

McKenzie Shanahan Pty Ltd

Pitch Deck Guide

This guide outlines the key components to include in your pitch deck for submission to McKenzie Shanahan Pty Ltd. A well-structured pitch deck is essential for presenting your business and securing funding.

1. Title Slide

- **Company Name**
[Insert your company name]
 - **Tagline/Slogan**
[Insert a compelling tagline that summarizes your business vision]
 - **Logo**
[Include your company logo]
 - **Contact Information**
[Include your email, phone number, and website]
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2. Problem Statement

- Clearly articulate the problem your business is solving.
- Use statistics or real-world examples to emphasize the importance of solving this problem.

Example: "X% of [target audience] faces [specific problem], leading to [negative consequence]."

3. Solution

- Describe your product or service and how it solves the problem.
 - Highlight the unique features or benefits that make your solution stand out.
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4. Market Opportunity

- Define your target market and its size.
 - Provide data on the total addressable market (TAM), serviceable addressable market (SAM), and serviceable obtainable market (SOM).
 - Use charts or visuals to represent market potential.
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5. Business Model

- Explain how your business generates revenue.

- Include pricing, sales channels, and revenue streams.
 - Highlight recurring revenue or other scalable income sources.
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6. Traction

- Showcase milestones, such as revenue growth, user acquisition, partnerships, or customer testimonials.
 - Include key metrics like revenue, active users, or churn rate.
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7. Competitive Analysis

- Identify competitors and describe how your solution differentiates from theirs.
 - Use a comparison chart to illustrate competitive advantages.
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8. Marketing and Sales Strategy

- Outline your approach to acquiring and retaining customers.
 - Highlight key marketing channels, strategies, and tactics.
 - Include sales goals and timelines.
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9. Team

- Introduce your core team members with their names, roles, and expertise.
 - Include advisors or board members, if applicable.
 - Showcase how your team's skills align with your business goals.
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10. Financial Projections

- Present a summary of your financial forecasts for the next 3–5 years.
 - Include revenue, profit margins, customer acquisition costs (CAC), and lifetime value (LTV).
 - Use graphs to make projections visually engaging.
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11. Funding Ask

- Specify the amount of funding you are seeking.
- Provide a clear breakdown of how the funds will be used.
- Include potential investor benefits or returns.

Example: "We are seeking \$[amount] to [specific uses of funds]. This will enable us to achieve [key milestones]."

12. Closing Slide

- Reiterate your business's mission and vision.
 - Include a call-to-action (e.g., "Let's build the future together").
 - Provide your contact information again for follow-ups.
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Tips for Creating an Effective Pitch Deck

1. **Keep It Concise:** Aim for 10–15 slides.
 2. **Use Visuals:** Incorporate charts, graphs, and images to support your narrative.
 3. **Be Honest:** Accurately represent your business's strengths and weaknesses.
 4. **Tailor Your Deck:** Adjust your pitch deck to align with McKenzie Shanahan Holdings Pty Ltd's focus areas.
 5. **Practice Your Pitch:** Be prepared to elaborate on each slide during discussions.
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Submission Instructions

Once your pitch deck is ready, submit it to **[Insert Email Address]** along with any other required documents. Ensure your file is in PDF format and under 10 MB.

For assistance or inquiries, contact us at **[Insert Contact Information]** or visit our website: <https://www.mckenziehanahan.com>.

We look forward to reviewing your pitch deck!