

Startup
Visa NL
Crew

Pitch Deck Format

Startup Visa NL



Why make a pitch deck?

A pitch deck is a **visual support** for your startup, which you can use in your pitch to persuade, for example, a launching customer or an investor.

In this format, we will provide you with **tips and tricks** on how to compose such a pitch deck for the purpose of your **Startup Visa Application**.

Our most important tip: tailor your deck to your audience and the goal you want to achieve!



Before you start – some tips

- Hire a professional designer (\$\$\$), a design student (\$\$) or buy standard designs (\$) on websites like:
 - www.presentationload.com
 - www.slidemodel.com
- Always use a white clean background! Imagine you have a dark background. How can an investor make notes on a deck?
- Ask for feedback from different professionals!! (not only 1 or 2)
- Finetune your pitch deck regularly
- Create a deck on exact A4 so you can print professional booklets
 - Setting in PowerPoint: custom size, 29.7cm x 21 cm
- Make it self-explainable (more text than when you present a PowerPoint). Only pictures and a few words is okay if you're on stage, but we need explanation on the slides to evaluate your business.



1. Opening

In the opening slide, you present a short summary. The goal is to immediately grab the attention of your audience/the other party. This is also the place to shortly introduce your company; when was it founded, where are you located, etc.

Things that you should consider:

- Use facts
- Ask a question
- Share your vision
- Storytelling



2. Vision/Goal: what big problem are you solving?

Formulate the essence of your business (the proposition) in 1 sentence:

- What is (name of the company or product), and which problem does it solve? Describe the needs of the target customer and your proposed solution.

Explain which stage you are in. Have you confirmed your:

- Problem statement
- Problem solution fit



3. Technology/Product

In this slide, name the key points of your product. Describe here the main features and advantages. Definitely mention:

- The uniqueness of the product/services (Unique Selling Points)
 - How does your solution stand out from the competitors? (If a similar product or a similar service is already established in the market)
- The specific added value of the products/services for your customer (Unique Buying Reasons)

Please note! From a customer perspective, so what is the value proposition? Is your solution cheaper, more flexible, reduce risks, etc. Stay focused, when you know your earlyvangelist (first customer), you have 2-3 value propositions tops.



4. Business model & Revenue

What is your business model: How do you create, deliver and maintain value for your customer?

- Think about why your customer would pay for your solution.
- You might use a Business Model Canvas

What is your revenue model: How do you earn your money?

- Think about your price, and method of payment (subscription, licensing, cash exchange, etc.)



5. Target Market

- Give an overview of the target market
 - Who are your customers?
 - Where are your customers?
 - How are the different customer segments put together (such as age, gender, income, occupation, shopping habits, B2B or B2C)?
 - Are you dependent on a few major customers?
- What are the most important developments/trends in those markets/segments that create a demand for your products and services?
- Quantify the size of that market and show its potential. Be as specific as possible: TAM, SAM, SOM
 - Enter information about possible market segments, the market capacity and its growth opportunities. How many items do you plan to sell?
- Why is your product/service a good fit for the Dutch market?



6. Competition

Describe your competition and how you stand out from them. Look beyond your direct competitors (if present) and also, for example, describe alternatives for the solution of your client's problem.

Helpful questions:

- Are there any other developments in "your" direction?
- Who are your competitors?
- How much does the competitor charge for the products?
- What are the main strengths and weaknesses of your competitors?
- What are the weaknesses of your company compared to your main competitors?
- How can you overcome these weaknesses?

Make the competition visual with a Competitor Comparison Sheet. Compare competitors to your product in terms of, for example: size, costs of integration, energy consumption, price per xxx, speed, reliability, preciseness, performance, sustainability, power, etc.



7. Team

Make a list of your core team. Mention the most important and compelling points from the resume of the founders.

Important questions are here:

- What qualifications / work experience and any certifications you have? Distinguish between your professional qualifications (education, work experience, etc.) and your entrepreneurial skills. (leadership experience, communication skills, business know-how)
- Which industry experience do you have?
- What are the predominant strengths?
- What qualifications enable you to lead a company?
- What are your tasks within the business?
- How are the stocks/shares divided among the founders?



8. Status & Roadmap

In this slide, briefly mention the status of the development of the business, product, operations and sales. Display where your company is now, (commercial, technical, financial and organisational status) and where you want to go (milestones).

Describe the milestones that are to be achieved. Consider the following:

- Minimal Viable Product/Minimal Lovable Product
- Status of the I.T., back-office and front-office
- Traction and # of customers (paid or unpaid)
- Market research/validation
- Pilot program
- Partnership
- Current sales pipeline & revenue



9. Growth Strategy

In this slide, you will go into more detail about reaching your milestones. Use this slide to describe the growth strategy of your company. Identify the following:

- How do you plan to enter the market? If you are already in the market, how do you work it?
- How are customers approached, but also: how do you retain them?
- The growth strategy, where does your company want to go and how will you achieve that. Also designate the subsequent steps.

Optional: make use of the 4P's (Product, Price, Promotion, Place)



10. Financials

Quite often, a pitch deck is used to entice or convince an investor. When relevant: present an update about your financial and funding needs (the financials) in this slide. In a later phase, you can go into much more detail in, for example, an investment deck. Definitely mention the following:

- Have there been previous investments or funding, and how did that go?
- Height of the financial requirement and in what form (shares vs. a (convertible) loan)
- Why is this needed and for which period?
- A table or graph of the turnover and/or cashflow



11. Questions

Conclude with a possibility for the audience or other party to ask questions. Depending on the goal of your pitch, you can also ask questions yourself.

Consider, for example:

- Network contacts in the area of launching customers
- An expansion of your team
- Knowledge concerning IP etc.





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