



Required Content for Pitch Decks

We like seeing pitch decks that tell the company story in 12 to 15 slides. Backup slides are also welcome.

Our network has simplified its previous application form and moved some of the details from that prior form into the pitch deck because the deck has a broader audience. Based upon that, please note that the SWAN Impact Network requires that certain slides in your pitch deck contain specific information as described below. Decks that do not include that required content may not be considered for funding.

Problem Statement

Describe the problem/pain that you're alleviating. The "problem" is a difficult challenge that is felt acutely by customers who have a budget and are willing to pay you money to solve the challenge. It is something that they worry about when they go home in the evening, or if you solve it, will get them a promotion or a raise.

Keep it simple. Try to describe it in 10-20 words or less. A picture is worth a thousand words.

Note that your paying customer may have a different problem from that of the impact beneficiary. A college may be your paying customer; under-represented college students may be the beneficiary. This slide focuses on the problem of your paying customers. Doing good works only works if someone pays you to do it.

Customer Benefit

Describe how your product or service is used beneficially by customers, and in such a way that the audience can understand that in 30 seconds. What is the customer experience, and how do you alleviate the customer pain-point?

Keep it simple. Try to do it in 10-20 words or less. A picture is worth a thousand words.

Technology/Product Statement

Describe the technology, secret sauce or magic behind your product or service. The less the text, and the more the diagrams, schematics and flowcharts, the better. If you have a prototype or demo, this is the time to describe to it.

At a high-level, how does your system work? This is your one engineering/techy slide. But remember that you are telling a business story.

Hopefully, your magic provides a long-term sustainable advantage over your competitors. If that is not the case, your solution may not be so “magic”.

Impact Slide

SWAN invests in social and environmental impact companies and places heavy emphasis on investees' impact bottom line, in addition to the financial bottom line. The Impact slide needs to contain the following:

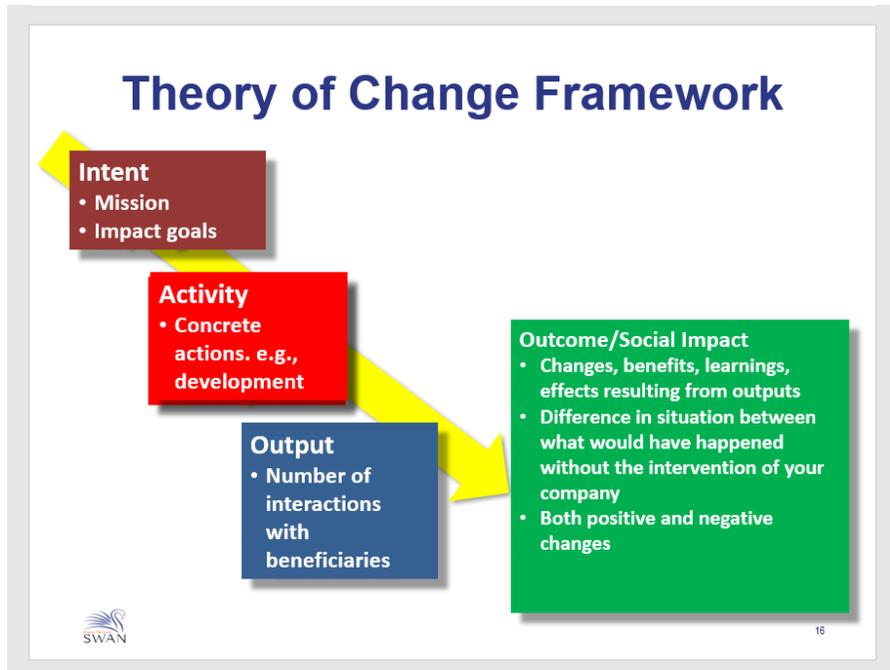
1) The Targeted UN Sustainable Development Goal

The UN SDGs are widely used in the impact community. (Please see <https://sdgs.un.org/goals>.) Several goals may be impacted by your company. Identify just the one goal which best or most directly matches your mission. No explanation is required, just the name of the goal.



2) Theory of Change

The Theory of change framework is widely used in the impact community to describe how an organization will effectively deliver impact. (Please see <https://www.theoryofchange.org/what-is-theory-of-change/>.) Include a table showing Outputs and Outcomes as described below. The web site <https://iris.thegiin.org/metrics/> may help you define Outcomes.



By way of background, Outputs are activities. For example, you provide financial literacy training to under-served community members, an Output. Outcomes are impact results. For example, the training results in people seeing an increase in their savings or easier access to credit cards. It is typically simpler for early stage startups to measure Outputs rather than Outcomes, but SWAN has a strong preference for reporting on Outcomes.

<p>Outputs:</p> <ul style="list-style-type: none"> • Concise bulleted list of 1-to-5 items 	<p>Outcomes:</p> <ul style="list-style-type: none"> • Concise bulleted list of 1-to-5 items
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3) Quarterly impact KPIs that your company will report to SWAN

Each company that SWAN funds agrees to provide SWAN with quarterly impact metric reports. Each KPI proposed should appear as an Output or Outcome in the table above. Each Output or Outcome should have a specific and realizable plan and methodology for collecting and reporting their data. Highlight any KPI already being measured.

Management Team

Describe the key players of your management team, board of directors and board of advisors.

In the words for each team member, summarize key prior business results that are relevant for predicting your company's success. It is insufficient to just identify prior employers and/or education.

We understand that early-stage companies may not yet have a complete suite of C-level executives. Please identify the expected timeline for hiring additional C-level contributors.

Business Model

Top level, how does your business work? Who has your money temporarily in their pocket, and how much is each customer going to put in your pocket? How much will each customer pay you for the solution to their problem? License fee, per user fee, whatever?

Market Size

Please include the SAM and SOM on your slide. TAM is optional and typically not very interesting to our investors.

Definitions:

- Total Available Market (TAM) is the total market demand for a product or service and includes 100% of the revenue opportunity in all of the product-market segments in the broad market in which you participate. It is the combined revenues of all the companies in that broad market.
- Serviceable Available Market (SAM) is the segment of the TAM targeted by your products and services which is within your geographical reach. Simply: Number of individuals who have the specific problem that you solve - times - their individual willingness to pay. For example, if the TAM for all shoes in the US is \$20 Billion a year, the SAM for companies making athletic shoes will be a slice of TAM.
- Serviceable Obtainable Market (SOM) is the portion of the SAM revenue that your company is able to capture in the next five years. It is smaller than the SAM unless you gain 100% market share. The size of the SOM may reflect, for example, the resource limitations of your sales capabilities, or the loyalty of customers to existing vendors, or product differentiations where certain features appeal to a subset of customers.

Sales Strategy

You should describe how you will engage with customers in the future as the business scales.

For example: what types of buyers are you pursuing (what market segment)? How do you reach them? Direct sales vs. indirect sales? Channel partners? Sales management staffing required?

Importantly, startups typically take 5 to 7 years to get to an exit. We would like to understand that you understand what your sales process looks like as you scale to significant revenue. Your sale approach as of today may be different to what you will need to get to achieve, for example, \$10M in revenue.

Possible topics

- Explain how you are going to reach your customers without breaking your bank
- Marketing outreach tools and plans
- Sales channel plans
- What is the cost of acquiring a new customer

Competitive Analysis

Tell the business story of why you will win in the marketplace. Don't focus on detailed feature differentiations. Rather, discuss customer benefit/user-experience differentiations.

A table can be an easy-to-digest format: benefits across the top and competitors as the vertical axis. This is generally more informative than a four-quadrant chart.

It is important to keep in mind that your company will likely take 5 to 7 years to get to an exit. And while you may have a strong competitive position as of today, what is your long-term, sustainable advantage that you can maintain for 5-to-7 years? What keeps a large market-share competitor from seeing what you are doing now and quickly offering a similar product?

If you have patents, somewhere in your pitch deck please list the patent title, patent number, application geography and application status of your filings.

Finance Slide

SWAN requires more financial information than is provided by a simple graph and requires the financial slide adheres to the general format as shown below. This level of detail gives insights into the quality and maturity of current financial planning. The example below is a general guideline and can be modified if needed to better describe your financial plan. However details should be kept to a minimum.

Please note that we require the balance sheet summary shown at the bottom of the example below, showing all future expected investments and year-end cash balances

		2021	2022	2023	2024	
P&L						the first year should be the current year
Revenue						
number of customers or products sold						
total revenue						
cost of goods sold						
Gross Income						
Operating Expenses						do not put salaries for all functional areas into one line. E.g., "Engineering" should include both salaries and all other engineering expenses
Engineering						
Marketing and sales						
Administration						
Total expenses						
Net Income						
Balance Sheet						Must include these rows
Investments by year (including future rounds)						
Year-end cash balance						
Current year-to-date revenue						
you can change row titles to better describes your business						

The Ask Slide

SWAN requires the following information to be provided.

- The ask amount, instrument and key terms, including valuation cap or pre-money valuation, interest paid and discounts
- How the funding will be spent
- Business results to be achieved with the funds. In other words, what increase in company value are the investors buying with this investment?

The Exit Slide

SWAN requires the following information be provided.

- The scenario that will allow the investors to make a return. Possibilities:
 - M&A
 - IPO
 - Repayment of a loan/revenue-based financing
 - Flow-through of profits, if you plan to remain an LLC
 - Dividends
- Anticipated Total investments required before an exit, including current round and all future rounds
- If the plan is M&A, provide some evidence that M&A is plausible:
 - In your market space, who is doing acquisitions?
 - In your market space, who has been acquired in recent years for how much?
 - What, if any, discussions have already taken place with potential acquirers?