



AirNav[®]
Systems

BRIGHTCAP
VENTURES

Pitch Deck Template



Before you begin...

The pitch deck is your opportunity to frame our thinking about your project. We thought a lot about the topics we'd like you to cover, and what follows is a brief guideline to building a compelling story for venture capitalists.

We hope it serves you well.

Problem

Explain the problem you want to solve. How is this problem being addressed today?

Share with us why you are so involved with this problem that you'd sacrifice a few years of your life for it.

Market

Explain the size of the market you think you are into.
In general, we like big markets, because they can absorb new technology at scale.

How much of this market is directly addressable with your solution (aka Total Addressable Market)?

Product

Explain your product's unique value proposition, ideally in one sentence. It may take some time, but it will come through eventually.

“Perfection is not when there is nothing more to add, but when there is nothing left to take away.”

-- Antoine Exupéry, a legendary aviator and writer of children stories

Explain how your product is materially different than others.

'The Secret Sauce'

Explain your plan to deliver this unique value prop to your market. Ideally, you'd be planning to do some activities differently than your competitors, to put a longer distance between you and them.

Emphasize any Intellectual Property you think you may generate - algorithms, licenses, research, reputation, patents etc.

Trade-Offs

Explain the things you are not going to do. You may drop certain customer segments, geographies, features or production activities. Trade-offs should make sense in the light of the unique value proposition you want to achieve.

(For example, if you want to start a new low-cost airline, you won't be hiring chefs for your in-flight service.)

Competition & Substitution

Who else is trying to solve the same problem? There must be more than one, or we would question the size of the market you are into.

Emphasize your advantages over each competitor.

Is there a threat of a substitute solution to your approach? For example, mobile phones slowly replaced portable cameras altogether in the amateur photography market.

Team

Founders

We are looking for founders who are fully dedicated to the project, preferably before you come to us. That indicates that you are truly vested in the idea that you want to get funded.

Board Members

We are looking for advisors and board members recognized in the vertical that you want to address.

Collectively, the team should be technically fit to build the product and commercially fit to address the chosen market.

Go-To-Market

How do you plan to reach for the target market- through channel partners, direct sales reps, outbound sales, personal networks? The more detail you can provide here, the more convinced we will be that you already know how to position your product and can execute your GTM strategy with lightning speed.

Product-Market Fit - Anything that shows that you aggressively address the target market. Did you interview 100 potential customers? Did you get offers from 10 potential suppliers? Did you get any LOIs? Any preliminary contracts? Anything that can help us believe, just like you do, that your idea has a commercial future.

Traction & Metrics

Financials (revenue, burn-rate, runway)

User Growth / Pipeline

Fund-raising to date

Employees

Press/Awards

Before you send...

If you've come this far, you should now be ready with a great venture story. Before you click "Send", can we ask that you go over it one more time and see if anything can be distilled further?

"I only made this letter longer, because I didn't have the leisure to make it shorter."

-- Blaise Pascal, a legendary mathematician

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