

Tahko Ski Lift Pitch **PITCH DECK**

[Template for 3-minute on-stage pitch]



Tahko Ski Lift Pitch – Pitch deck template and tips

GENERAL

- **How to convince investors and the jury in the Tahko Ski Lift Pitch contest?** This pitch deck template is prepared for a 3-minute on-stage pitch, taking into account the criteria assessed by the investor jury in the Tahko Ski Lift Pitch contest. The template describes subject areas to be included in a winning stage deck.
- **The pitch deck is an element that supports verbal pitching on stage.** Impressive performance and a practised verbal pitch are key! A good deck and pitch form a consistent story and the figures and claims are correct.
- **Focus on visual aspects and pictures in the stage deck.** Always try to express things as concisely as possible. A good stage deck includes at most 10 slides and **the most relevant data** is crystallised on each slide in a quick-to-read format. An investor deck can include more background info.
- **Prioritise and focus the contents of your deck, based on your company's strengths.** When you compose a deck for a stage pitch, think which of the things mentioned in this template are most relevant for your business? Which info is key and must be emphasised in a 3-minute pitch? What makes you stand out from others? What is your asset to convince investors?
- **Appeal to your audience's emotions.** The pitching and deck must form a coherent and appealing story with relevant visual elements that draw attention, and the facts and figures must be up-to-date. Pitching is like a story that consists of experiences, stories and insights. Numbers and data that stand up to scrutiny are at the heart of it all.
- **Practise, practise and practise.** Practice makes a pitch that convinces investors. When you have practised your pitching 100 times, the next thing you must practise is the elevator pitch for an audience. For example, at the Startup Ski Academy events organised by the Ski Lift Pitch Growth Community, you get to practise pitching in front of a jury and an audience.
- **Prepare carefully for the pitching.** Plan precisely the time you spend on each slide and make sure that you allocate enough time for describing the business and business benefits (for example, what will your solution mean for the customer, company, owner/investor in euros (€)?)
- **Remember this!** Investors are always interested in knowing what your product or service means in money!

Slide 1: Purpose of the Company

- **The key task of the first slide and opening line in the pitch deck is to catch your audience's attention and convince them of the importance of your solution.**
 - Tagline: summary of the core and nature of the brand and position in relation to competitors, all based on concrete facts.
For example: Our company saves the world with xx by doing xx and will achieve xx.
 - A good tagline is easy to remember, easy to deliver and relevant for your solution.
 - Test your tagline with an audience, collect feedback and clarify the tagline if necessary.
- **On slide 1 of the pitch deck, investors want to hear concrete facts about your company's vision and mission.**
 - Why does your company exist? Why does your team do this? Where does your story begin?
 - What is the problem that you solve and how are you going to do it?
 - Hook: What is the great potential of your solution (in € as well)?
- **Present the purpose of your company based on concrete facts.**
 - Why are you the startup that investors should invest in?
 - What makes your solution important and an investment worth investing in?
 - If sustainability is key in your core business, state this clearly from the word go [but not glued on top].
 - Think about how you can sell your vision to investors? How can you express the appeal of the investment in concrete terms?

Slide 2: Problem

- **Slide 2 of the pitch deck is for telling about the problem you will resolve, in as concrete terms as possible, while disclosing the scope of the problem.**
 - Use statistics, data and facts about the problem – crystallise data in a visual format!
 - Create a concrete story of the problem: select a relatable emotional example parallel with slide 1.
 - Remember this: the investment decision is based on valid data, but the solution's effectiveness at the emotional level is often involved as well.
- **Focus on the customer when describing the problem.**
 - Highlight your customer's needs – based on concrete aspects – when describing the problem.
 - What are the customer-oriented needs relating to the problem? What is your information based on?
 - How do you personally relate to this problem? Why do you want to resolve this particular problem?
- **Focus on describing the problem!**

Slide 3: Solution; product or service

- **Slide 3 of the pitch deck must describe clearly the key 1) benefits and added value (€) for the customer and 2) properties of the solution, product or service that your company offers. (Note! If you can provide concrete highlights, for example about the payback time, this is the place in the verbal pitch to mention that).**
- **Consider this carefully: what added value does your solution give to the market?**
 - Is yours a Nice-to-have or Must-have solution? Note! Investors are interested in must-have solutions!
 - Present your solutions useful added value from the target group's perspective, and give the concrete benefits first. Note! Properties and details can be supplemented in later discussions or using a more extensive investor deck.
 - Present the solution/product/service as simply as possible at a high level!
- **Use on stage: a prototype of the solution/video insert/conceptual drawing or sample/taster!**
 - Take time to consider how to make a complex thing so simple that even a non-expert can understand what it is about!
 - Remember this: in most cases, investors are not experts on the subject, for example in medicine or bioeconomy.
- **What makes the solution/product/service unique in relation to competitors (competitive advantage)?**
 - Describe your competition: How does your solution relate to competitors?
 - How do you stand out from the competitors? How can you **win the competitors**?
 - Describe the product so that it is not 'something that already exists'. What is the novelty value? Uniqueness?
- **Remember this: simplify, simplify, simplify!**

Slide 4: Market

- **Slide 4 of the pitch deck is a realistic description of the market for your solution/product/service.**
- **Consider carefully: What is the market you operate in? What is the realistic size of the market?**
 - Realistic market share: What kind of market share do you aim at for your product/service?
 - TAM = Total Addressable Market
 - SAM = Serviceable Available Market
 - SOM = Share of Market (realistic share of SAM you aim at)
 - What kind of customer relationships/customer profiles are involved in the business?
 - What kind of operators are there in the market at present?
 - What is the **SAM** of your solution/product/service? Give a realistic description here of the share that your solution can achieve of the total x-market (TAM). Note! If you can, provide an explicit calculation of your market share (e.g. 100,000 potential customers representing 5% of the entire market). The niche of your solution?
- **Describe in brief: the expectations and market potential?**
 - Trends: which growing trends can be identified in your market?
 - In what way can your market expand later (Future TAM/SAM/SOM)?
- **Visualise: What is your company's role and position in the value network?**
 - What kind of operator and customer profiles are involved in the value network?
 - What kind of value do you contribute to the line of business and market?
 - Is the market/business fragmented or consolidated?
 - Note! Depending on the situation, map visualisation or similar can be used.

Slide 5: Business Model

- **Slide 5 in the pitch deck is a clear description of your company's business model. Investors are interested in how you intend to make more money.**
- **Visualise the earnings logic clearly**
 - Has the business model been tested? Have you achieved concrete results?
 - Visualise the results, such as key figures and achievements, in pictures and graphs that are quick to grasp.
- **Is your business model scalable?**
 - What is your position in the market in terms of geography, customer relationships etc.?
 - What does it mean in monetary terms to expand in the market?
- **Think carefully: generation of money (how and how quickly)?**
 - How will you sell your solution/product/service? Why do you sell your solution/product/service this way?
 - Be prepared to justify when the investors challenge you by asking whether you are selling your solution in the right way!
 - What is your product portfolio? What is it that you are actually selling? What do you focus on?
- **Timeline of earnings logic**
 - Where does the business take place? Where is money made first? What is the timeframe for developing the revenue model and how will you do it?
 - What makes your business model scalable? What will the scaling be like (linear or gradual)? Which measures will the scaling require and in which timeframe?
 - Visualise the information clearly and in a quick-to-grasp way.

Slide 6: Results and future roadmap

- **Slide 6 of the pitch deck crystallises the results achieved so far and informs how you intend to achieve the next target results in the market.**
- **Give a concise account of the results you have already achieved.**
 - Describe the most relevant ones here, e.g. net sales, customer relationships, R&D results, personnel/team etc.
 - Remember to describe in concrete terms.
- **Visualise: How will you reach the targets set in the market?**
 - What will your company look like in the market 3/5/10 years from now? What will your company be like then?
 - What kind of achievements and milestones are there on the timeline?
 - What are the bottlenecks and what is needed to tackle them?
 - Describe the targets and milestones as simply as possible, in visual form.
- **Tell about: How will you reach your customers?**
 - What is your company's customer solicitation strategy? Where can you find your customers?
 - What do you need to do to make customers buy from you?
 - How do you know that you will succeed in selling your solution/product/service to customers?
 - How will you sell the product [inbound and outbound]?
 - What are your market channels (distributors, marketing, own direct sales, online sales etc.)

Slide 7: Team

- **Slide 7 of the pitch deck describes the team behind the solution/product/service. It is important to highlight the competence of the team and possible advisors clearly on this slide.**
- **Say clearly: What makes this particular team the best?**
 - Mention the team's competences: business competence; how do skills and capabilities complement each other?
 - What kind of knowledge of the field does this team have?
 - Why is this particular team best for this company?
 - How is diversity taken into account in the team? What does diversity mean, for example for scaling in the intended international market?
 - What competence must be recruited for the team in future?
 - Mention here also the Extended Board/Advisory members, if any? What kind of competence do these people contribute to your team?
- **Also mention: ownership shares**
 - How are shares of ownership distributed within the team?
- **Tip: if you want to stand out in the pitching competition, visualise the team description!**
 - Use visual methods in describing team members' backgrounds and competences.
 - Consider how you can separate clearly, in visual terms, for example commercial and technological competences.
 - Remember this: as the time available for the pitching is 3 minutes only, everything on the slide must be quick to grasp.

Slide 8: CtA & Sum up

- **Slide 8 of the pitch deck tells clearly what you want to happen at the end of the pitching.**
- **Say clearly: What do you want from investors?**
 - How much money do you want to raise?
 - What is your valuation and what is the valuation based on? Note! Be prepared to justify your valuation estimates in figures!
 - What kind of share will the investor get in return for investing in the company?
 - What do you intend to do with the money? What kind of goals do you intend to achieve with the money?
- **Describe the next steps.**
 - What do you want or expect from the investor? What are your company's/team's needs?
 - What is your plan going forward after you have attracted an investor?
- **Remember this: your audience consists of professional investors who hear hundreds of cases every year!**
 - How will you test and make sure that your audience has bought the story of your business?
 - Investors are human: how will the pitch create an emotional bond between your case and the investor?
- **Close the pitch in a way that reflects your company's story!**
 - Remember this: the pitch is a story > close your pitching with an identifiable, emotional summary, for example:
"Invest €xx in us to save the world's children from famine and make money at the same time (= this is a sensible investment)"
 - Consider how the closing line is linked to the problem you are resolving and the solution you are offering.

Remember this!

- **This template presents elements that should be included in an excellent on-stage pitch.** Do not use the questions on the slides as a Q&A exercise, but think about how you can present your case in a way that is interesting and easy to grasp for investors.
- **The time available for the pitch is only three minutes.** This is one reason why we encourage you to focus on visual aspects, graphs and other creative methods to summarise data in the pitch deck in a format that is quick to grasp at a glance.
- **Select the key data only for the deck and pay attention to detail.** Consider how details, such as font size, support your verbal pitching? Make sure that the investors can read all data you have selected as relevant on the slides. If the deck consists of 10 slides in total, the average time per slide is 18 seconds. Can the data presented on the slide be grasped in 18 seconds?
- **Consider the full story of your pitching.** Consider which identifiable examples and experiences can support your data-based deck. How are emotional aspects included in all slides of the pitch deck and throughout the on-stage pitching?
- **Practise, practise and practise.** In addition to the on-stage pitching, the Tahko Ski Lift Pitch contest includes a 3-minute pitch of the ski lift, without a pitch deck, by the top 20 startups. So, practise your verbal pitching so well that you can manage it without support material. In addition, at the roast stage, the top 5 startups will give a 60-second pitch on stage without a deck.
- **The jury that comprises investors will use the following criteria when selecting the winner:** 1) the attractiveness of the solution as an investment, 2) market potential, 3) competitive advantage and genuine added value, 4) the company's previous achievements and results, 5) the team's competence and 6) investment risks/potential. **Think about the questions that the investors may ask and your answers to them.**
- **Practise your pitch in English!** Because the jury includes international investors, it is essential to deliver your pitch in English at Tahko. No matter if your English is not fluent yet – that is what Tahko Ski Lift Pitch is for – to enable us to practise and succeed together in an encouraging environment!
- **One more thing to remember:** The slides do not have to include the full contents of your pitching. The pitch deck is the support material of the verbal pitch.

BEST OF LUCK IN THE CONTEST!



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