

ASE

The collage is divided into three main sections. The top section features the ASE logo in white 3D letters on a black background, flanked by two golden olive branches. The middle section shows a man with a beard, wearing a floral shirt and a grey vest, pointing at a whiteboard with a blue marker. The whiteboard has handwritten notes: 'MATERIAL' with an upward arrow, 'PROD' with a downward arrow, 'Budget' circled, and 'DISTRIBUTION' with a downward arrow. He is also holding a paper with charts. The bottom section has a black background with the text '9 Step Pitch Guide' in large red font. To the left is an icon of a hand holding a gold coin with a dollar sign, and to the right are several stacks of gold coins.

9 Step Pitch Guide



From Hundreds of Years of Business Experience!

An excellent general structure for pitch decks and pitches is:

1. **Title:** company name, logo, and one-liner outlining what you do. Keep what you do to a 140-character tweet.
2. **Problem:** what's wrong with how the world currently works? What are you trying to accomplish? A customer's story with the problem.
3. **Solution:** how do you solve the problem you just outlined? What's the business model (what you charge)? What's the how and use a story if possible.
4. **Traction:** do you have Product-Market Fit as demonstrated by your numbers (e.g., strong growth, the path to healthy unit economics)?
5. **Market:** is there a large Total Addressable Market today or in the future? Service addressable market and service obtainable market.
6. **Competition:** who are your competitors, and why are you 10x better than them? How do you go against the status quo?
7. **Vision:** how do you become a large company? How are you planning to scale this company? How do you plan on getting customers (sales strategy & marketing funnel)?
8. **Team:** why are you the right people to do this? (Where this slide is ordered within your deck depends on the strength of your team. For example, if you're a biotech company with experienced



pharma executives, make this your second slide.) Why is your team the right jockey for this horse, and what's its experience?

9. Ask/Use of funds: What does the business look like in a few years, and how much capital will it require?

Roleplay your pitch at least 17 times on video!

Make these 3 responses very clear and have one number for each:

What is the businesses current valuation?

How much are you asking for?

What are you giving the investor in exchange for the ask (equity or interest on debt)?

If Seed or Pre-Seed:

What is your go to market plan?

Who? What? When? Where? Why? How?

Key Points

A rule of thumb is to have a max of 10-15 slides for your main deck, not including your appendix.



Go to Fiverr to make the deck look good with a white background.

If the business has a headcount, P&L, and balance sheet, include them in the appendix.

For M&A Roll-Ups/ Consolidations

A consolidation pitch deck for investors is supposed to outline the strategy of the proposed transaction.

The transaction includes the roll-up of 3 companies: X company + target 1 + target 2

Communicate to the investor why this is the best investment ever.

How the company will look after the rollup, etc...what is the exit strategy.

How much are they expecting to make?

Roleplay your pitch at least 17 times on video!

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