**The Team**

**FIRST LAST NAME**  
Position/Title/Role

**FIRST LAST NAME**  
Position/Title/Role

**FIRST LAST NAME**  
Position/Title/Role

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# Advisors (Optional)

While this is often left out, this is an additional means to showcase social proof.

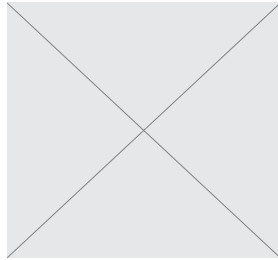
## These are connections that can advise on:

- Fundraising
- Processes
- Execution Development
- Marketing
- Networking/References

EXAMPLE

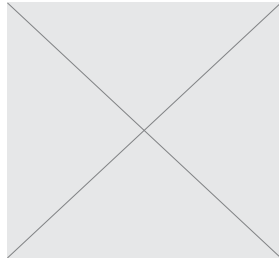
## Advisors

SUBHEAD TITLE



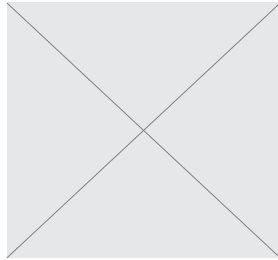
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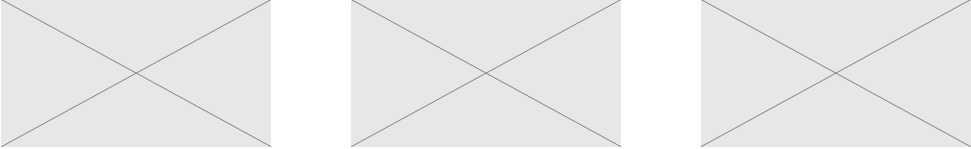
# Partnerships (Optional)

Similar to the advisors slide, showcasing connections is a way to communicate strength and viability of company's social and business network.

- Partnerships can stabilize the scale revenue growth and marketshare.
- They can provide a large social network and lend expertise and experience from other industries.

EXAMPLE

**Partnerships**  
SUBHEAD TITLE



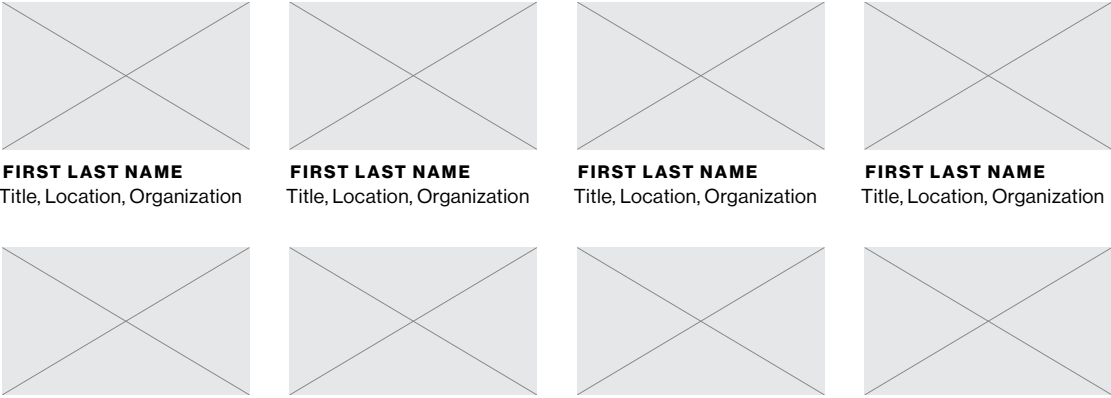
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**Partnerships**  
SUBHEAD TITLE



**FIRST LAST NAME**  
Title, Location, Organization

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# Exit Strategies (Optional)

Finally, one of the trickiest slides in a pitch deck is the optional Exit Strategy slide. A lot of investors insist this is a key component of a deck, but it can also be a minefield. Many people in the start-up world insist that you cannot build a good company if you are constantly trying to find a way out of it.

- Be cautious when developing an exit strategy during the early stage of your startup.
- Create list of potential acquirers.
- Research and/or reference similar companies and their exit cases.

## EXAMPLE

### Exit Strategies

SUBHEAD TITLE

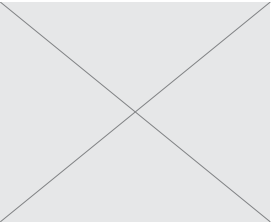
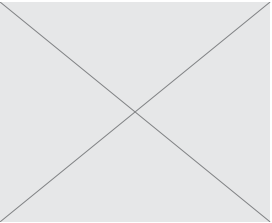
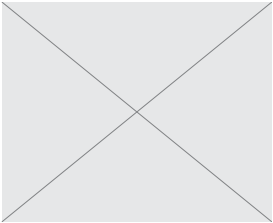
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### Exit Strategies

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**Thank You**

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