

# How to Build an Investment Deck

## ✓ Cover Page

Name of your company, logo, contact info (name, phone number and email address)

## ✓ Mission/ Purpose page

Ideally this should be one very clear sentence and no more than 5 sentences.

## ✓ Customer Problem page

Again, this shouldn't be long but it should highlight the customer pain point in a simple and clear way that anyone can understand and you should also speak to how the customer is dealing with that pain point right now (and it should feel pretty uninspiring).

## ✓ Solution page

How does your product make the customers life WAY easier. Again, simple and clear and short. But also note that it should elicit some excitement when someone thinks of what a great solution it is.

## ✓ 'Why is it time' page

What has the history in your category been? Why is it the perfect time to launch your product as a solution to the market?

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## ✓ Competitor Page

A chart comparing your competitors that shows how they come up short in comparison to your product line.

## ✓ Pages highlighting your products

You can do each product on a page with description or group products in families.

## ✓ Business strategy pages

What will you be doing with the money you are asking for?

## ✓ Team page

With any relevant info about team members

## ✓ Snapshot of current and projected financials

## ✓ Press page

If you have any

## ✓ Thank you page

add the contact info from the cover page here again