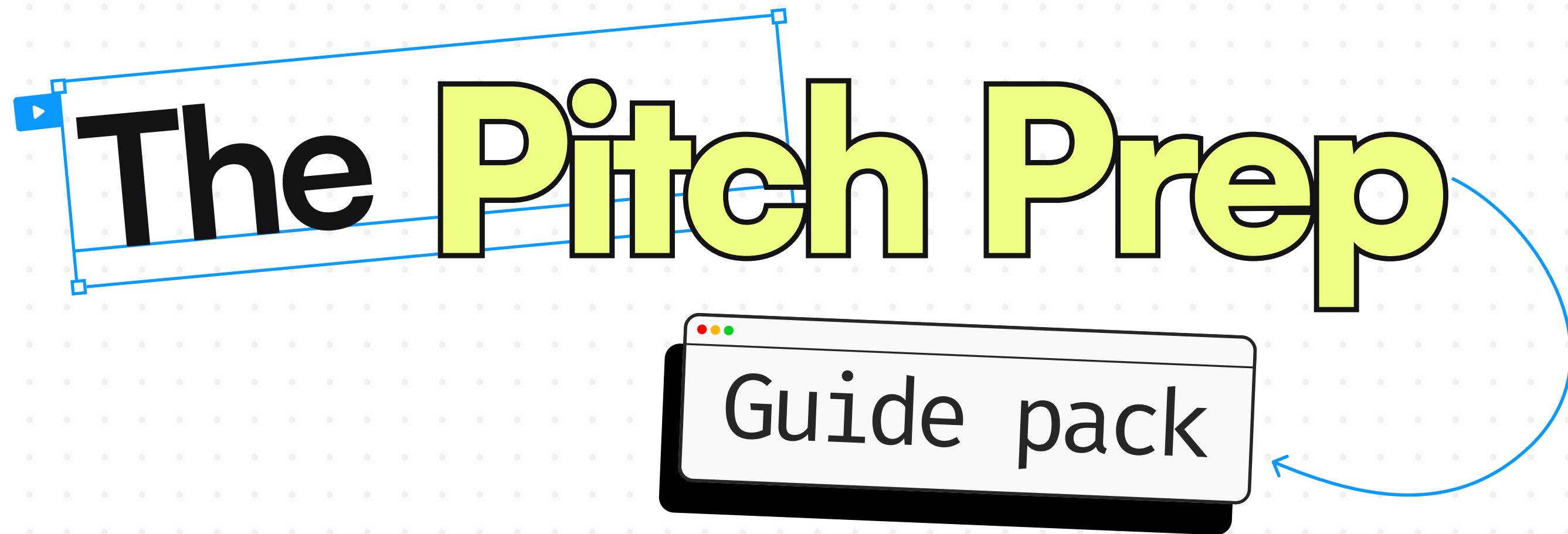


The Pitch Prep



Guide pack

Using this guide

Hello there. We've put together some practical activities to help you focus on what investors want to hear (and how they want to hear it). Nail these and you can't go far wrong:



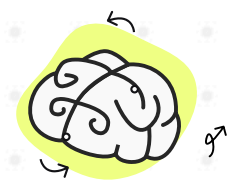
2. Prioritise What You're Going To Say

Here we've given you all the key sections for a full investor pitch deck. This will also help you be ready to answer questions on technical and market specifics.



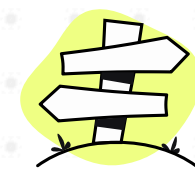
4. Think like an investor

Let's look at this from the other side of the coin... Put yourself in an investor's shoes. Are you giving them what they need? (Try pitching your idea to a friend and give them this checklist.)



1. Brainstorm Your Key Messages

Use our table to nail down the key ingredients of an irresistible value proposition.



3. Tell An Engaging Story

One of the best ways to quickly bring your product or service to life, demonstrate its value, and engage your audience is to tell a story. Here's one simple way of doing that.



5. Real world success

Want more help, including FREE advice from experts who've helped companies raise millions (and raised *billions* themselves)? How about substantial discounts on services to make sure you stand out from the crowd? You do? Well, this is the page for you.



Brainstorm Your Key Messages

Problem

What is the specific problem that you are solving?

Bonus points if it is:

- Significant
- Urgent
- Scalable

Existing alternatives

How are people trying to solve this problem currently? How will you overcome objections? What will you:

- Reduce
- Eliminate
- Raise
- Create

Solution

What is the technical solution to this?

Bonus points for:

- Uniqueness
- Innovation
- Defensibility

Key metrics

How will you measure success?

Unique value proposition

'My product will enable my audience to do X, achieve Y, and ensure Z.'

High level concept

Describe it in a context people recognise and understand... e.g. "The Uber of..."

Your super power

What gives you an unfair advantage?

- People?
- Expertise?
- Experience?
- Access?

Channels

Where will you go to reach customers? What are their "Spheres of Influence"?

Customers

Who will use your service and in what context?

Early adopters

Who are they and where are they?

Cost structure

Operational expenditure

Revenue streams

- Revenue: where's the cash coming from? (Direct sales, subscriptions, affiliate, etc.)
- Pricing strategy: how will you charge? Are there tiers?
- Customer Acquisition: how will you acquire customers? (Across paid, earned and owned channels)

THE GOAL: demonstrate exponential growth opportunity

Traction












What proof do you have that anyone is interested?

- (Beta / Pilot) Customers
- Letters of intent
- Testimonials
- Returning Customers



Brainstorm Your Key Messages

Here is a blank version to fill in yourself

| | | | | |
|---|---|---|---|--|
|  Problem |  Solution |  Unique value proposition |  Your super power |  Customers |
|  Cost structure |  Key metrics | |  Channels | |
| |  Cost structure |  Revenue streams |  Traction | |



Prioritise What You're Going To Say

Purpose and vision

State your purpose and vision in a concise sentence.

Target audience

Clarify the specific organisations you serve and their problems.

The problem

Describe the finance, business, and personal issues caused by the problem you solve.

The solution

Present a neat and ordered solution slide.

Commercial modal

Outline your pricing structure for different customer segments.

Market analysis

TAM Total Addressable Market (global potential).

SAM Serviceable Available Market (targeted segment within your reach).

SOM Serviceable Obtainable Market (market share you aim to capture).

Market viability

1 Demonstrate success in SOM as a credibility measure.

2 Use SAM as a sanity check and short-term potential indicator.

3 TAM represents long-term market penetration potential.

Evidence of traction

List any customers, contract values, beta partners, or even letters of intent. Evidence people are interested is crucial in this market.

Future growth

Highlight key points from your financial model.

Your super power

Explain your unique edge, like a technical 'moat', unique access capabilities, or distinctive features.

Horizon (H) mapping

H1 Leverage existing products within SOM.

H2 Extent into new revenue areas, markets, and geographies.

H3 Long-term strategic goals, such as new product development.

The team

Highlight the team's talent, balance of skills, and future talent attraction plans. (If anyone has exited before, this is crucial information.)



Pitch deck challenge:

People **almost always** make their decks too long. Investors are only human (and often very busy). So, *can you fit your whole pitch into these 12 slides?* If you can, it should give you everything you need.

SLIDE 1: TITLES

Your company name, presenter name and title, & contact information (avoid cheap / AI branding)

SLIDE 2: THE PROBLEM

Describe the finance, business, and/or personal issues your target audience faces - and why they need to be solved urgently, at scale. (See: *storytelling slide*)

SLIDE 3: THE SOLUTION

How will you solve the problems you've identified? How will this benefit users (better than existing solutions)?

SLIDE 4: THE INTERACTIVE DEMO

Embed your prototype and bring your product to life

SLIDE 5: SUPERPOWERS

What unique tech/innovation sits behind your product and what IP (patents / proprietary tech)?

SLIDE 6: MARKET ANALYSIS

TAM Total Addressable Market (global potential)

SAM Serviceable Available Market (targeted segment within your reach = short-term potential)

SOM Serviceable Obtainable Market (market share you aim to capture first)

SLIDE 7: BUSINESS MODEL

1 **Revenue:** how are you going to make money? (Bonus for repeat revenue models)

2 **Pricing strategy:** will there be tiers (etc.)?

3 **Customer acquisition:** how will you acquire customers? (i.e. across paid, earned and owned channels)

SLIDE 8: EVIDENCE OF TRACTION

List any customers, contract values, (beta) partners, or even letters of intent, user data. Evidence people are interested is **crucial** in this market

SLIDE 9: COMPETITION

Who are the key competitors and what are the key alternatives in the market... and what sets you apart?

SLIDE 10: THE TEAM

Highlight the experience and balance of skills in your team & advisors. (If anyone has exited before, this is crucial information.)

SLIDE 11: PROJECTIONS

Financial projections: give a 3-5 year forecast of revenue, profits, major expenses, burn rate, etc. (Goal: show growth trajectory)

Key Metrics: Share important business metrics, like gross margin, CAC, conversion rates, lifetime value, churn rates, etc. (Goal: this is real, not wishful thinking)

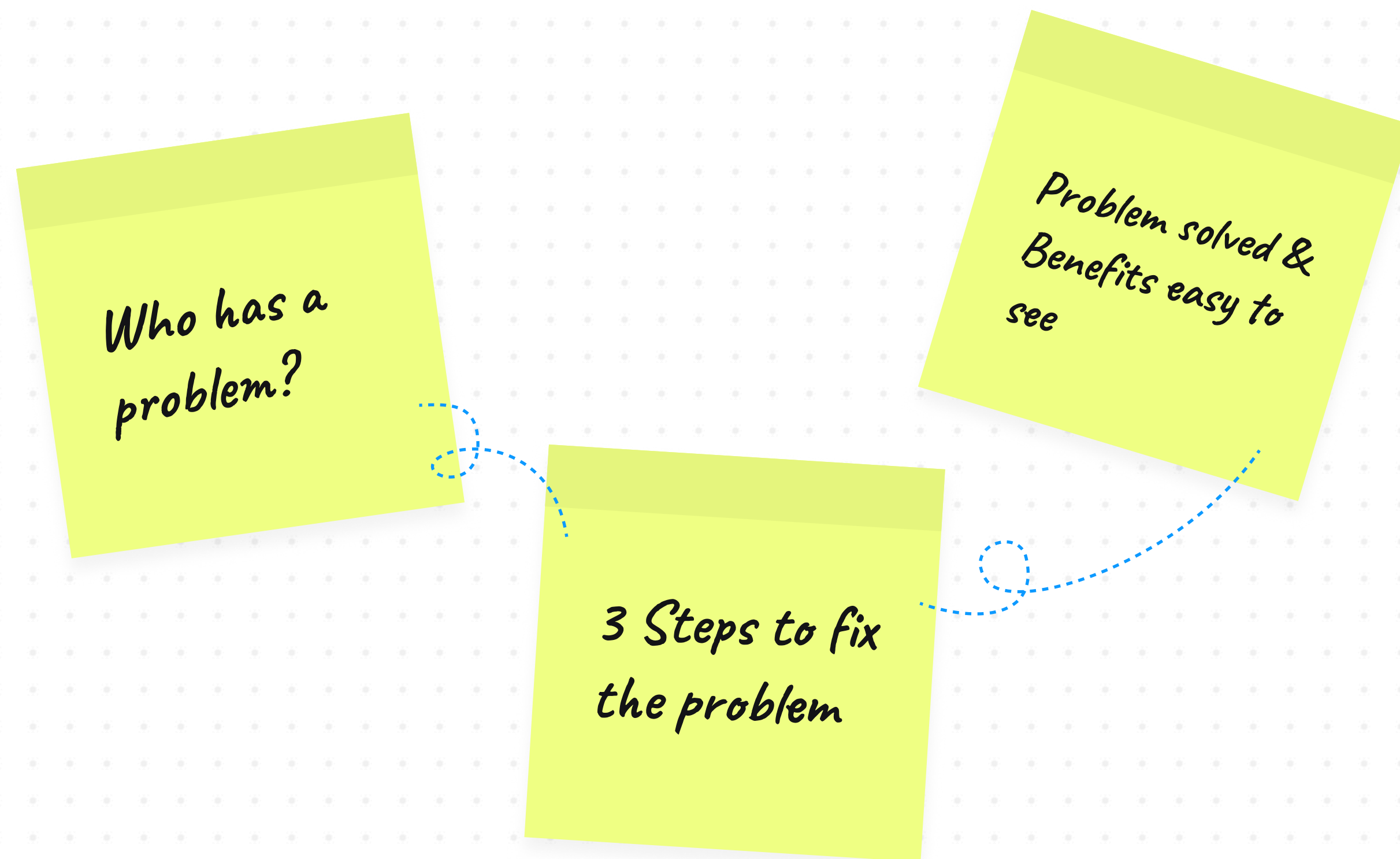
SLIDE 12: THE ASK

Share your next major milestones, how you will use the funds you're asking for, what funds you have committed so far, and good stuff like (S)EIS Advance Assurance



Tell An Engaging Story

Capturing investors' attention immediately is crucial. Try this exercise (and, FYI, if you have a prototype or MVP to bring your story to life, you will be much more likely to succeed here.)



How do I quickly describe my idea for max impact?

Using your features, how does your target user solve their problem(s) and reach their goals?

For example....

"Gina (who is/does XYZ) wakes up, and is thinking about her problem(s). Poor Gina.

She does A, B & C using my solution and BOOM!

She gets X, Y & Z as benefits. ..Look how happy Gina is!"



Think like an investor

Here's what I want to know...

Have they immediately captured my attention?



Is there a clearly defined customer problem?



Is it clear how the proposed solution addresses this problem?



*Is there any proof anyone wants this?
(i.e. evidence of traction)*



*How well do they articulate business feasibility components
such as market size, business model, and differentiation?*



Is there a clear route to revenue?



*Is there a team in place with the appropriate skills, knowledge
and experience required to achieve the business objectives?**



*Have they clearly articulated their achievements so far and
specific plans and milestones for the future?*



Is their ask clear and specific?



How passionate are they about the idea?*



** Y Combinator co-founder, Paul Graham, says investors are looking for a 'formidable' founder, who is a domain expert, believes deeply in their idea, and has the ability to overcome obstacles.*



Set yourself up for success

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Say hello




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About SmplCo

Our globally recognised, AI-assisted development process was designed by a team that has founded, built, and sold their own companies - including a **\$2.8bn** cyber security unicorn. If you want to get to market and do it faster, cheaper, and with less risk than anyone else, then we're here to help.



SCALE EXPO & SUMMIT

 Business Design Centre
52 Upper St, London N1 0QH

 Wednesday 22 April 2026
09:30 - 17:00
Thursday 23 April 2026
09:30 - 16:30

[Click here](#) or scan the QR code to register



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