Sequoia capital pitch deck pdf

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This post is about the founders creating fundraising decks by seed in the C series. By the end you need to figure out how to use this framework to create a 10-12 transparency investor presentation. I've been helping a few prep startups for their Series A and Series B fundraisers recently and they all seem to be suffering from the same problem I suffered from earlier this year – bad stadium decks filled with too much content. Some time ago, Sequoia published a great piece of content: Writing a business plan and someone other than Sequoia took poetic leave and then turned their B-pattern design into The Sequoia Pitch Deck Template. Pretty much every boot court deck starts with their frame before adding additional slides. And don't get me wrong, a first-time founder with little experience is a really good form to follow. The content and order are very good, but I would humbly suggest a few changes: delete the purpose of the transparency company, as you should be stating Who are you on slide 1? for seed agreements I prefer the transparency group above; and after the Financials slide I would like to add a separate slide to fundraising – what you spend the $ and where it will take you. So eventually they end up with something like this: Title Slide (don't forget to include who you are, i.e. we're Chefs for Automation Security) ProblemSolutionProduct (I've moved this up) Group (I've moved this up, but it depends on your team - it works just as well in the back of time tbh) Why nowMarketCompetitionBusiness modelEconomy + Key MetricsNew Slide -> fundraising amount, use of revenue and milestones/targets for the next 18 monthsWho I draw with compelling statement about who you are againAppenix if you absolutely need to include MAX 3 more slides – possibly a back-up for market data, cohort data or further compelling measurements, a case study or two, or further screenshots of your productBut we need to talk about why you shouldn't literally copy the text the titles of each page) from their template, which each founder seems to do? Ass bridges are typically your first interaction with an imported investor. It's 100% a marketing document. It's not a McKinsey report. It's not a board pack. It's not a way to every event and shape you've accumulated over the past 12 months in a presentation. Also, you're not trying to get a term sheet after they read it. You're just getting them excited about taking a meeting (this should already be the case if the referral comes from someone who rate highly – so don't let your deck screw it up!). It's also the first piece of content a partner will share internally with their partners the better that it's a 12-page marketing document from a 60-page McKinsey document that dissects your startup. Taking the placeholder Titles such as Problem and Group. It's not only a waste of valuable real estate on your deck, but it doesn't help to convey why your product/company/team are interesting prospects for them to invest in. We all suffer from the desire to share all information with prospective investors. But the first interaction that an investor has with you has to convey many things: You know how to communicate very clearly and effectively You have spent time designing an aesthetically pleasing looking deck and therefore possible care for your clients (aka therefore we are planning obsessively and want any interaction with our company to be positive) You understand how to frame the problem you solve, to clearly explain how your product works, why your product is on the market right now and can prove attraction to customersSo how can you create the killer stadium deck that along with a strong referral will guarantee a meeting set up with a potential investor? Creating a deck to pass the 'Flick Through Test'Having reviewed thousands of stadium decks over the years when it was my turn to create one, I thought I would end up on the Hall of Fame deck. How wrong I was, our first attempt was disappointing to say the least! What we finally learned was the importance of capturing and communicating our history. The starting point for the deck? Create your 12 separate slides with the basic piece of each part of the story you want to come across. Instead of the blatant Problem Solution Team slide headings, your deck should tell a story through your headings. If you took all the slides 10-12 and just read the headings and nothing else in the body of transparency, you need to tell the story of your startup. If you only took out one slide or even moved a few slides around, then your story shouldn't make as much sense. This is called passing the 'stroke through the test', which I fully attribute to the Master Benjamin Ball. After teaching us this, I became conscious as an investor how to review a slide. I would literally flip through it and pull the most interesting pieces of information. Everyone worked at Google Brain. Cool, have already signed NASA, Facebook and Box as customers. Then I'll go back inside and enjoy the relevant related and dig into how their product works; why they use these specific measurements; because they increase the amount x, etc. Success. But why? Because I didn't have to work hard to get the relevant information out, I was told through a story. And because stories stay with people more than random pieces of information, you have a better chance of making a meaningful first impression on an investor. Let's take a closer look at Ben's frame. Instead of a one-word transparency, let us take as an example the Problem, to include a preventive statement on the problem you are resolving. Something like 30% of the time of a full mechanical stack is wasted on *code reviews. Okay, that's interesting, I'm interested in learning more. Also, don't oversold the titles or repeat the words you've already used. And try to stay away from obvious phrases that everyone uses (disruptive, innovative, world class). Use your own language. It must sound like a story you'd tell. The $SlidesSo where to start? The two most important slides on the bridge are the first two slides. Whether it's sloppyly designed, boring, or fuzzy, I promise that an investor will spend all 10 seconds looking through the remaining 10 slides. Slide 1 is your cover slide that usually says only the name of your company and possibly even Series A Fundraise. This set the tone for the entire presentation. You can't assume that an investor has paid attention to the email that your mutual friend sent them saying great things about your startup. So Slide 1 must pass in one line what you are doing. Don't include your vision or mission statement, include a statement about who you are. Let's go through a little dissection exercise as an example. Front CEO Mathilde Collin** published her series A Deck Pitch online (and I give him a 9/10 though I give the company a 10/10 for product/team/attraction!). Notice that it starts the story off by stating exactly what they do for the tin, all of your company's external communications in a collaborative inbox.. Okay, so you're kind of slack for external communications? Good, I'd like to know more! Turn the page. Slide 2, according to my own YesWare analytics, this is the most important slide on deck. It is transparency that generates the most attention because investors are looking at this slide for the longest. This is the slide on most seed and series A decks that starts with Problem and then lists a problem in one sentence in the middle of the page before switching to three that says Problem All the time. Front does a brilliant job in transparency both titled Email is the most important business communication channel and does an even better job of supporting it with exciting data and graphics (but not too much to make transparency too busy). Mathilde got a 9/10 because the problem over her statement on this transparency or Solution for the next slide, was in my opinion unnecessary. I like how her slide titles are short, punchy and explain exactly what I'm reading on this page. In her own way, Mathilde created her own story. But some of the slide titles could have been even stronger. In many cases, her statement of support on each page is strong enough to be her title. ie page 6, instead of Select customers that are kind of obvious, Mathilde could use the statement at the bottom of the page as the title of The Front works for groups of all sizes, in many different industries. Page 12, Acquisition Channels could be, We have identified recurring strategies for acquiring new customers. But I'm overly picky on their deck, which again is a great example for any startup. Skipping ahead, take a look at her team's slide on page 16, The Right Combination of Passion and Experience. How much better is this than Team? If you're a group of Ivy League computer scientists, or if you and a co-founder rotate out of Palantir or if this is the second startup that your founding team has worked together, highlight this in the headline! In closing, you have created a stadium deck that tells a fantastic story, hopefully with a crescendo and finale. Happy fundraising!*I did this stat up, but I'm sure they're wasting a lot of time on code revisions**Disclosure: my partner Krishna is a personal investor in FrontFurther reading materials: How to storyboard your ass deck in 10 steps – from Brendan BakerWhat SketchDeck learned from designing 200 pool decks (disclaimer, I'm a personal investor). investor).