

A “Pitch Deck” for Customers and Donors

Twice in the past week I was asked to suggest the slides to include in a “pitch deck” - a handful of slides that are used to “pitch” an organization, its programmes or products. Pitch decks tend to be fairly standardized, have a high level of design work, and make selective use of text. I recommend 10 slides @ 2 minutes each to discuss = 20 minute presentation. Here are the slides that I would include for a presentation to a customer or donor. Please adapt as necessary. Thanks to Guy Kawasaki’s Art of the Start for inspiring my thinking on this topic many years ago.

PITCHING TO A CUSTOMER

Slide		Comments
1	Title	Describe your service. Include your contact details.
2	Problem	This is pain you’re trying to alleviate and its consequences for your customer. Describe it in a way that resonates with them.
3	Solution	How will you fix the problem and alleviate the pain?
4	Customer Benefits	What are the benefits of your solution for them? What will your solution enable them to do?
5	Organization	Describe your organization and its key or distinguishing features. Be objective.
6	Triumphs	What are the most important accomplishments of your organization that are relevant to your customer? Indicate the scope or capacity of your organization. Maybe include a quote from a satisfied customer.
7	Magic	What makes your organization different and special? An approach, technology, philosophy?
8	Management Team	Show key people and their roles, qualifications, years of experience and profile pictures.
9	Workplan	Describe the components or steps in your process in concrete and practical terms.
10	Budget	The cost to your customer. Show phased costing if relevant.

PITCHING TO A DONOR

Slide		Comments
1	Title	Describe your service. Include your contact details.
2	Problem	This is the socio-economic or environmental problem you’re trying to alleviate. What are its consequences for your beneficiaries? Describe it in a way that resonates with the donor.
3	Solution	How you will help to fix the problem and alleviate the pain experienced by intended beneficiaries.
4	Theory of Change	How does your solution impact the problem, which is likely to be complex? Visually display the relationships between activities, outcomes and impact.
5	Partners	Who is your organization working with to implement and sustain the change you intend to create?
6	Organization	Describe your organization and its key or distinguishing features. Be objective. Include some key accomplishments and indication of capacity.
7	Magic	What makes your organization different and special? An approach, technology, philosophy?
8	Management Team	Show key people and their roles, qualifications, years of experience and profile pictures.
9	Workplan	Describe the components or steps in your process in concrete and practical terms.
10	Budget	The cost to your donor. Show phased costing if relevant. Try and show the costs in terms of the outcomes you want to achieve as opposed to your internal cost structure. Share financial model if relevant.

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