

nextview

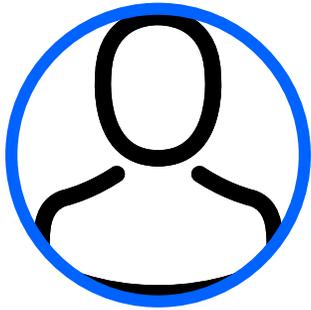
Championing the founders who are
redesigning the Everyday Economy.

Seed Stage
Pitch Deck Outline

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NextViewVentures.com

Team Slide



NAME

Title



Role/Expertise



Role/Expertise



NAME

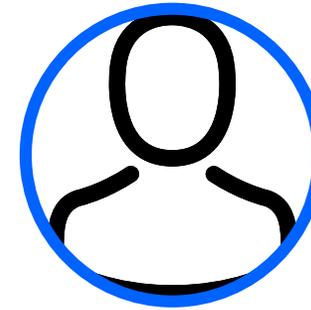
Title



Role/Expertise



Role/Expertise



NAME

Title



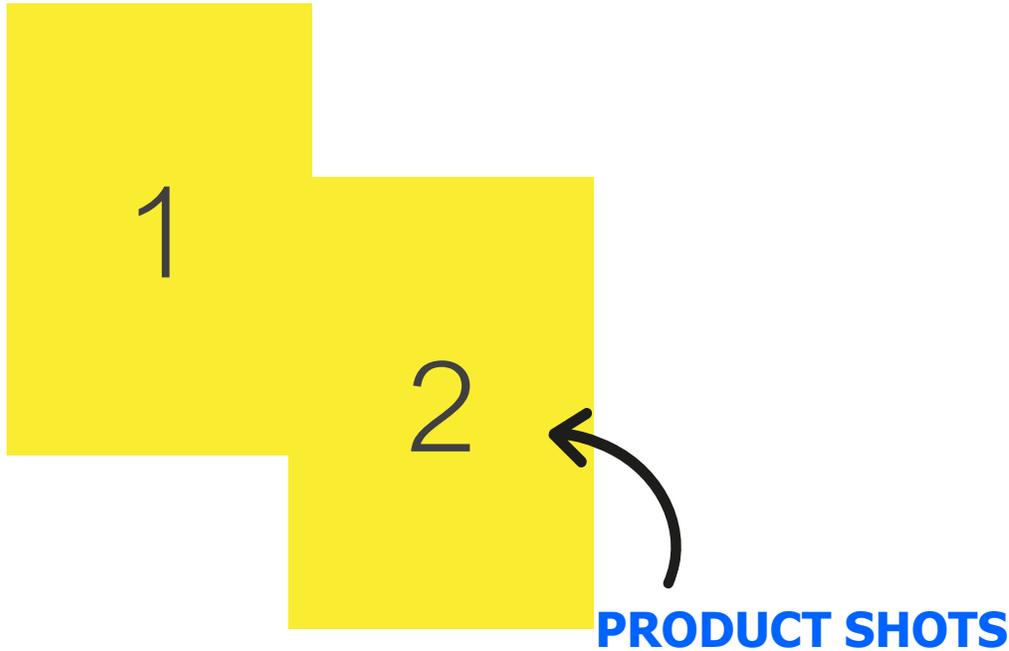
Role/Expertise



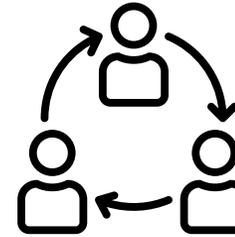
Role/Expertise

What Do You Do?

“Write a 1-2 sentence statement about what you are doing”



Concrete Explanation Of Problem



Explanation of Actions Taken



Explanation of Outcomes

Tip:

You want a 1-2 sentence statement about what you are doing, along with some visual cues that help **illustrate the point or lend credibility to your business.**

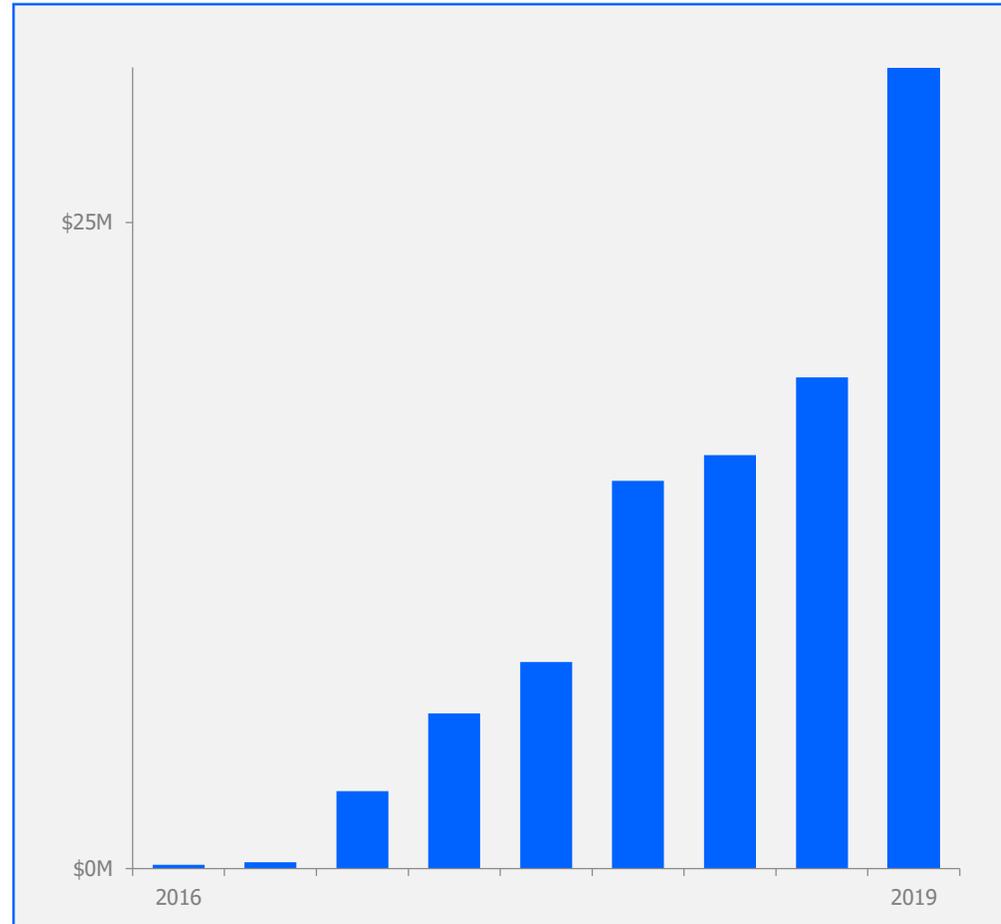
This can be a combination of screenshots, customer logos (eg: already trusted by brands like...), a workflow diagram, or an illustration.

Is It Working?

**Traction
Metric 1**

**Traction
Metric 2**

**Traction
Metric 3**



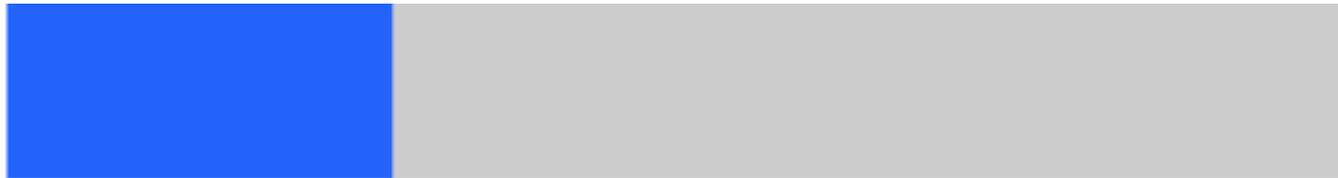
Tip:

Seed-stage investors understand there won't be tons of traction just yet, but it's important to convey a few data points and whatever loose proof you have that hints at success.

Show 2 to 3 traction metrics or a couple of stats to support 1 higher level chart.

Why Does It Matter?

[\$XB]
total market
opportunity



Go-to-Market



Tip:

The "Why Does It Matter" slides should be **2-3 slides** on market size or opportunity and the importance of what your company is doing (ex. Potential market and impact).

We think there are **three topics** one could cover in these slides:

1. **Is this (or will this) be really big?**
2. Why now?
3. Why is this strategic?

Can You Be The Best?

Tip:

Use these slides as an additional layer of credibility. Choose your 2-3 strongest assets (marketing, retention, customer approval, sales, etc.) and show why they're important.



(Showing [X] months trailing.)

Averages

Meetings/Events Booked	X
Rental Rate	\$X
Utilization	X%
Revenue for Venue	\$X
Commission %	X%
Gross Revenue	\$X

Cost

Cost-per-lead
Partner Commission
Service Agent
Net Revenue
Margin %

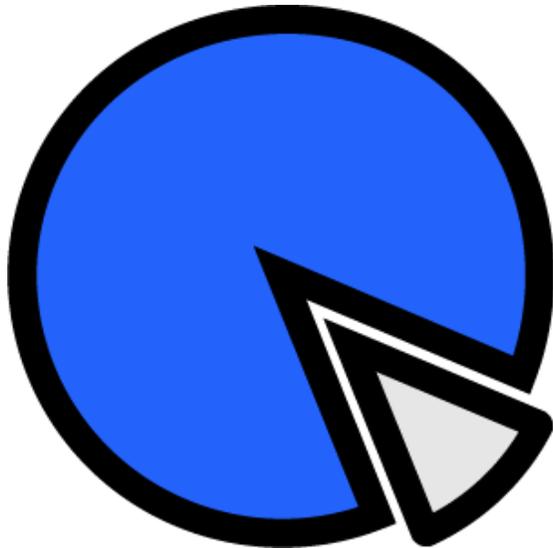
Channel/Partnerships

--
\$X
\$X
\$X
X%

Direct Acquisition

\$X
--
\$X
\$X
X%

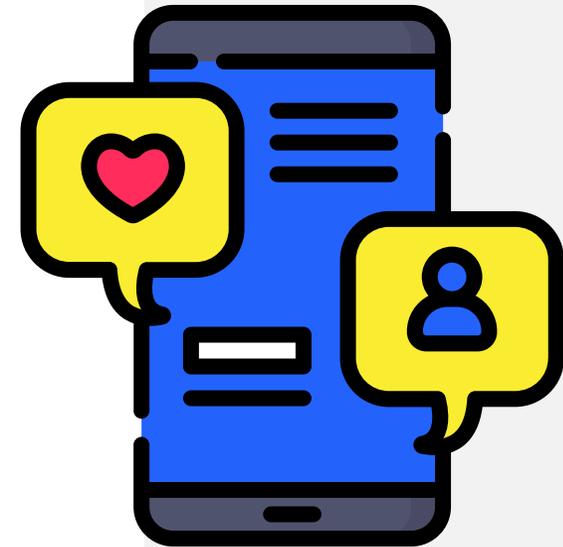
Can You Be The Best?



Retention Rates



Sales Pipeline



NPS Score

Tip:

You can highlight more wins in the appendix section, but try to **wow** with 2 or 3 metrics.

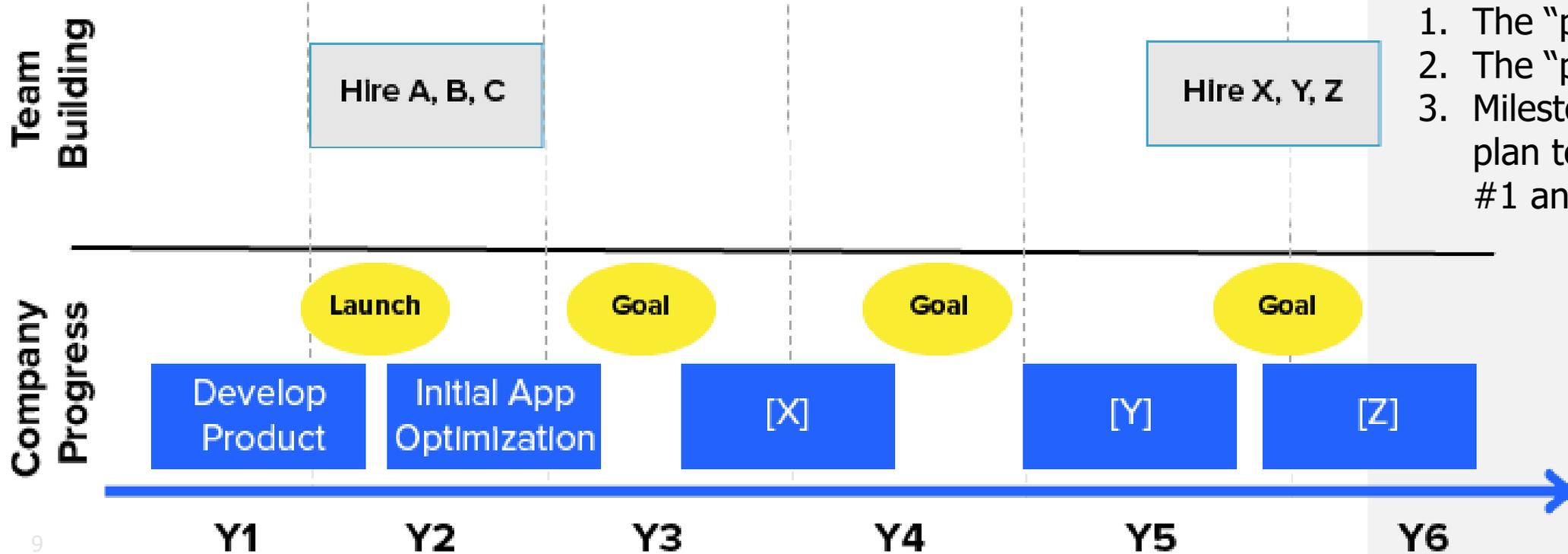
Where Are You Going?

Tip:

Use this slide to discuss your multi year plan for the product.

Once you get to this part of the pitch, investors are trying to get a few things out of this slide:

1. The "people roadmap"
2. The "product roadmap"
3. Milestones - what do you plan to accomplish with #1 and #2

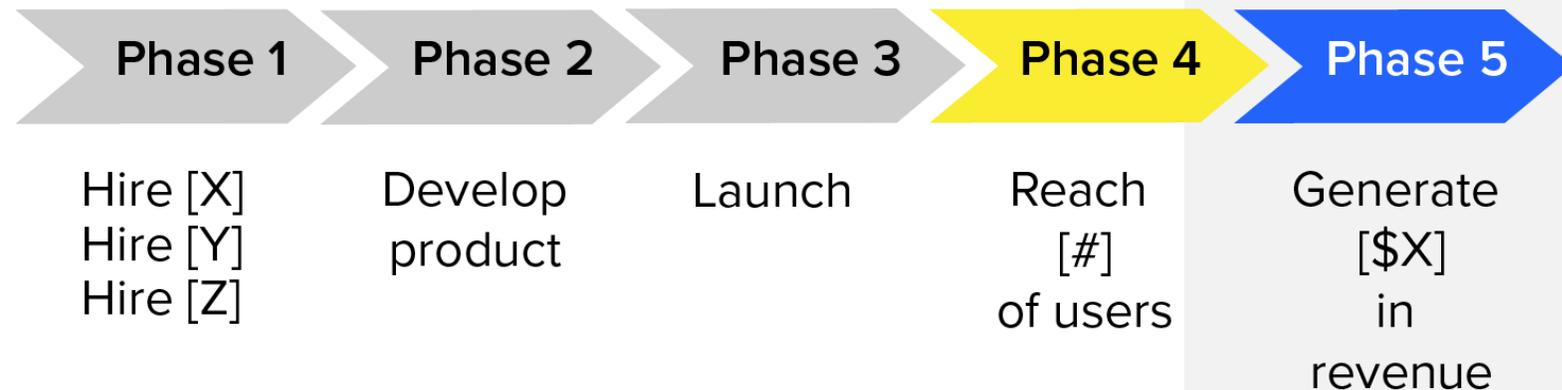


What Do You Want?

We are seeking [\$X].

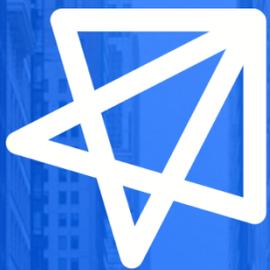
We aim to [major goals] in the next [timeframe].

- Build team of [X]
- **[Biggest product milestone – e.g. launch beta in X months]**
- Product/market fit and **[X customers/users]** in [X] months



Tip:

While there's a place for the full financials in the appendix, a top-level outline around how the capital will be allocated, as well as goal milestones to be accomplished with this set of financing should be included on this slide.



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Appendix

Seed Stage
Pitch Deck Outline

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Competition

Answer the question:

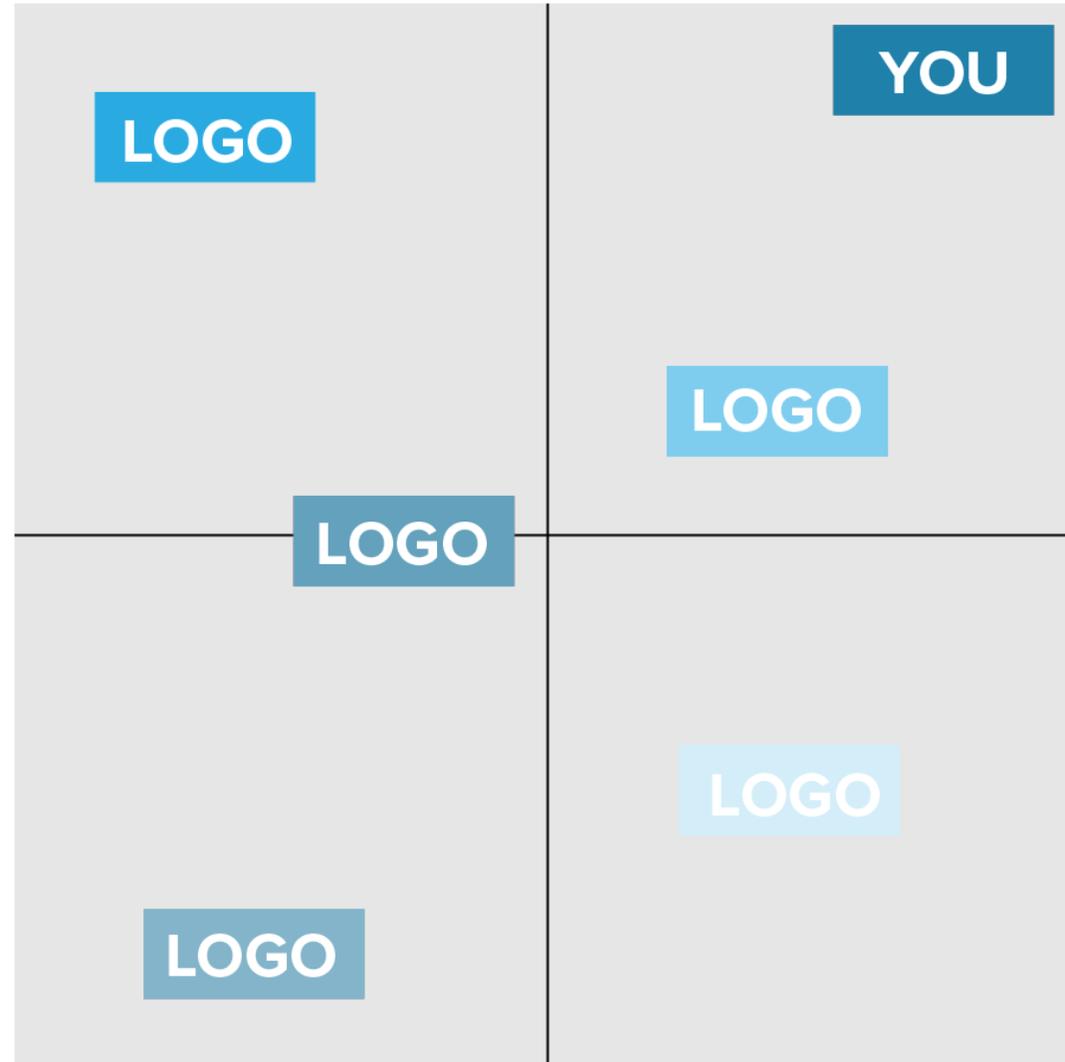
Why hasn't this worked in the past?

High Thing

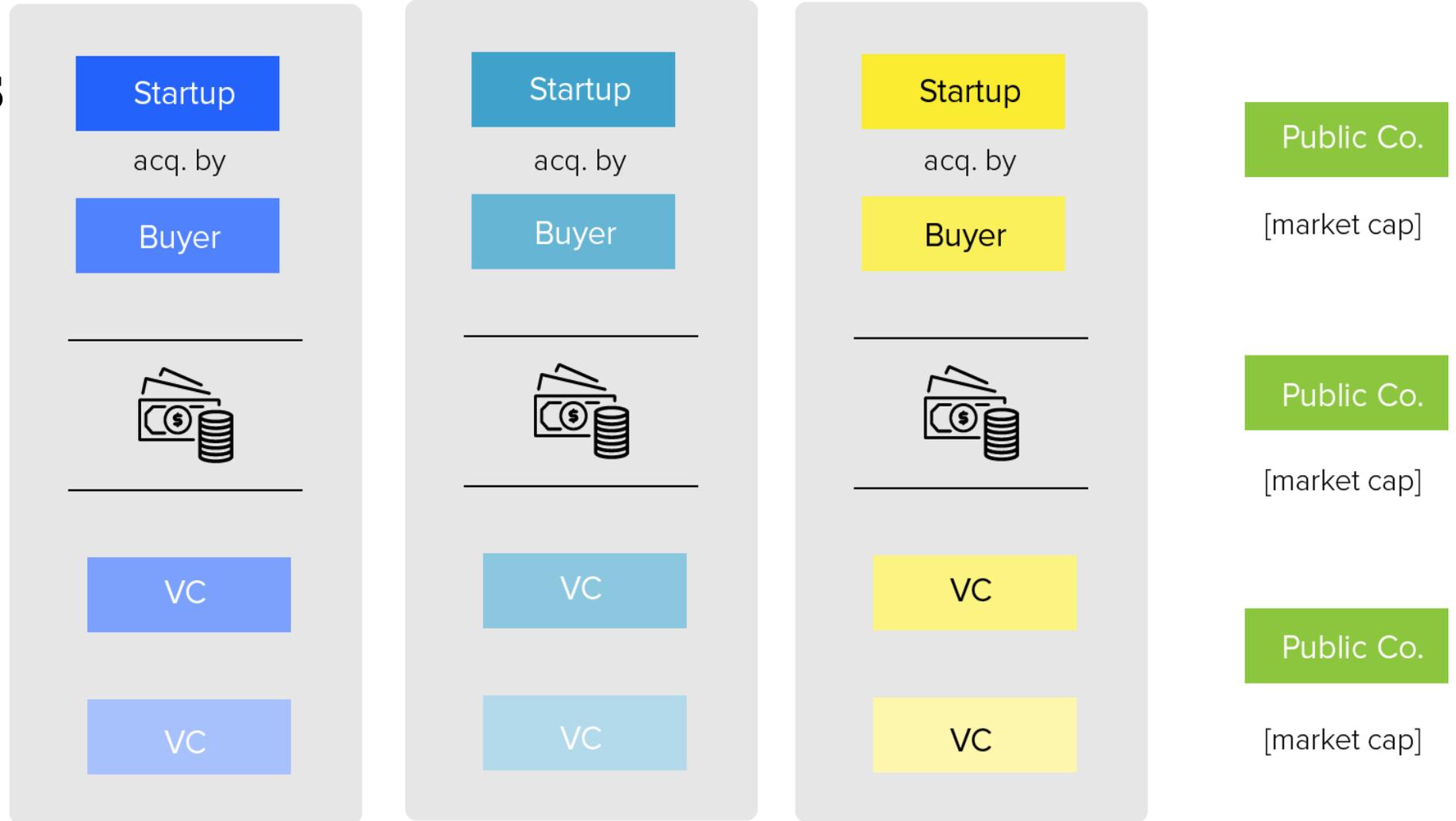
Low Thing

Low Thing

High Thing



Exit Comparisons



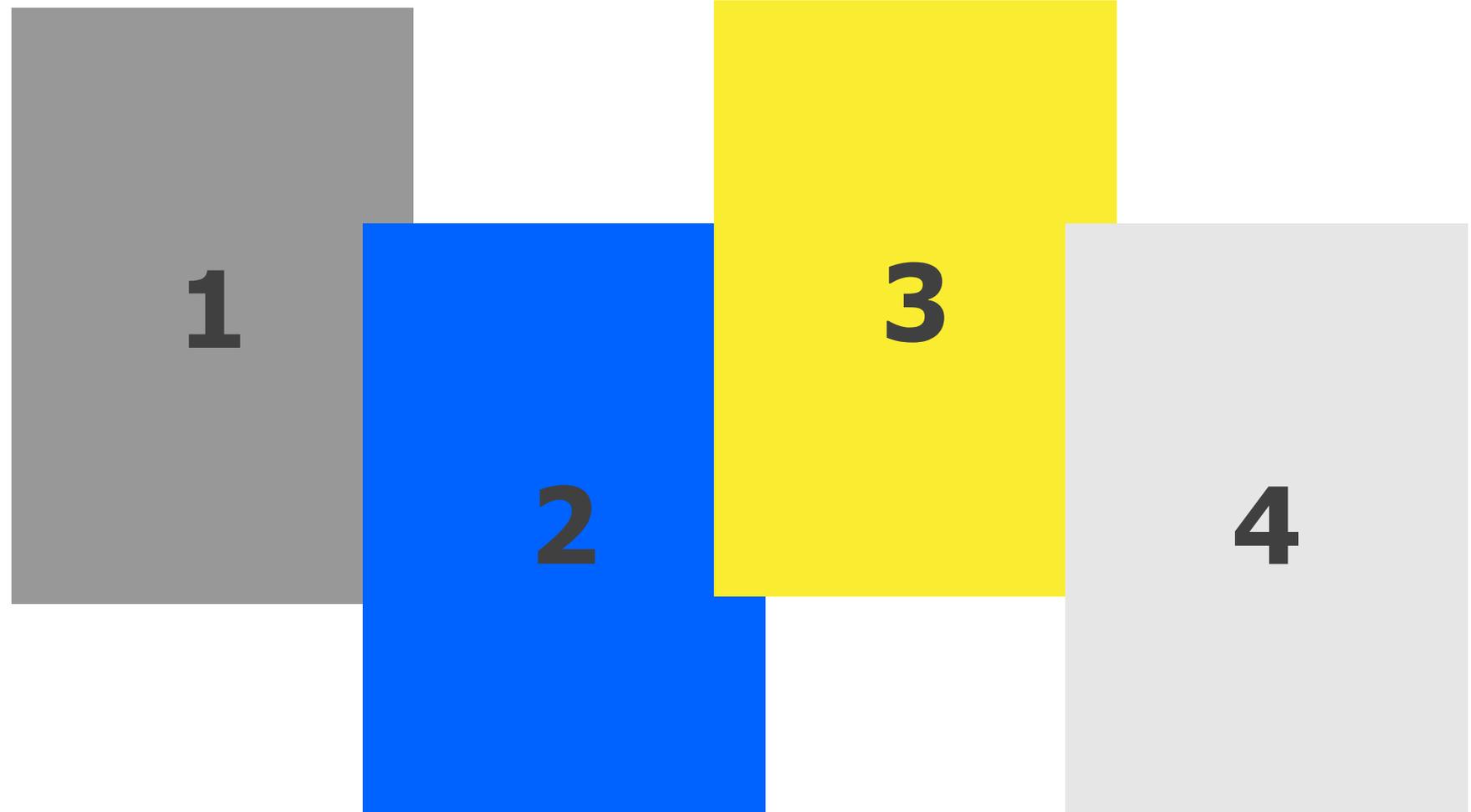


Financials

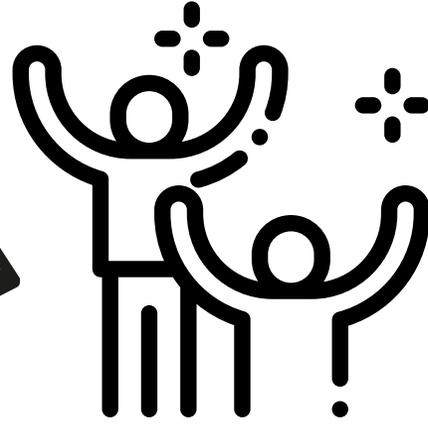
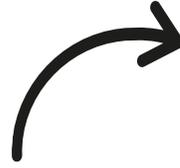
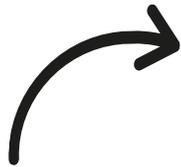
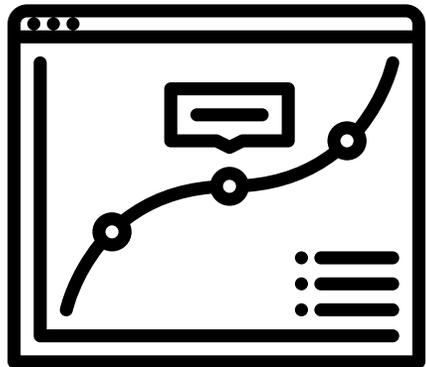
<u>Revenue</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Year1</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Year2</u>
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Total Revenue	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>Cost of goods sold</u>										
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Total COGs	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>Gross Profit</u>	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>Gross Margin</u>	X%	X%	X%	X%	X%	X%	X%	X%	X%	X%
X%										
<u>Expenses</u>										
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Item	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
Total Expenses	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
<u>EBITDA</u>	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)
Other Income (Loss)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)
Net Income (Loss)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)	(\$X)



Product Shots



Traction Deep Dive



- **Data Point**
- **Data Point**
- **Data Point**

Marketing Deep Dive

Tip:

In **ONE** slide, convey how you'll drive growth through one of the following :

1. Your actual marketing funnel and results to date

2. Your product's built-in growth drivers (referrals, network effects, etc.)

3. Proposed tactics you plan to deploy over time

