IO3 – S11

PITCH

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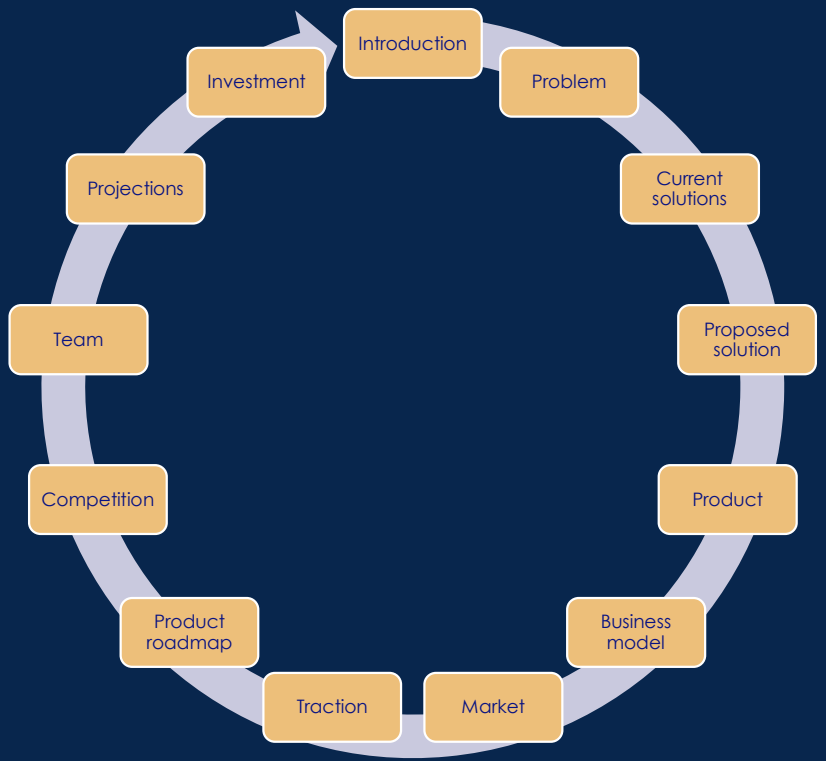
PITCH DECK



JOINT VENTURE

PITCH DECK

First slide deck

- Company logo
- Slogan or phrase that defines the vision of the company
- Contact information

Cover

Who are you and why are you here?

- First slide of the presentation
- In a sentence indicate:
  - Who are you?
  - What is the value proposition of the project?
- Try to include:
  - Problem you solve
  - Solution provided
  - Result for the client

Introduction

What problem will you solve?

- Explain problem or lack in the market
- Why it can be a business opportunity?
- Specify market niche, avoid generalizations
- Make mention of the following:
  - Quantify the problem
  - Who is affected by the problem?
  - How big is the market?

Problem

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COVER

airbnb

Pitch Deck

Book rooms with locals rather than hotels

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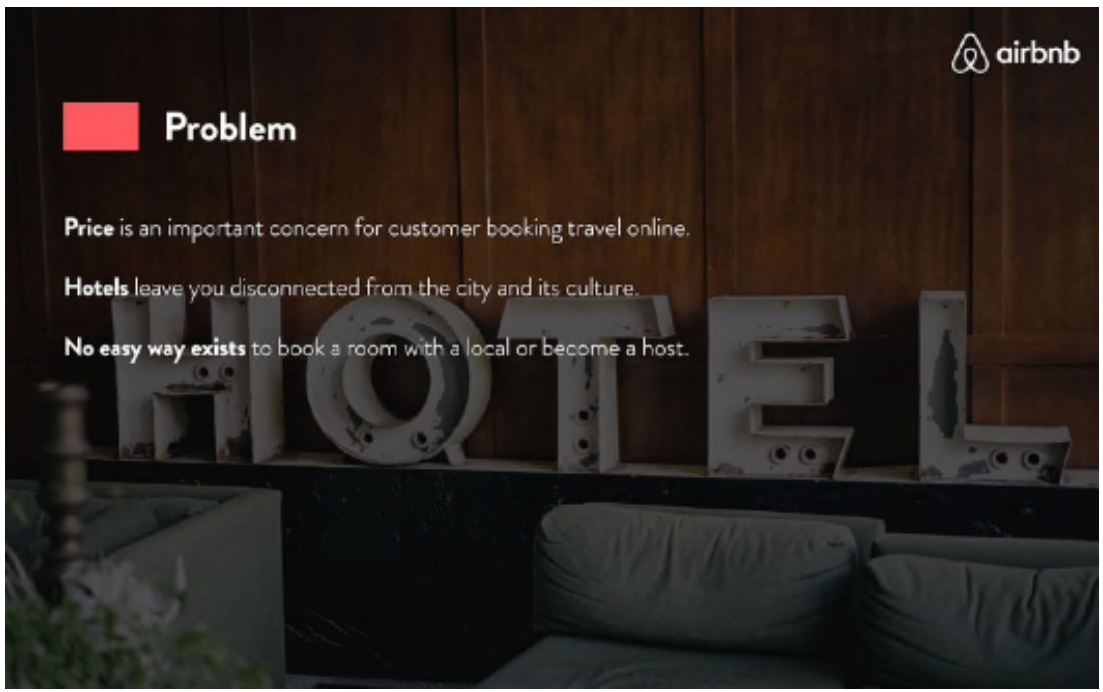
PROBLEM



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Current solutions don't solve the problem?

- Market Validation
- Explain existing solutions
- Why current solutions do not solve the problem?
- Where do they fail?
- What problems do they present to users?

Current solutions

How are you going to solve the problem?

- Exhibit value of the product or service
- Why it solves the existing problems?
- Defend why it better solves the problem
- Demonstrate novelty of the project
- Detail product benefits

Proposed solution

How does your product work?

- Explain added value.
- Show your product
- Explain how customers use it
- What users exist and how they interact with the product?

Product

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MARKET VALIDATION (Current Solutions)

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Market Validation

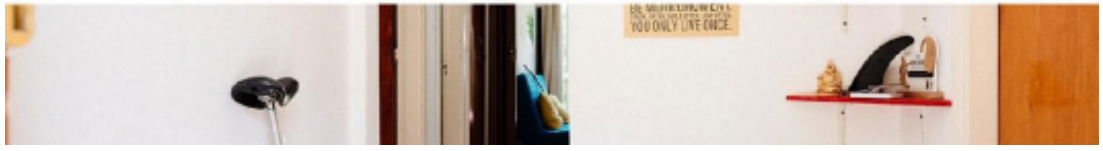
craigslist.com

670,000
TOTAL USERS

couchsurfing.com

17,000
TEMPORARY HOUSING LISTINGS

In SF & and NYC from
7/09 to 7/16



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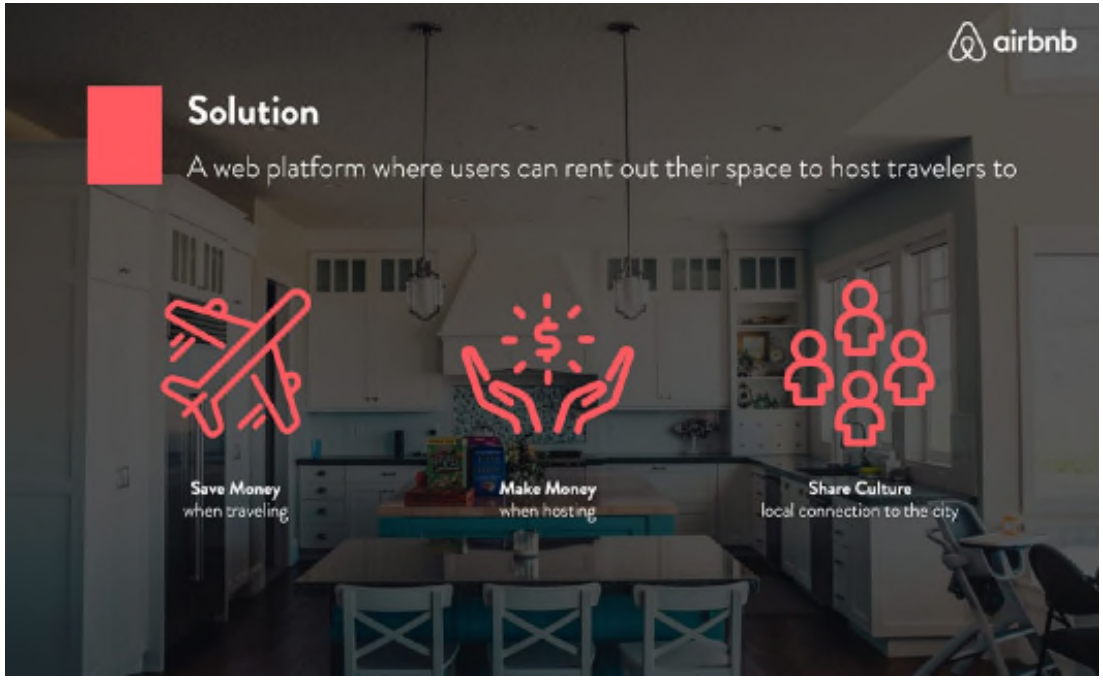
PROPOSED SOLUTION



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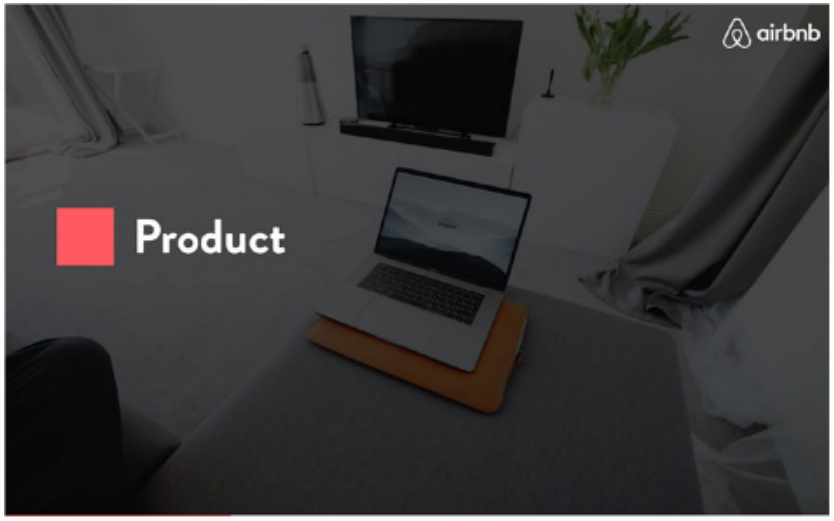

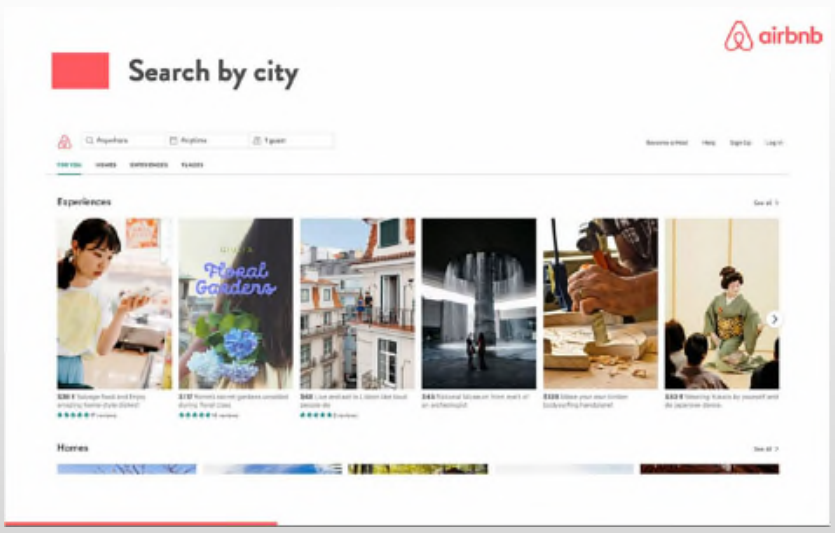

PRODUCT

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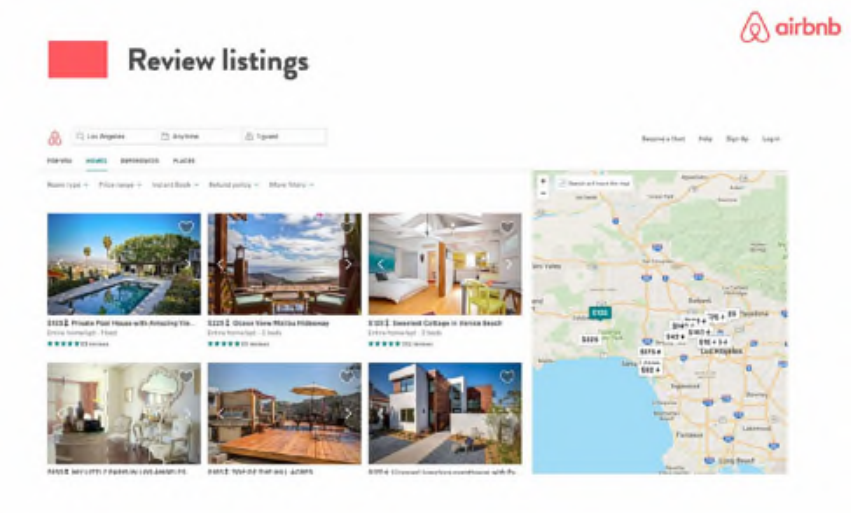

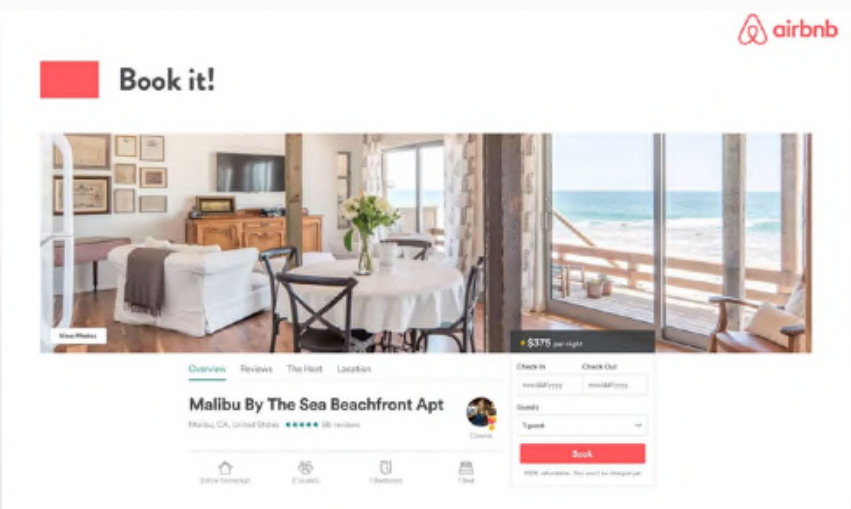

PRODUCT

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How will you make money?

- How are you going to get money?
- What is the payment method?
- Money flow (diagram):
  - How to collect?
  - How to pay?
  - How much does it cost to acquire a customer (CAC)?
  - How much value you capture from each client (LTV)?

Business model

Strategy to reach market

- Does the market exist?
- Market size
- How are you going to reach customers?
- Capture channels
- Business expansion model (local, national, international)

Market

What metrics does the company have?

- Explain the current situation of the company with figures:
  - Income
  - Customers
  - Evolution
  - Relevant milestones

Traction

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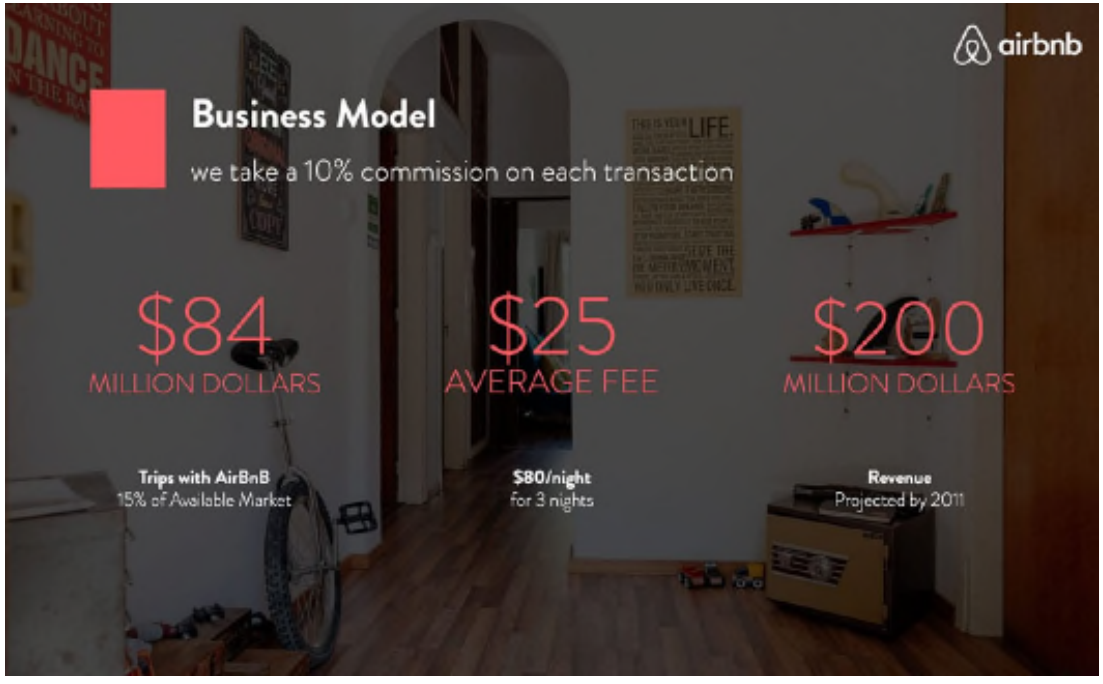
BUSINESS MODEL



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MARKET

airbnb

Market Size

2+ Billion	560+ Million	84 Million
Trips Booked (WorldWide) Total Available Market	**Budget&Online** Serviceable Available Market	**Trips w/ AirBnB** Share of Market 15% Available Market

*source: Travel Industry Assn. of America and World Tourism Organization.
**source: comScore

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How will the product evolve?

- Detail what ambitions exist for the business:
  - Market segments
  - Metrics
  - Product evolution
  - Team

Product roadmap

Alternative solutions to the problem?

- Direct and indirect competition
- Answer why we are better
- Analyze the following data (graph or table):
  - Price
  - Market
  - Metrics and achievements
  - Financing

Competition

Who is behind the project?

- Team and position in the company
- Previous experience
- Core skills
- Why is it the right team
- Team motivation
- Explain how the idea was born

Team

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ROADMAP (Market)

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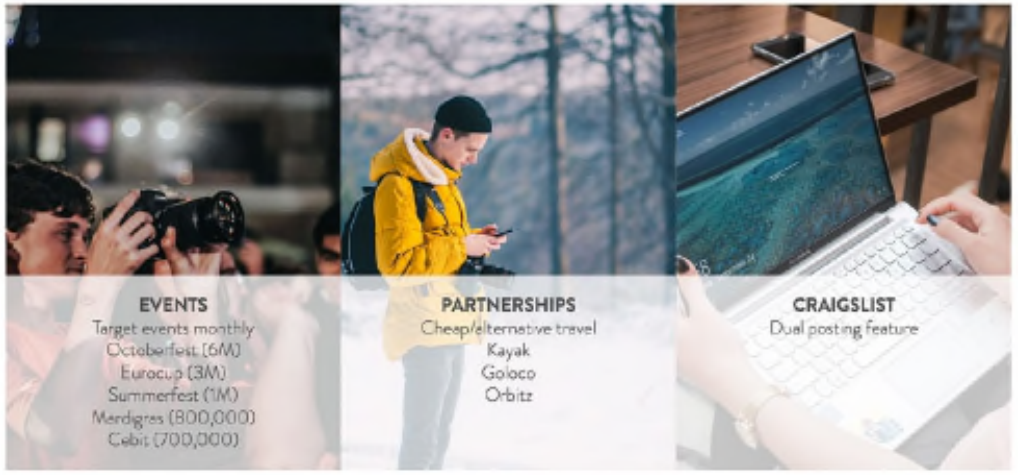
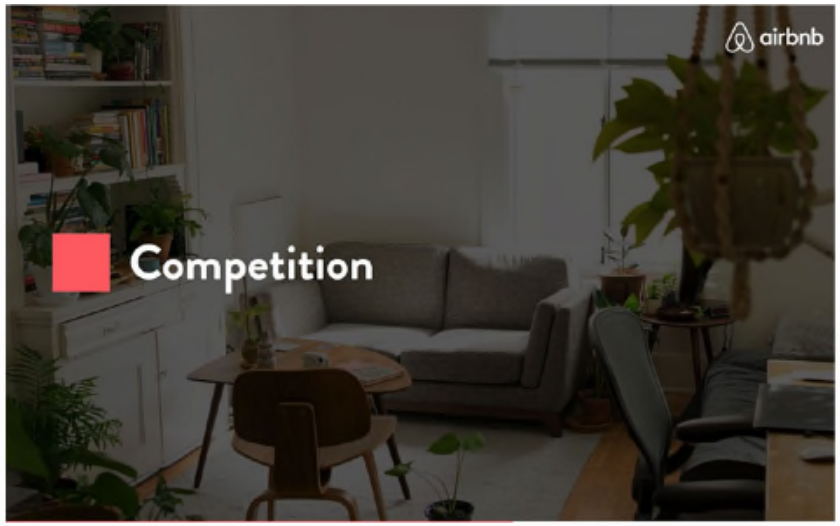
Market Adoption





COMPETITION

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COMPETITION

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TEAM

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airbnb

Team

Joe Gebbia
User Interface & PR

Holds a patent for his product, Critburns(R). Has dual BFA's in graphic design and industrial design from Rhode Island School of Design (RISD).

Brian Chesky
Business Development & Brand

Founder of Brian Chesky Inc, industrial design consultant. Has a BFA in industrial design from RISD.

Nathan Blecharcyk
Developer

Created Facebook Apps "Your neighbors' (75,000 users). Computer Science from Harvard Nate. Worked @ Microsoft, OPNET Technologies and Batiq.

Michael Seibel, Advisor
Michael is the CEO and Co-founder of justin.tv, a San Francisco based venture funded startup that delivers live video to the Internet.

PITCH DECK

What is the business forecast?

- 3-year financial projections
- Highlight the following metrics:
  - Revenues
  - Results
  - Benefit
  - Customers
  - Operations

Projections

What do you need the money for?

- Detail round size
- Valuation sought
- How the funds will be used:
  - Product R+D+I
  - Marketing
  - Customers
  - Team
  - Commitments acquired

Investment

Last slide deck

- Company logo
- Contact information
- Public attraction phrase
- Links to contact (example, QR code)
- Q&A

Back cover

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INVESTMENT (Financial)

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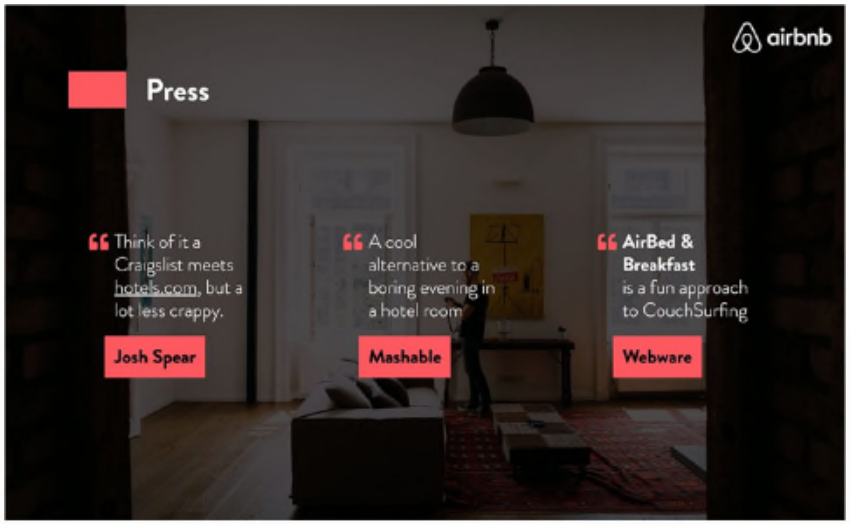

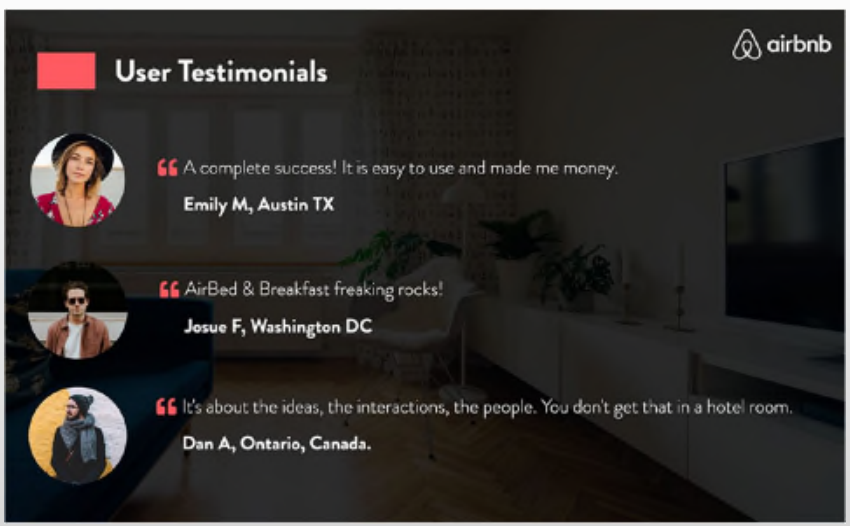

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OTHER (Acknowledgments)

BACK COVER

WEB
Contact information

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THANKS

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