# 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

