Slide 11: Team

Showing you have a strong team with the right skillsets is more important than you might think. Your audience may not be convinced that the opportunity is there, but if the team is strong, then it's more likely that the team will be able to pivot as necessary to give the business the best possible chance for success. The team slide should include a list of all team members, providing photos, their experience and education, and their role in the company (see Figure B.13). It's important that the team slide makes the audience think to themselves, "Yes, the team can actually do this. And, if they can't, they have the ability to pivot if necessary." If you have an advisory board, then include those names as well. Talent attracts other talent. So if you have an amazing team, you might even consider moving this slide to the beginning of your presentation. See Chapter 8 for more on building quality teams.

Slide 12: Call to Action

The call to action is the most often-forgotten slide! It doesn't matter if you are pitching to a venture capitalist, an angel investor, an audience in a pitch competition, your professor, a friend, your class, or your grandmother, you must always have a call to action (Figure B.14). By this point, you've likely spent about 15 minutes presenting your idea. So now it's time to ask for something.

What you ask for depends on your audience. If you are presenting to an investor, you are probably asking for money. If this is the case, then you need to say how you plan to use the money. For example: "I'm asking for $200,000 for 20% of the company. The money invested will primarily be used for . . . (e.g., building out the sales channel, customer acquisition through marketing, packaging, redesign, hiring)." If you are pitching to your classmates, you might be asking for feedback on the idea. If you are pitching to your professor, you might be asking him or her to act as an advisor. If so, then tell your professor what you are looking for in an advisor. If you need team members, ask for them, but be specific in the skillsets you are looking for. The bottom line is, don't ever pitch without asking for something at the end because you could be missing a major opportunity.

FIGURE B.13

Example Team Slide

Source: Shyam Devnani