

Sequoia Capital

Pitch Deck Template

Reproduced by PitchDeckCoach from info presented at
<http://www.sequoiacap.com/grove/posts/6bzx/writing-a-business-plan>

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 model

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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