



Food & Bio Cluster Denmark

Pitch deck content checklist

VISION	TEAM
✓ You have clearly stated what you want to achieve with your company	✓ Who are the team members and what are their role
✓ It is clear to the reader how you are going to make the world a better place	✓ Experience in the field and links to their LinkedIn
PROBLEM	✓ An explanation of why the team members are best in their roles
✓ The problem you are trying to solve is defined	✓ An explanation of why this team as a whole is the best to do what you are trying to do
✓ The definition of the problem is brief	SOURCE OF MOAT
✓ Your grandma can understand the description of the problem	✓ It is clear what gives you a unique competitive advantage over anyone else trying to do the same or compete with you.
SOLUTION	MARKET & COMPETITION
✓ The description of the solution is clear	✓ Total accessible market (TAM), Serviceable Available Market (SAM), Serviceable Obtainable Market (SOM)
✓ The description can be understood without a technical background	✓ Future developments
✓ It is clear from the deck what differentiates your solution from competing solutions	✓ Who are your target customers
BUSINESS	✓ Key competitors in the market
✓ After reaching the deck, the reader understands how you make money (or are planning to)	✓ Traction: Key milestone achieved

Pitch deck content checklist

GO TO MARKET STRATEGY	TERMS OF THE ROUND
✓ Your growth model is clear (marketing, product or sales lead growth)	✓ Size of the round
✓ Explanation on how you conquer the market with you growth model	✓ If equity: Pre-money valuation
WHAT YOU ARE GOING TO ACHIEVE WITH THE ROUND	✓ If convertible: interest, conversion discount, valuation cap
✓ Technical milestones	✓ Use of the round (20% R&D, 40% sales etc)
✓ Go-to-market milestones	✓ CONCLUSION
✓ Key metrics	✓ Sum up key reasons for investing
METRICS & FINANCIALS	OTHER
✓ What are the main metrics you are following	✓ Mimimal and clear presentations
✓ Current financials and metrics	✓ Practice with a friend and industry advisors.
✓ Forecast build bottom up using the metrics	✓ Contact information
CAP TABLE	
✓ A clear breakdownof ownership between founders, team and investors	