SMU SINGAPORE MANAGEMENT UNIVERSITY

Institute of Innovation & Entrepreneurship

PITCH DECK GUIDELINES

Please spend adequate amount of time to prepare the initial pitch deck that you submit along with the application. You'll find some best-practices for your reference. Please use it as a guideline when preparing your pitch deck.

BUSINESS INNOVATIONS GENERATOR

FLOW

(FYI Only – NOT a slide for your deck)

- COMPANY PURPOSE
- PROBLEM
- SOLUTION
- WHY NOW
- MARKET SIZE
- COMPETITION
- PRODUCT
- BUSINESS MODEL
- TEAM
- FINANCIALS

COMPANY PURPOSE

- Define the company/business in a single declarative sentence

PROBLEM

- Describe the pain of the customer (or the customer's customer)
- Outline how the customer addresses the issue today

SOLUTION

- Demonstrate your company's value proposition to make the customer's life better
- Show where your product physically sits
- Provide use cases

WHY NOW

- Set-up the historical evolution of your category
- Define recent trends that make your solution possible

MARKET SIZE

- Identify/profile the customer you cater to
- Calculate the TAM (top down), SAM (bottoms up) and SOM

COMPETITION

- List competitors
- List competitive advantages

PRODUCT

- Product line-up (form factor, functionality, features, architecture, intellectual property)
- Development roadmap

BUSINESS MODEL

- Revenue
- Pricing
- Average account size and/or lifetime value
- Sales & distribution model
- Customer/pipeline list

TEAM

- Founders & Management
- Board of Directors/Board of Advisors

FINANCIALS

- P&L
- Balance sheet
- Cash flow
- Cap table
- The deal

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THANK YOU

BUSINESS
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SOME OTHER HIGHLY RECOMMENDED FREE RESOURCES

- Y-Combinator How to Design a Better Pitch Deck
- Y-Combinator Startup School
- Steve Blank's Tools for Entrepreneurs
- Y-Combinator Startup Playbook

Sample pitch decks:

- Crew’s seed pitch deck helped it land US$2 million to kick-start the business