

How to Build a Modern Investment Deck

At Jelcore Enterprises Inc., we specialize in helping startups create compelling and effective pitch decks. We recommend preparing three distinct versions to suit different scenarios:

Deck #1 – The Preview

1. Value Proposition: Our Alpha

- **Problem:** Clearly identify the core issue your target market faces.
- **Solution:** Outline your innovative solution that addresses this problem. Briefly describe your product or service, explaining how it directly benefits your target market.

2. Differentiators: Our Beta

- **What Sets Us Apart:** Highlight what makes your solution unique and superior to existing alternatives. Key differentiators might include proprietary technology, first-mover advantage, or unique partnerships.
- **Competitive Edge:** Detail how these differentiators position you ahead of the competition in the market.

3. Why Us?

- **The Right Team:** Explain why your team is uniquely qualified to execute this business plan. Emphasize your leadership's background in the industry and their success in navigating previous ventures from concept to profitability.
- **Adaptability and Expertise:** Highlight your team's ability to pivot and adapt, showing that investors are funding a dynamic team capable of making strategic adjustments to succeed.

4. Why Now?

- **Market Timing:** Discuss why the current market conditions make this an opportune time for your solution. Mention any recent trends, market demands, or regulatory changes that increase the need for your solution.
- **Future Outlook:** Emphasize the potential consequences of waiting or delaying. Immediate action will capitalize on current trends and position you as a leader as the market evolves.

Conclusion and Call to Action

- Clearly state the investment you are seeking and specify what the investment will be used for, such as scaling operations, expanding market reach, or accelerating product development.

Deck #2 – The Main Event

Phase 1: Introduction

1. Setting Expectations

- Begin by reassuring your audience that the pitch will be concise and to the point. "Thank you for your time today. I'll be brief, aiming to cover the essentials in about 20 minutes, and I appreciate your undivided attention during this period."

2. Highlighting Your Credentials

- Quickly establish credibility by sharing your most significant achievements. "I bring with me a track record of significant successes, including [highlight one or two major accomplishments relevant to the industry or field], which have shaped my approach and expertise in this sector."

3. Grounding the Idea in Market Reality

- Emphasize that your idea is rooted in current market trends and opportunities, not just a sudden inspiration. "This concept isn't born out of a momentary flash of genius but is a calculated response to emerging market forces. We are seizing a fleeting opportunity in a dynamic market environment, fully aware of the competitive landscape that surrounds us."

4. Bridging Markets

- Explain how your idea transitions from familiar markets to explore new territories, easing potential concerns about radical change. "Our strategy involves pivoting from established markets to untapped ones, leveraging our core competencies while minimizing disruption and maximizing acceptance."

5. Introducing Your Concept

- Present the core idea succinctly, ensuring it's easily understood and directly addresses who it benefits and why it's relevant now. "Let me introduce our concept, which is designed specifically for [target audience], addressing [key need or opportunity]. This approach not only meets the current market demand but positions us uniquely amongst our peers."

Phase 2: Explain the Budget / Secret

1. Getting Their Attention

- Start this phase with a compelling fact, question, or statement that grabs attention. "Did you know that our target market has grown by 30% over the last year alone? This surge presents an unprecedented opportunity for our solution."

2. Building Tension

- Create a narrative of urgency or a problem that needs immediate resolution. "While the market is expanding, it is also becoming more competitive. Without swift and decisive action, we risk losing a substantial market share to emerging competitors."

3. Push / Pull Patterns

- Employ a push/pull dynamic to engage your audience emotionally and logically. "Every moment we delay, we forego potential revenue (push). However, with your investment, we can not only enter the market but lead it (pull)."

4. The Heart of the Pitch

- Clearly state what you are asking for and what you are offering in return. "We are seeking \$2 million in investment to scale our operations and accelerate product development, aiming to achieve a market-leading position within two years."

5. Numbers and Projections

- Provide detailed financial projections that underscore the potential return on investment. "With the proposed investment, we project revenues of \$10 million by Year 3, based on conservative estimates of market penetration and customer acquisition costs."

6. Highlighting the Competition

- Acknowledge your competitors but differentiate your approach. "While several firms are exploring similar markets, our strategy leverages proprietary technology and first-mover advantage in untapped segments."

7. Revealing the Secret Sauce

- Conclude with what makes your offering unique—the "secret sauce." "What truly sets us apart is our patented algorithm that predicts customer behavior with 95% accuracy, a game-changer in delivering personalized services that no competitor currently offers."

Phase 3: Offer the Deal

1. Describe the Benefits

- Begin by clearly articulating the direct benefits to the investors. "By partnering with us, you will not only gain equity in a rapidly growing company but also have the opportunity to be part of a venture poised to disrupt the market. We offer competitive returns on investment, projected at X% over the next five years, along with the potential for significant long-term value as we expand globally."

2. Summarize the Proposal

- Provide a high-level recap of your pitch to reinforce the solidity and completeness of your plan. "To summarize, we have a validated product ready to meet an urgent market need, a strategic plan to outmaneuver competitors, and a robust financial forecast promising a substantial return. Your investment of \$X million will enable us to execute our expansion strategy efficiently, capturing a significant market share within the first two years."

3. Emphasize Personal Commitment

- Conclude by reinforcing the personal assurance and commitment you bring to the table, making it clear that investing in your venture is also an investment in your proven leadership and dedication. "Remember, when you invest in our company, you're not just investing in a

concept—you're investing in a team led by seasoned professionals committed to excellence. My personal track record in this industry underscores my capability to navigate this venture to success. With your support, we can turn this vision into a thriving reality."