

Instructions for use

The Startup Pitching Playbook

The Startup Launchpad Playbook is a Toolkit designed and published by Sahara Ventures to help academic institutions to nurture entrepreneurship culture among students and lecture. The goal of the playbook is to help mentors and lecturers support students to create investor decks and other tools required by the investor.

Innoversity Project ®

Innoversity is a project supporting higher education institutions in Tanzania to move towards third and fourth generation universities embracing innovation and entrepreneurship for socioeconomic good. [You can learn more about the project here.](#)

Learn More About [Innoversity Project.](#)



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What is a Startup Pitch Deck?

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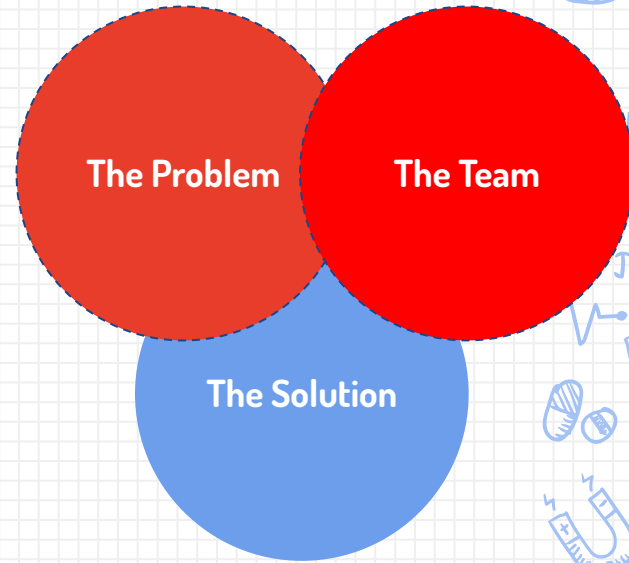
A startup pitch deck is a brief presentation designed to showcase startup business plan to attract attention of potential investors and strategic partners. The presentation captures key facts about the size of the problem, the market opportunity, the proposed solution, the capabilities of the founders and the ask.



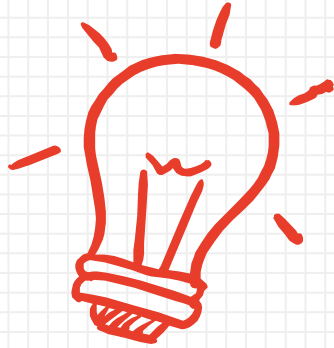
What is Body of a Pitch?

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Any startup pitch contains three key areas; the problem the founders are trying to solve, **the solution** they are bringing and the potential of the founders (the team) to solve **the problem**. The goal of the pitch is to communicate the **founders' vision** to onboard talents in the team, raise capital or attract strategic partnerships.



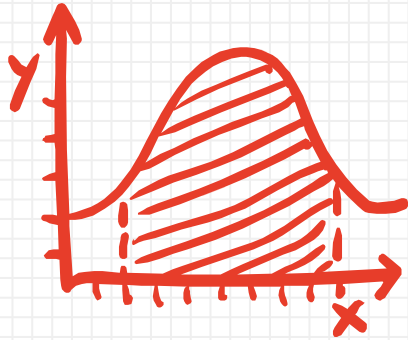
Three Types of Pitches



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There are three pitches: **elevator pitch**, **typical (event) pitch** and **detailed pitch**. The goal of the elevator pitch is to capture someone's attention within the shortest time possible and convince them to set up a follow-up meeting.





The other pitch type is **traditional pitches** conducted during pitching events, demo days, and startup marketplaces. **Detailed pitch** happens when the founders must pitch with supporting resources (documents, etc.).

Important Tips During Pitching

Be Brief & Conscious

Be brief and conscious, focus on critical things and understand the context and the audience listening and engaging with your pitch.

Use Clear Language

The language used during the pitching sessions should be free from jargon and technical statements.

Stick to Specifics

The focus should be on specific issues related to the problem you are trying to solve and the solution you are providing.

State Your Belief

Tell your story, why you are passionate about solving that problem, and why you are the right person to do that.

Call For Action

Invite people to be part of your mission on what you are trying to accomplish. Make them act, e.g. by investing in the company.





What Should Go to Your Pitch Deck?

A Tag Line

One-liner that provides an overview of the startups. It is a summary of the product/services and the mission of the startup.

The Problem

- ✗ Real or imaginary problem?
- ✗ Who is affected by the problem?
- ✗ Why you are the right person to solve it?

The Solution

- ✗ What are the existing solutions?
- ✗ What is different?
- ✗ What is your unique advantage?
- ✗ What needs to work?

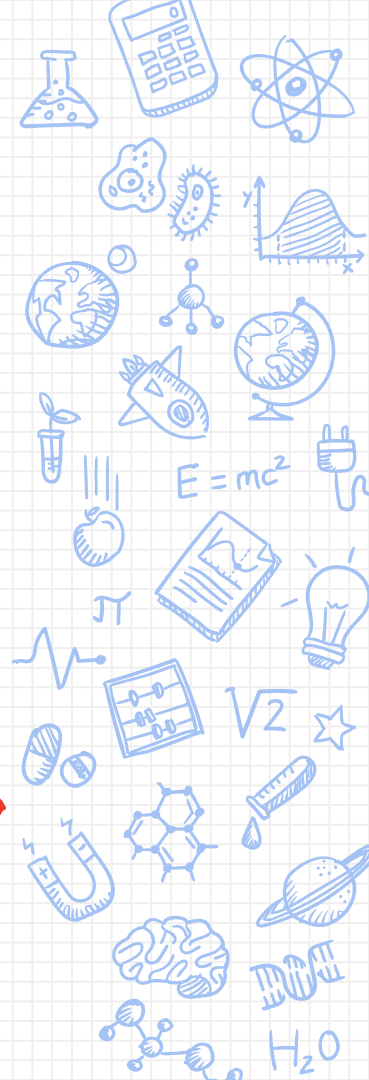
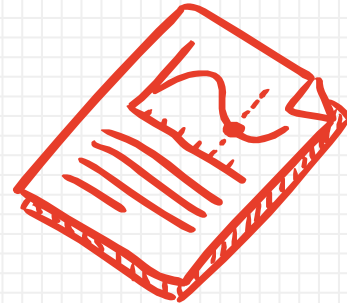
What Should Go to Your Pitch Deck?

Traction

- ✗ Key Milestones to Date
- ✗ Growth Metrics at Early Stage
- ✗ Partnerships and Accolades
- ✗ Press and Recognitions
- ✗ Customer Success Stories
- ✗ Testimonials

Market Opportunity

- ✗ Defined Market Space
- ✗ Total Market Size and Niche
- ✗ Primary Targeted Customers
- ✗ Macro Trends and Insights

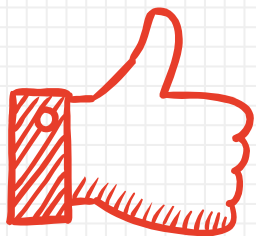


The story of your customer and how customers use/value your product or service. Images and visuals are better than lots of text. It is critical you show don't tell.

- ✗ Your primary customer
- ✗ How do you make money
- ✗ What is the pricing (model)
- ✗ Revenue and number of customers to date
- ✗ Basic math on revenues and conversion rates
- ✗ Life-time value of an average Customer (How many months, how many dollars?)

Important Links

Some Important Links



THANKS!

Any questions?

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