



# PUT YOUR BEST DECK FORWARD

10 THINGS YOU NEED TO ELEVATE YOUR PITCH DECK

## MAPLE LEAF ANGELS

FOR MORE INFORMATION ABOUT FUNDING OPPORTUNITIES:

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## ✓ PITCHING BASICS



### QUICK PITCH

10 – 15 min pitch to keep your presentation clear and focused.



### TAILOR YOUR PITCH

Adapt to your audience, especially when presenting complex products and services.



### LIMIT SLIDES

10 slides (at most 15) – this compels you to focus on the fundamentals.



### KEEP IT SIMPLE

Make sure your presentation is clear to anyone and everyone.



### CAPTURE YOUR AUDIENCE

Stimulate the Angels' interest from the start.



### ANTICIPATE QUESTIONS

Be sure to have skillful and persuasive answers to the tough questions.



# PITCH PERFECT

## WHAT GOES INTO THE PERFECT PITCH DECK?



### Mission & People

- ▶ Define the Company in a single concise statement
- ▶ Founders and key personnel
- ▶ Advisors, Board of Directors
- ▶ Your network



### Problem / Opportunity

- ▶ Describe the pain or opportunity you are addressing
- ▶ How is the customer dealing with it today



### Target Audience

- ▶ What is the Company's value proposition?
- ▶ Define the customer profile
- ▶ Outline market size and growth



### Your Product / Service

- ▶ Product features & architecture
- ▶ Secret sauce or Intellectual property
- ▶ Development roadmap
- ▶ Demonstration: A prototype is worth 10,000 slides!



### Business Model

- ▶ Revenue & pricing model
- ▶ Average lifetime value or order size
- ▶ Contribution/Profit margins
- ▶ Regulatory considerations



### Go-to-market

- ▶ How are you going to create demand?
- ▶ Customer acquisition costs
- ▶ Sales & distribution model



### Competitive Analysis

- ▶ Well researched and comprehensive review of your competitors
- ▶ What are your competitive advantages?



### Traction

- ▶ Revenues in the last 12 months
- ▶ Number of active customers
- ▶ Prospects & sales funnel
- ▶ Partner activity / endorsements



### Financial Projections

- ▶ 3-Year projections of sales and key metrics (e.g. customer numbers)
- ▶ Current and future cash burn rate
- ▶ Pre-money valuation



### Status, Timeline, Exit

- ▶ Where is the Company / product at?
- ▶ Milestones & critical success factors
- ▶ What is your ask & use of the funds?
- ▶ Previous fund raising rounds
- ▶ Potential exit strategies





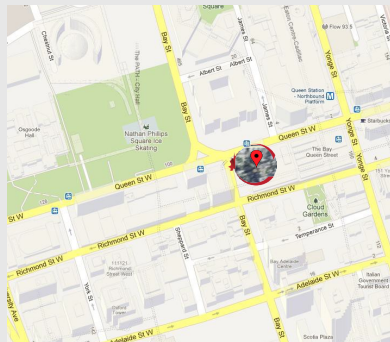
Building a business takes a lot of time, effort, and dedication. There are many important decisions that need to be made as your business grows. Having someone there to help you through every step of the way can increase your chances of success.

MAPLE LEAF ANGELS  
TORONTO'S LARGEST NETWORK OF  
ACTIVE ANGEL INVESTORS.

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