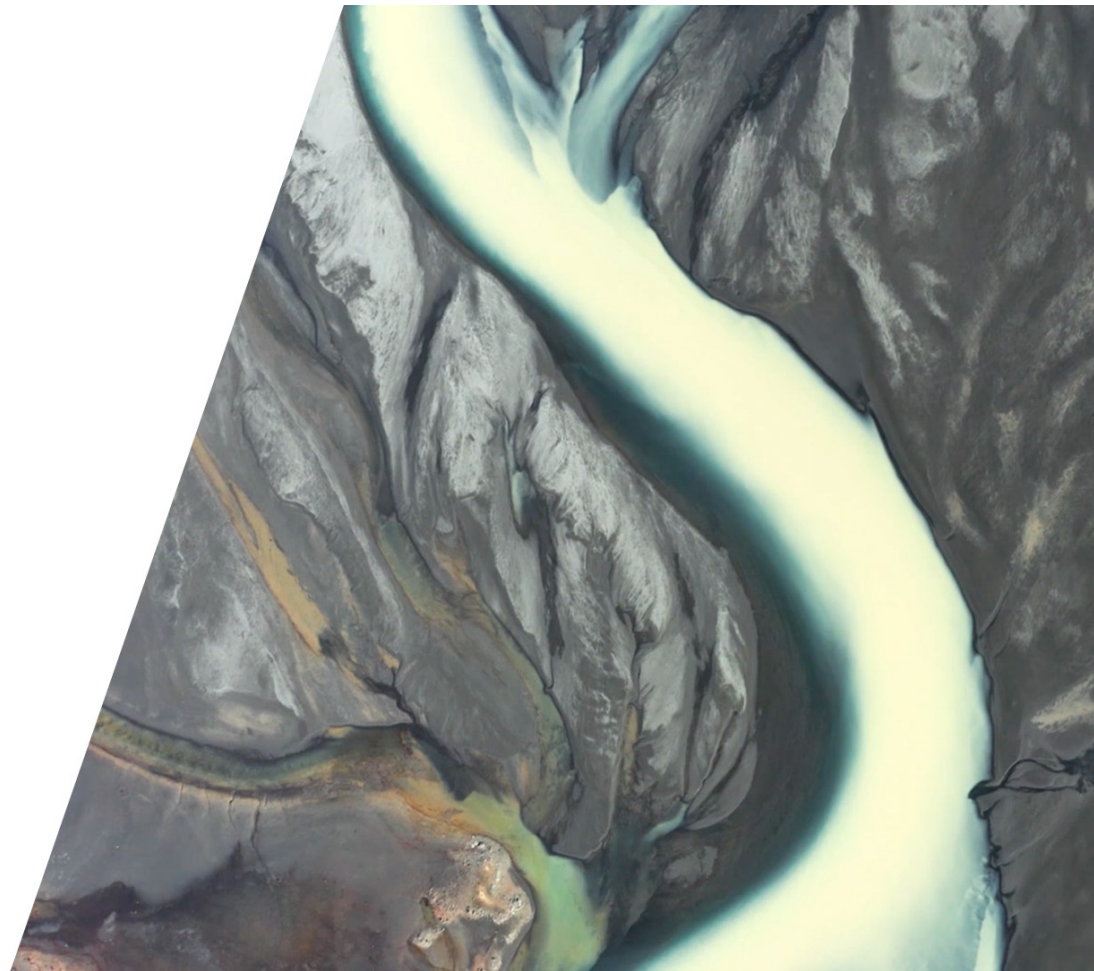


PITCH DECK GUIDELINES

*BEFORE A MEETING WITH INVESTORS
AT EYRIR VENTURE MANAGEMENT*



OBJECTIVE

The objective

The presentation is an opportunity to convey the vision of your project, why you are working on this project and how you are going to scale it up.

The goal is to get across how your project is going to be a success and demonstrate that you have a clearly thought out plan.
(ARR- annual recurring revenue)

SUMMARY

Summary

Why are you working on this idea?

State what the company does and the vision of the founders

Does the business idea have a positive impact on society or support environmental sustainability? If so, how and what key metrics are the team using to track the impact?

What is your value proposition?

What is the core market problem you are solving?

Be straightforward and to the point

When was the company founded and how many employees are at the company?

Highlight the key management, traction so far, funding status and milestones

Why is the team working on this project?

PROBLEM

Problem

What is the market problem you are solving?

Why is there a gap in the market for your product or service?

Why does solving the problem matter?

What is the size of the end prize (TAM)?

Why is the right time now for the product or service?

How is the product or service positioned in the macro trend?

What is the near-term vision and the long-term vision?

PRODUCT/SERVICE

Product/Service

Who is benefitting from the product/service?

What problem is the product/service solving for the customer or what is the underlying need that is being addressed through the product?

Give an overview for the technology and architecture of the product.

Describe how the product is scalable (key details).

Describe the user journey of the product/service

What are the key metrics you are looking at regarding customer satisfaction?

What are the key metrics in sales?

MARKET OPPORTUNITY

Market opportunity

What is the Total Addressable Market (TAM) globally?

What is your market segment that you could serve?

What narrow focus point did you choose to begin your journey?

What is happening in the market (micro and macro) and how do you address that?

GO-TO MARKET BUSINESS MODEL

Go-To market and business model

How can your product reach many users in short time?

What are the distribution channels for the product?

How do you reach your customers?

How much does it cost to reach your customers or establish distribution channels?

Be specific about your approach and position your vision

(Top-down, Bottom-up, inside sales, bundle-sales, channels, platforms).

Show the path of ARR milestones (Be specific and explain the key success metrics of the business model, e.g. to the first 1 M USD ARR milestone).

TRACTION AND METRICS

Traction and metrics

Light up the metrics you are using to measure the business model from day to day
ARR, PoCs, partnerships

Describe what you think is a successful traction for your product

Focus on showing facts from Day 1 and projections for next 1 to 2 years
(scenarios).

Show the pipeline in costs, revenues and milestones, short term (6 months).

Show the small details that matter to deliver successful traction

COMPETITION

Competition

Give an overview of how the market is and how your product fits in

Give an explanation of why your product will be successful and better than the competition

Be honest about the strength and weaknesses of the competition

TEAM

Team

Why is this team working on the product?

How long has the core team been working together?

Why is this the right team for this product?

What is the "secret weapon" of this team?

How are you building the right culture to grow the team?

Give an overview of the key management team, education and experience.

Give a good answer to why this background, experience and mentality is the right one.

Remember; key team members only and how this team can build up the right culture for future growth and solve the problem

Give a list of advisors and board members

FINANCIALS AND ASK

Financials and ASK

Give a projection for three years and quarterly for the first 18 months

Explain how the financials fits with the traction plan (ARR, PoCs, partnerships, users)

Explain how the market development fits with the projections and traction plan

Show how the Key Success Metrics are within the financials as planned

Use scenarios (worst, mid, best) to show how things can develop. Explain the drivers behind different scenarios and how it fits into the funding structure
Include the amount you are raising (ASK)

What are the milestones you plan to accomplish with this financing round?

Think about the story you want to pitch at the next round, and work backwards.

Show your long-term vision and don't be afraid to think big or talking about obstacles and dangers

State expected deal terms