

# 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

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