

Pitch Deck Quick Guide

Based on the Sequoia method

Entrepreneur Certificate Course (ECC) Class #9:

Review the [Design Your Pitch Deck](#) class (30 min) to learn best practices for creating a compelling pitch deck.

The "Flick Through Test"

Creating a pitch deck that investors remember starts with mastering the "Flick Through Test." Investors often skim through decks quickly, pulling out highlights without diving into the details immediately. To pass this test:

- **Craft a cohesive narrative:** Your headings should tell a clear and compelling story of your startup when read in sequence.
- **Make headings unique and memorable:** Avoid generic labels like "Problem," "Solution," or "Team." Instead, create titles that highlight key insights or unique aspects of your business.
- **Preserve the story flow:** Each slide should build on the previous one. Rearranging or removing slides should disrupt the narrative, emphasizing the importance of every part of the deck.

Here is a [Sequoia Deck Template](#) to help get you going. Create a copy to edit the content and design.

The Sequoia Pitch Deck Framework

The Sequoia pitch deck structure is a tried-and-true format designed to clearly and persuasively present your business. Below is an outline of the key slides, with tips for tailoring your deck to pass the "Flick Through Test."

Three case studies to help you ideate the development of your pitch deck:

- 1 **UrbanHarvest** - B2B / agTech / urban farming
- 2 **FlowWise** - B2B SaaS / Workflow Automation
- 3 **WellBeam** - Healthcare / Telehealth

1. Company Purpose

Objective: State who you are clearly and concisely. This should be a one-liner that resonates, not a long corporate mission/vision statement.

Case Study Example Headings:

- 1 ***Feeding the Future: Sustainable Vertical Farms for Every City*** (UrbanHarvest)
- 2 ***Empowering Businesses to Automate Daily Tasks and Boost Productivity***
(FlowWise)
- 3 ***Connecting Patients and Providers for Better, Faster Healthcare Everywhere***
(WellBeam)

2. Problem

Objective: Highlight the significant problem your startup solves. Focus on making it relatable and urgent.

Case Study Example Headings:

- 1 ***Traditional Supply Chains Can't Keep Up With Growing Urban Demand for Fresh Produce*** (UrbanHarvest)
- 2 ***Inefficient Manual Processes Cost Enterprises Billions in Wasted Time***
(FlowWise)
- 3 ***Overloaded Clinics and Disconnected Care Leave Patients Waiting***
(WellBeam)

3. Solution

Objective: Describe how your product or service solves the problem in a unique way.

Tip: Frame it as the answer to the problem heading.

Case Study Example Headings:

- 1 ***Our Automated Vertical Farms Deliver Local Greens Year-Round, Cutting Costs and Waste*** (UrbanHarvest)
- 2 ***An All-in-One Platform to Automate, Track, and Optimize Workflows***
(FlowWise)
- 3 ***A Virtual Care Platform That Streamlines Consultations and Follow-Ups***
(WellBeam)

4. Why Now?

Objective: Explain the timing. Why is this the right moment for your startup to succeed?

Case Study Example Headings:

1 Rising Demand for Local, Sustainable Produce Creates New Opportunities

(UrbanHarvest)

2 Remote Work Acceleration Has Spiked Demand for Seamless Automation

(FlowWise)

3 Growing Telehealth Adoption Unlocks New Avenues for Accessible Care

(WellBeam)

5. Market Opportunity

Objective: Quantify your target market and demonstrate its potential.

Case Study Example Headings:

1 A \$20B Global Urban Farming Market Ready for Rapid Expansion

(UrbanHarvest)

2 A \$15B Global Market for Workflow Automation—Growing 20% Annually

(FlowWise)

3 A \$30B Telehealth Market Poised to Double in the Next Five Years (WellBeam)

6. Product

Objective: Showcase your product with visuals and explain its key features.

Case Study Example Headings:

1 Plug-and-Play Farming Modules That Cut Water Usage by 50% and Boost Yield by 3x (UrbanHarvest)

2 Customizable Drag-and-Drop Tools That Slash Implementation Time by 50%

(FlowWise)

3 Instant Video Calls, Medication Reminders, and Secure Health Data All in One App (WellBeam)

7. Business Model

Objective: Detail how your startup makes money.

Case Study Example Headings:

- 1 **Subscription-Based Farm Leasing and a Revenue Share on Every Pound of Produce** (UrbanHarvest)
- 2 **Monthly SaaS Subscriptions with Tiered Pricing for Teams and Enterprises** (FlowWise)
- 3 **Subscription Fees and Per-Consultation Billing for Clinics and Insurance Partners.** (WellBeam)

8. Traction

Objective: Provide proof points that demonstrate your progress, such as revenue, users, or partnerships.

Case Study Example Headings:

- 1 **Serving 20 Restaurants and Generating \$500K in Annual Recurring Revenue** (UrbanHarvest)
- 2 **5,000 Active Users with a 95% Renewal Rate Across 30 Countries** (FlowWise)
- 3 **50,000 Consultations Completed, 30% Month-Over-Month Patient Growth** (WellBeam)

9. Team

Objective: Show why your team is uniquely positioned to succeed.

Tip: This slide can be placed anywhere in your deck to elevate storytelling.

Case Study Example Headings:

- 1 **MIT and Stanford AgTech Experts, United by a Passion for Sustainable Food** (UrbanHarvest)
- 2 **Founded by Former IBM and Salesforce Engineers with Decades of SaaS Experience** (FlowWise)
- 3 **Healthcare Innovators and Tech Experts from Mayo Clinic and Apple** (WellBeam)

10. Financials

Objective: Provide a snapshot of your financial projections and key metrics.

Tip: If your deck is not for investors, you don't need to include this slide.

Case Study Example Headings:

- 1 ***On Track for \$5M ARR by Year 2, with a 40% Gross Margin*** (UrbanHarvest)
- 2 ***Projecting \$3M ARR by Year 2 with 65% Gross Margins*** (FlowWise)
- 3 ***Forecasting \$4M ARR by Year 2 with a Path to Profitability by Year 3***
(WellBeam)

11. Competition

Objective: Explain how you're differentiated from competitors.

Case Study Example Headings:

- 1 ***Faster Growth Cycles and Lower Costs Than Traditional Farms and Hydroponic Rivals*** (UrbanHarvest)
- 2 ***Built-In AI Insights and Faster Onboarding Differentiate Us From Legacy Tools*** (FlowWise)
- 3 ***Faster Onboarding, Lower Costs, and Better Care Than Other Providers***
(WellBeam)

12. Funding Ask

Objective: State how much you're raising and what it will achieve.

Case Study Example Headings:

- 1 ***Raising \$2M to Expand Nationwide and Drive Tech Innovations in Urban Farming*** (UrbanHarvest)
- 2 ***Seeking \$1.5M to Expand Our AI Capabilities and Double Our Customer Base***
(FlowWise)
- 3 ***Raising \$2M to Scale Nationwide and Expand Specialist Offerings***
(WellBeam)

13. Appendix

Objective: Use this section to include supplementary materials that support your pitch but aren't critical to the main narrative. Examples include detailed data, technical specifications, or additional visuals.

Case Study Example Headings:

1 Additional Data: Yield Comparisons, Pilot Results, and Scalability

Projections (UrbanHarvest)

2 Detailed Metrics, User Testimonials, and Tech Architecture Diagrams

(FlowWise)

3 Case Studies, User Testimonials, and HIPAA Compliance Certificates

(WellBeam)

Tips for a Standout Deck

- **Adapt to Fit Your Needs:** Tailor your deck based on your company type, stage, and the specific goals of your presentation.
- **Leverage Guideposts:** Use headings that catch the eye and focus the reader.
- **Keep It Visual:** Use images, graphs, and minimal text to make your points clear at a glance.
- **Make It Memorable:** Ensure your headings and key points are simple and impactful.
- **Tell a Story:** Tie each slide back to a central narrative that reflects your startup's vision and opportunity.