

A really useful investor pitch deck template with sample content. Created by...

# PitchDeckCoach

... and inspired by Dave McClure, Airbnb, Crowdfunder, Guy Kawasaki and Venture Hacks



Thanks everyone for making this the  
**#1 Pitch Deck presentation on SlideShare**

[pitchdeckcoach.com](http://pitchdeckcoach.com)

# The Flow (\*Not\* a slide in your deck)

1. **Welcome** – Your big idea - you have 10 seconds to engage your audience
2. **Problem** – The problem you solve and who you solve it for
3. **Solution** – Your solution with compelling benefits
4. **Product** – Your product and how it works in 3 simple steps
5. **Business Model** – How your make money
6. **Traction** – Proof that your customers/users love your product
7. **Market** – How much money you could make if you dominate your market
8. **Competition** – Your competitors and why your product is better than theirs
9. **Growth** – How you will acquire and retain customers, profitably and at scale
10. **Financials** – How much money you will make in your first 3-5 years
11. **Team** – The team that has the experience/expertise to own this opportunity
12. **Funding** – How much money you need and what you will do with it
13. **Summary** – Huge opp. + Differentiated tech. + Dream team + Strong traction

# Gleamr

Uber for mobile auto details



“Get an affordable, professional auto detail wherever you are, whenever you want”

# Summary

1

**Big Opportunity:** First mover in \$36B US auto detail market

**Strong Team:** Deep market/technology/execution experience

**Sustainable Technology Advantage:** 2 patents pending

**Significant Traction:** 1,600 detailers, 16,000 users, \$162K/mo

**Seeking \$2M Series** to achieve \$6M run rate

**Busy consumers** lack an easy way to get their car professionally detailed at their home or office

- No single view of currently available detailers
- Few reviews to guide selection
- Little opportunity to negotiate prices
- Visiting a detailer's shop takes too much time

**Mobile auto detailers** spend too much time/money finding customers when they would rather be detailing cars

- Spend ~\$12K/year on marketing (National Auto Detail Assoc.)

# Solution



3

Gleamr iPhone app and website.

“Get an affordable, professional auto detail wherever you are, whenever you want”

## CONSUMERS

**SAVE  
TIME**

detailers come  
to their home or office

**SAVE  
MONEY**

detailers compete for  
their business

**GREAT  
JOB**

detailers work hard for  
great reviews

## DETAILERS

**SAVE  
TIME**

less time  
chasing customers

**MORE  
MONEY**

more time  
detailing cars

**GROW  
FASTER**

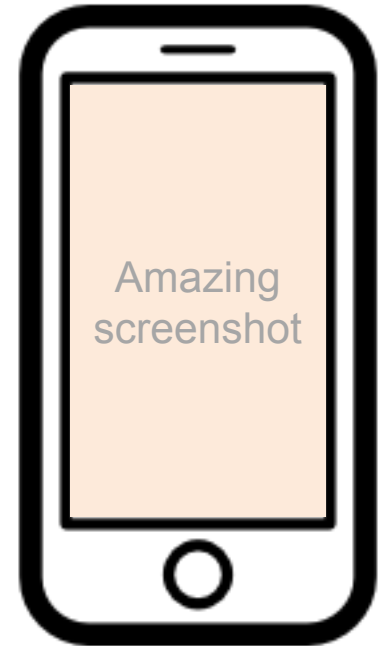
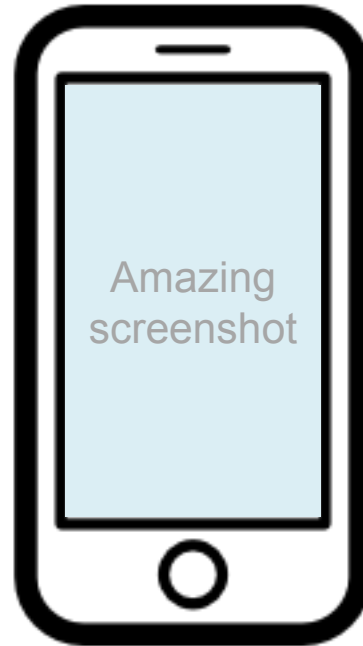
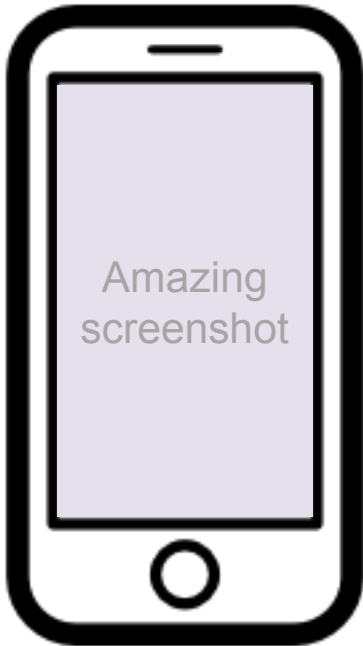
great reviews + great  
prices = more work

2 patents pending

1. BROWSE  
AVAILABLE DETAILERS

2. COMPARE  
REVIEWS & PRICES

3. SELECT,  
BOOK & PAY



- Filter by date/time/availability/rating s/reviews/bid

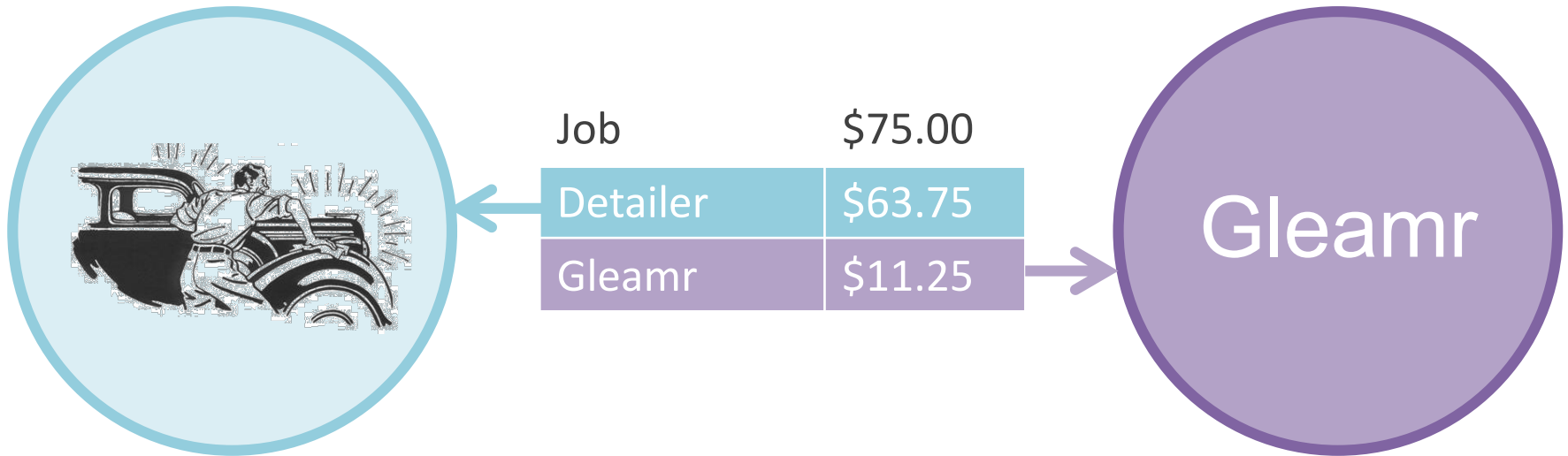
- Standardized services & prices
- Detailer can discount (bid) on the fly based on demand

- Option to add tip after job
- Review required after job

# Business Model

How we make money

We charge detailers a 15% transaction fee



Gleamr's fee is a cost of revenue w/ guaranteed ROI vs. a marketing expense w/ no guaranteed ROI

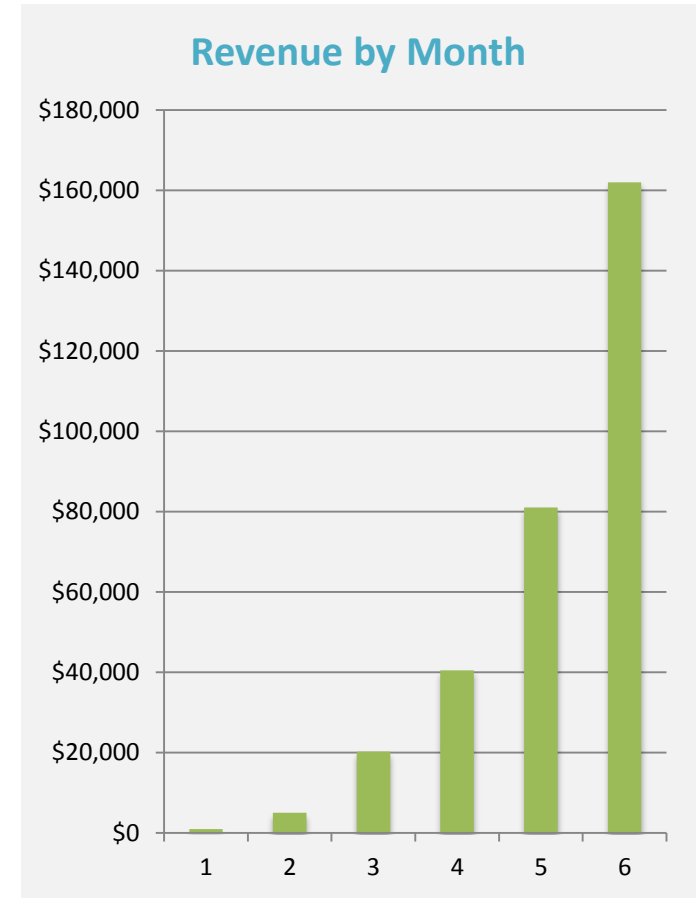


# Traction

Detailers and consumers love our service...

## Key Metrics

	Detailers	Users	Jobs	Gross Revenue	Gleamr Revenue
LAUNCH	0	0	0	\$0	\$0
June	10	100	90	\$6,750	\$1,013
July	50	500	450	\$33,750	\$5,063
August	200	2,000	1,800	\$135,000	\$20,250
Sep	400	4,000	3,600	\$270,000	\$40,500
Oct	800	8,000	7,200	\$540,000	\$81,000
Nov	1,600	16,000	14,400	\$1,080,000	\$162,000



LTV = 5x CAC

# Market

7a

Top Down – USA only



\$36  
Billion

TOTAL US  
AUTO DETAILING

Source: [Some reputable source]



\$12  
Billion

MOBILE US  
AUTO DETAILING

Source: [Some reputable source]



~\$2  
Billion

GLEAMR  
MARKET OPP

15% transaction  
fee

# Market

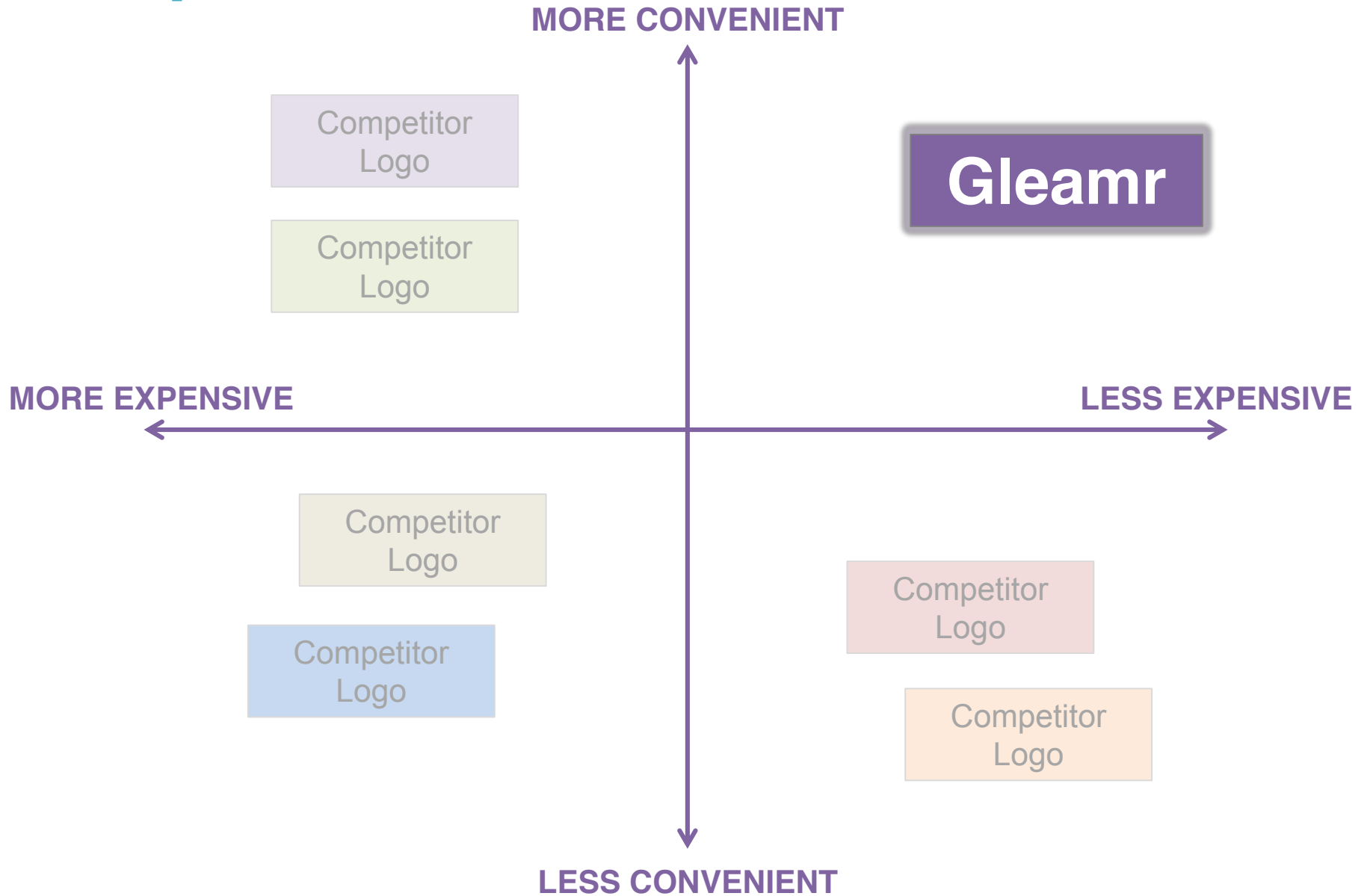
7b

Bottom Up – USA only

US Autos on the Road <sup>1</sup>	270 Million
Total Detailed @ 33% <sup>2</sup>	90 Million
Total Mobile @ 33% <sup>3</sup>	30 Million
Mobile Details per Auto per Year	6
Total Mobile Detailed per Year	180 Million
Average Mobile Detail Price <sup>4</sup>	\$75
Total Mobile Detail Sales per Year	~\$14 Billion
Gleamr Opp. per Year @ 15%	~\$2 Billion

1. [Some reputable source]
2. [Some reputable source]
3. [Some reputable source]
4. [Some reputable source]

# Competition



# Growth Strategy

How we will scale our business

## MARKETING & SALES

Acquiring customers

- Online marketing inc. SEM, SEO, SMM, daily deals
- Refer-a-friend discounts for consumers
- Volume/loyalty discounts for consumers & detailers
- Incentive programs for HR and office managers

## CUSTOMER SERVICE

Keeping customers

- Dedicated customer service reps for each DMA
- Gleamr staffed community message boards for consumers (public) and detailers (login required)

## PRODUCT DEVELOPMENT

Staying competitive

- Consumer Product Advisory Board to drive consumer features
- Detailer Product Advisory Board to drive detailer features
- Add Android App
- Add Website

	YEAR 1	YEAR 2	YEAR 3	
Detailers	5,000	40,000	160,000	
Users	50,000	400,000	1,600,000	
Jobs	500,000	4,000,000	16,000,000	
Average Price per Detail	75	80	90	
GLEAMR REVENUE @ 15%	5,625,000	48,000,000	216,000,000	
- Cost of Revenue	0	0	0	
GROSS PROFIT	5,625,000	48,000,000	216,000,000	
OPEX				
- Sales & Marketing	5,062,500	38,400,000	151,200,000	70%
- Customer Service	1,687,500	9,600,000	21,600,000	10%
- Product Development	562,500	2,400,000	10,800,000	5%
- Misc.	281,250	2,400,000	4,320,000	2%
TOTAL OPEX	7,593,750	52,800,000	187,920,000	
EBIT	-1,968,750	-4,800,000	28,080,000	13%
		-6,768,750		

The numbers are less important than the underlying model and assumptions



**Jon Doh (Founder/CEO)**

Co-founder/CEO @ ArtFinder (sold to Ebay). Prev. LinkedIn



**Trish Taylor (Founder/VP Engineering)**

Co-founder/VP Eng. @ ArtFinder (sold to Ebay). Prev. Facebook



**Ben Brando (VP Sales/Marketing)**

Prev. HubSpot



**TBH (Director, Customer Service)**



**Will Wachon (Advisor)**

Founder/CEO @ Speedy K (Mobile auto detailing franchise)



**Sue Smead (Advisor)**

SVP Corp Dev @ Ebay



**Meg Mitchum (Advisor)**

CMO @ HubSpot

Bootstrapped by founders thru MVP and first 6 months

## Seeking \$2M Series A

- Target close by EOQ3
- \$600K committed

## So we can

- Reach \$48M in sales
- Scale/refine marketing/customer acquisition
- Scale customer service (detailers)
- Scale infrastructure



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# Bonus: Elevator Pitch

## Template



[ Your company name ] is [ your solution ] for [ your target customers/users ]. We help [ your customers/users ] [ solve this problem with these benefits ].

We're initially targeting [ your market ]. We make our money by [ your business model ]. We acquire customers by [ your customer acquisition strategy ]. Our Lifetime Value of Customer (LTV) is [ your multiple ] of our Customer Acquisition Cost (CAC).

We have [ your team advantage ], [ your technology advantage ]. [ Traction statement ].

# Bonus: Elevator Pitch

## Example



Gleamr is “Uber for mobile auto details”. Our iPhone app helps consumers get an affordable, professional auto detail wherever they are, whenever they want. And we help mobile auto detailers spend less time chasing customers and more time detailing cars.

We’re initially targeting the \$12B US market for mobile auto details. We make our money by collecting a 15% transaction fee from auto detailers. We acquire customers primarily through online marketing and we get a 5x return on our customer acquisition cost.

We have an experienced team with deep domain expertise, patent pending technology and a first mover advantage. In our first six months we’ve signed up 1,600 detailers and 16,000 consumers. We’re making \$162K a month and doubling users and revenue every month.

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