FIGURE B.2

Example Company Purpose/Description Slide

Source: Shyam Devnani

You could also include a comparison with a widely known brand, which will help the listener to immediately grasp the concept. For example, "We are the Uber for pets" or "we are the Netflix for video games."[13] Remember from Table B.1, these short pitches could come in handy as you prepare the opening for your pitch deck.

Slide 3: The Problem/Need

Describe the problem that your company is solving or how you are addressing a customer need (Figure B.3). Additionally, you should describe how the problem is currently being solved by other companies, and point out any inefficiencies in how it is being solved, or why the existing solutions are insufficient. Keep in mind that you need to prove to your audience that the problem is a big one. As venture capitalist Skylar Fernandes says, you need to solve the customer's #1 problem—not the #10 problem![14]

Slide 4: The Solution

The solution is really your value proposition, because if you can solve the customer's problem or fulfill their need in a unique way, then you are already creating value. Don't just type the solution on a slide, as in Figure B.4. If possible, offer a live demonstration. If the product or service is not yet fully developed, show a prototype or a picture of a prototype. If the solution is web-based, a mockup landing page is a must.

Another option is to show a **use case**—a methodology used in the software industry to illustrate how a user will interact with a specific piece of software.[15] Figure B.5 illustrates a use case to show how easy it is to prepare a meal from India in a Box. For entrepreneurs, use cases are also a good way of showing an audience how customers will interact with their products or services and how their lives are made easier through the interaction.

Use case: a methodology used in the software industry to illustrate how a user will interact with a specific piece of software.

Slide 5: Why Now?

There is a window of opportunity for many new ventures. You need to convince your audience that the time is now for your new product or service. This means pointing out trends or changes that prove that your company is timely (see sample slide in Figure B.6).