



TEASER PITCH
DECKS: THE
ULTIMATE GUIDE

We Are Clear Thinkers

ClearThink Capital is a boutique transactional and strategic advisory and merchant banking firm.

PROFESSIONALS

A team of seasoned professionals with long and successful track records as a result of their experience in finance, investment banking, law, marketing, technology and operations.

EXPERIENCED

Our team has advised and assisted more than 200 management teams and owners to help them achieve their business objectives through the design of innovative transaction structures and the execution of numerous corporate finance, M&A, and commercial transactions totaling in excess of \$15 billion.

PRINCIPALS

Our team has led more than 240 public transactions and hundreds of private transactions.



Length

Your pitch deck should be **maximum of 20 slides**, although we suggest closer to 10 slides. The goal is to give the investor just enough information to be interested and want to learn more, without overwhelming them. When a company puts too much information into an initial pitch deck, investors will often ignore the pitch deck without giving the company a chance.



20 SLIDES



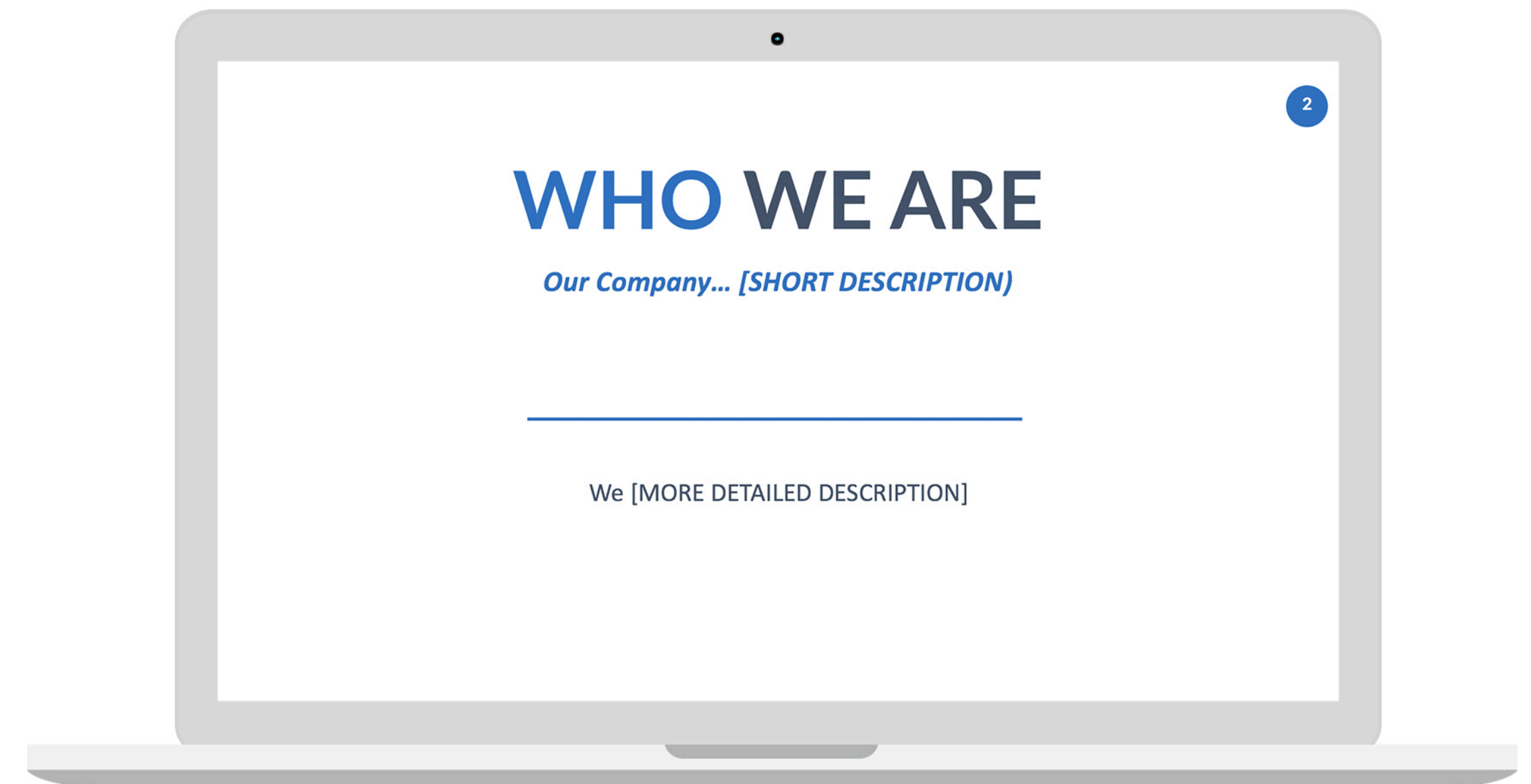
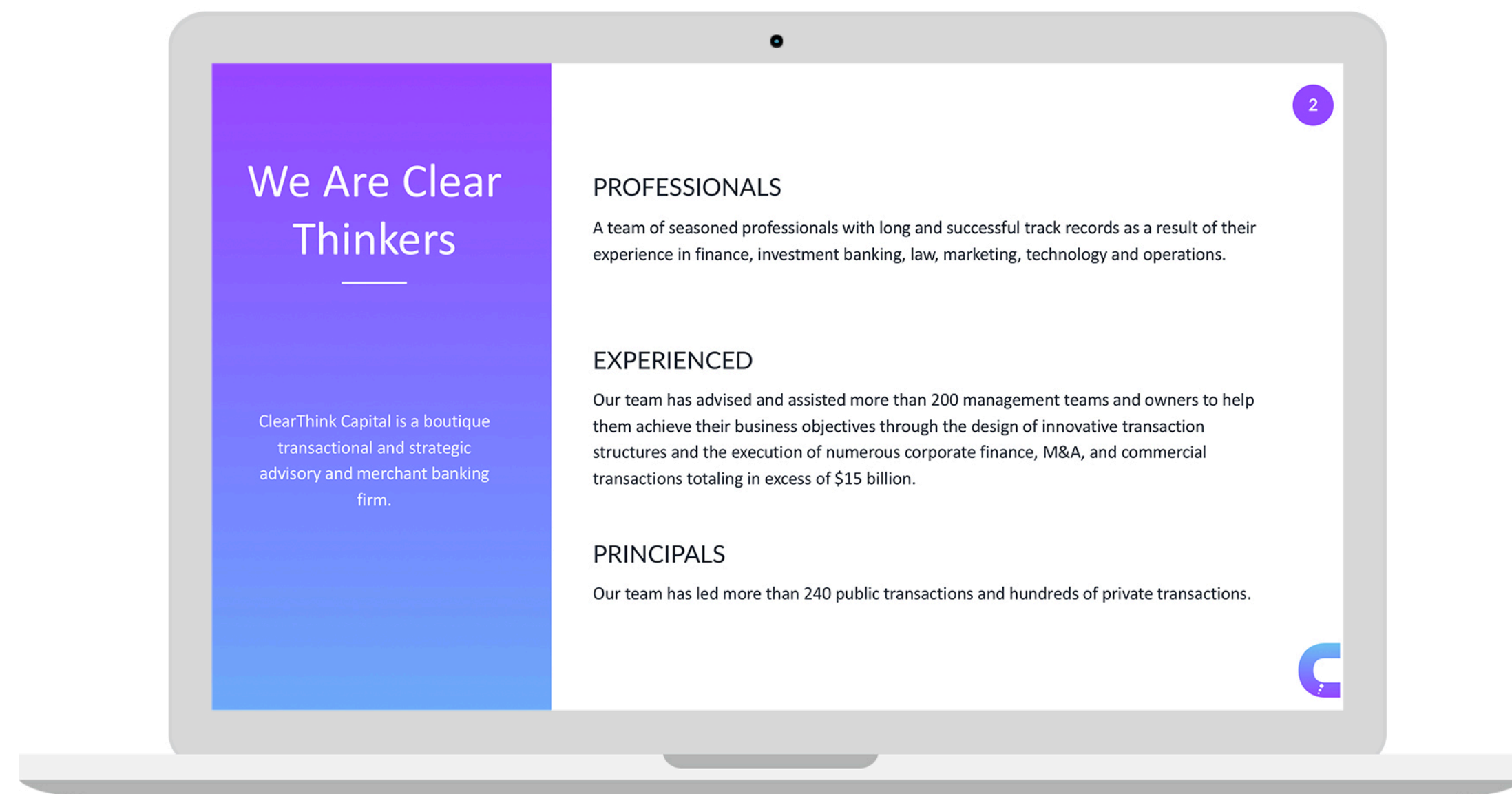
Slide 1: Introduction

The introductory slide should contain the company name, company logo, and presentation title. It's important that this slide is aesthetically pleasing, as it is the first thing potential investors will see.



Slide 2: About Us

This slide should give a description about the company that is short and to the point. It can incorporate a brief description of management as well. Here you can see two different examples of About slides.



Slides 3-4: What We Do/Services

The “What We Do” section of your presentation can either be done in one or two slides, depending on how complicated your business is. As with the rest of the presentation, this should be kept as simple as possible. Bullet points or graphics with captions and descriptions are best.

Our Role

01

Identify Partners

Identify and pre-qualify potential partners

02

Structure Transaction

Assist in designing optimal transaction structure

03

Prepare Documents

Assist and coordinate with counsel on document preparation

04

Manage Transaction

Time and effort intensive transaction principally managed by ClearThink

05

Lower Professional Fees

Expertise results in lower professional fees (e.g., lawyers)

06

Prepare Transaction

Includes initial due diligence of Client and preparation of introduction materials

Services We Offer

Our Company's services are monitored, tracked, and paid for via our integrated technology platform.



Drug Testing

Urine, oral fluid, hair, nails, DOT & non-DOT



Background Checks

Database searches, verification checks, mandated checks



Compliance

FCRA, FAA, international, state & industry policy, audit support



Occupational Health

DOT & non-physicals, titers, hazmat, X-Rays



Mobile Testing

Collection and rapid response testing



Vaccinations

Onsite vaccination and workplace wellness



Training

Supervisor, employee and product training



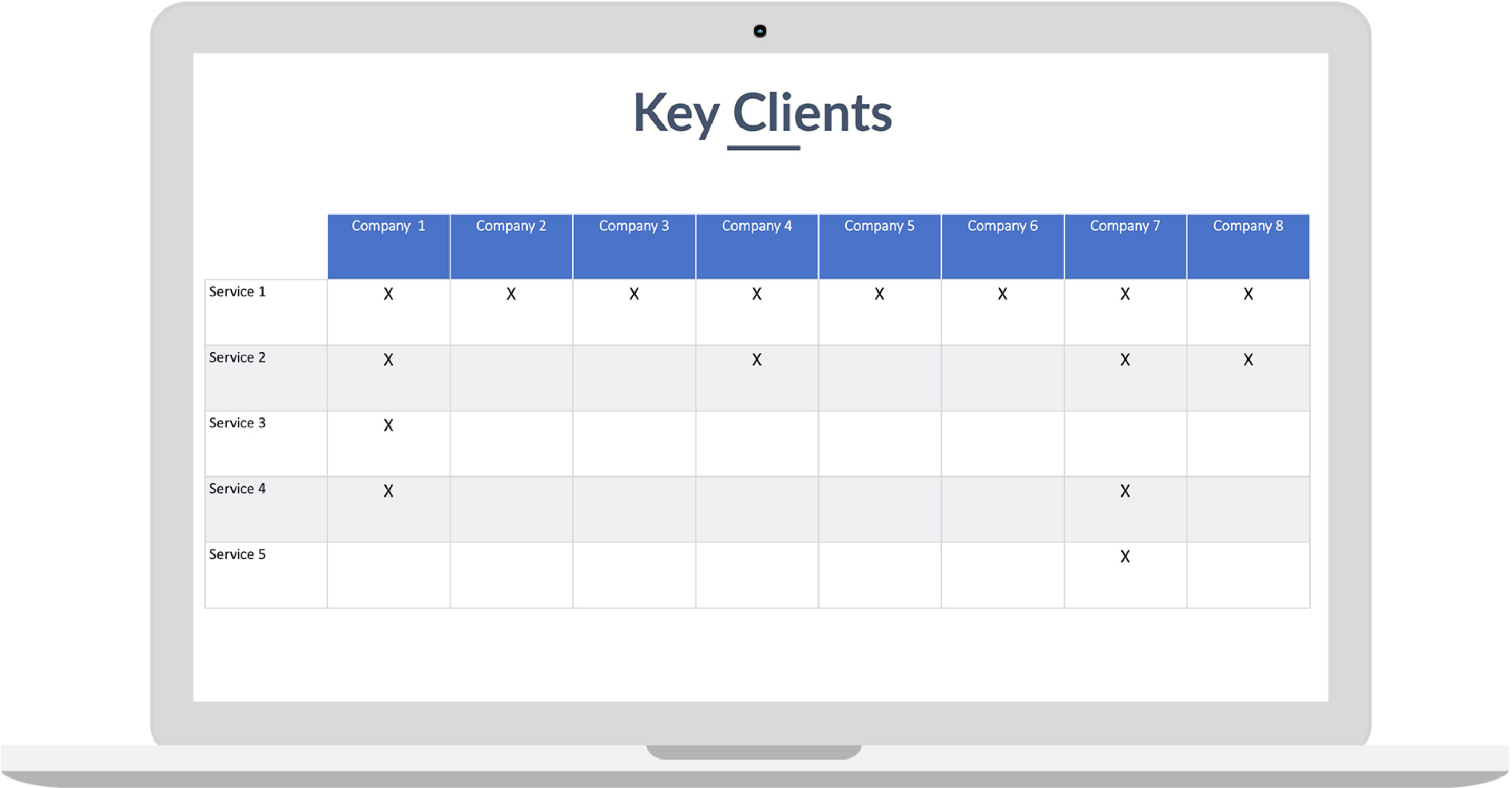
Full TPA Service

Randoms, reasonable suspicion, post-accident



Slide 5: Key Clients

If you are a startup, this slide does not apply. This slide also does not apply if you sell products directly to consumers. For some companies, it would make more sense to highlight key suppliers or key retailers. This slide is great to show that your products or services are being accepted.



The image shows a laptop screen with a table titled "Key Clients". The table has 5 rows representing services and 8 columns representing companies. The header row is blue and contains the company names. The data rows are white with grey borders. 'X' marks indicate which company uses which service.

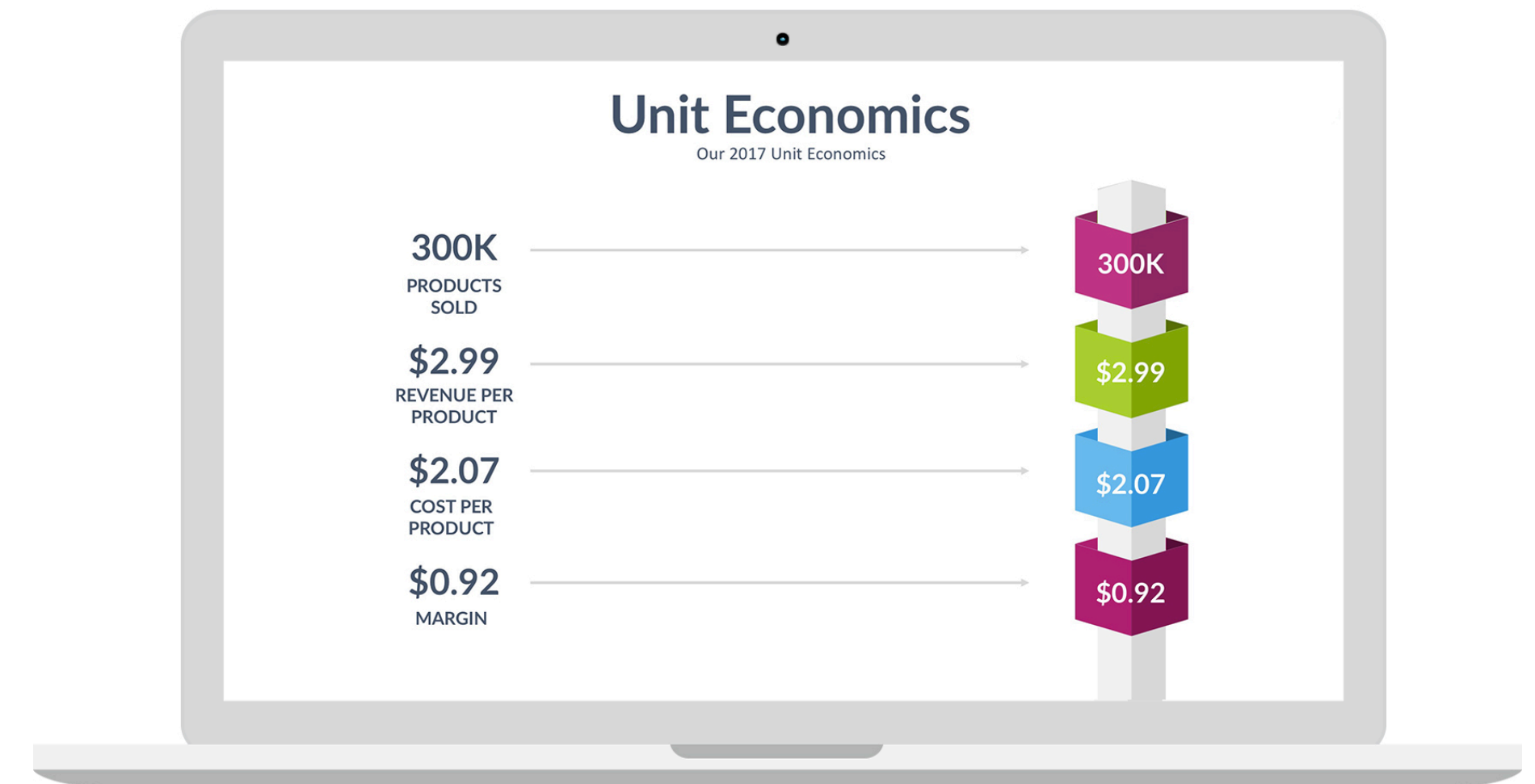
	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7	Company 8
Service 1	X	X	X	X	X	X	X	X
Service 2	X			X			X	X
Service 3	X							
Service 4	X						X	
Service 5							X	



Slide 6: Unit Economics

A slide on unit economics is important for potential investors. Depending on your specific company, this slide might be best as:

- Unit economics for a specific retailer
- Unit economics for a specific customer
- Unit economics for a specific supplier
- Unit economics for a single top or multiple top products or services
- Unit economics for all products or services



Unit Economics
The following are the unit economics for our 2017 sales.

	Volume	Each			Margin %
		Price	Cost	Margin	
Product 1	210,502	\$24.69	\$15.68	\$9.01	36%
Product 2	492,602	\$29.66	\$19.58	\$10.08	34%
Product 3	69,129	\$10.96	\$3.96	\$7.00	64%
Product 4	59,912	\$6.79	\$3.04	\$3.75	55%
Product 5	991,531	\$19.59	\$12.49	\$7.10	36%
Product 6	49,129	\$69.12	\$56.29	\$12.83	19%
			Total Revenue	\$43,792,214.79	
			Total Margin	\$15,240,819.35	



Style Tip: Incorporate Your Company's Colors

The style and design of your presentation are almost as important as the content.

A professional looking presentation will draw in your potential investors.

One great way to take your styling to the next level is to incorporate the colors used in your company's logo, website, and other marketing materials into your presentation. Not only does it draw your whole presentation together, but it creates a cohesive brand image in the eyes of your readers.



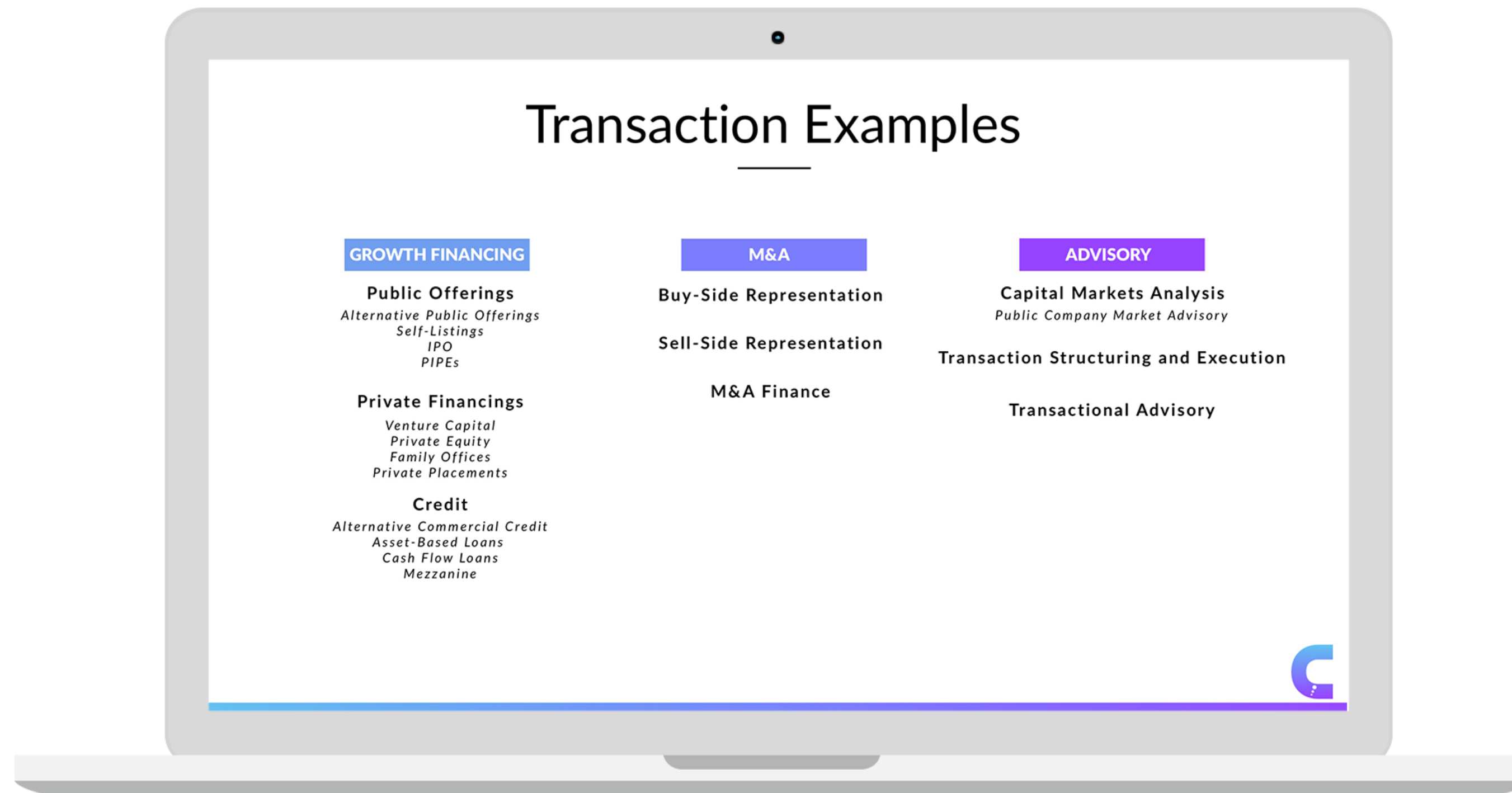
Slides 7 and 8: Competitors & How We Differentiate

It is important to discuss who your competitors are and how your company differentiates. This can be done as one slide containing both the competitors and how your company differentiates or as two separate slides.



Slide 9: Specifics

This slide can vary drastically depending on your what your company does. The general goal of this slide is to provide more details about your company's products or services.



Slide 10: Financials

A great story is important, but for many investors it all comes down to the financials. Use this slide to show your financial history and projections for the future. You may want to include a balance sheet as well.



	2017	2018
Contract 1	\$197,917	\$3,375,000
Contract 2	\$120,000	\$930,000
Contract 3	\$91,667	\$3,087,500
Contract 4	-	-
Contract 5	\$711,043	\$685,200
Contract 6	\$4,146,706	\$6,600,000
Contract 7	\$1,043,792	\$4,100,000
Contract 8	\$1,133,333	\$3,400,000
Contract 9	\$150,000	\$600,000
Contract 10	\$610,500	\$2,442,000
Total Revenue	\$8,204,957	\$25,219,700
Cost Of Goods Sold	\$6,373,853	\$19,022,102
Gross Profit	\$1,831,105	\$6,197,598
	22%	25%
SG&A	\$1,479,363	\$1,649,884
EBITDA	\$442,837	\$4,643,399
Net Income	-\$48,258	\$4,547,714



Slide 11: Offering Details & Use Of Proceeds

How much capital are you looking for? In what form are you looking for that capital? What are you going to do with that capital?



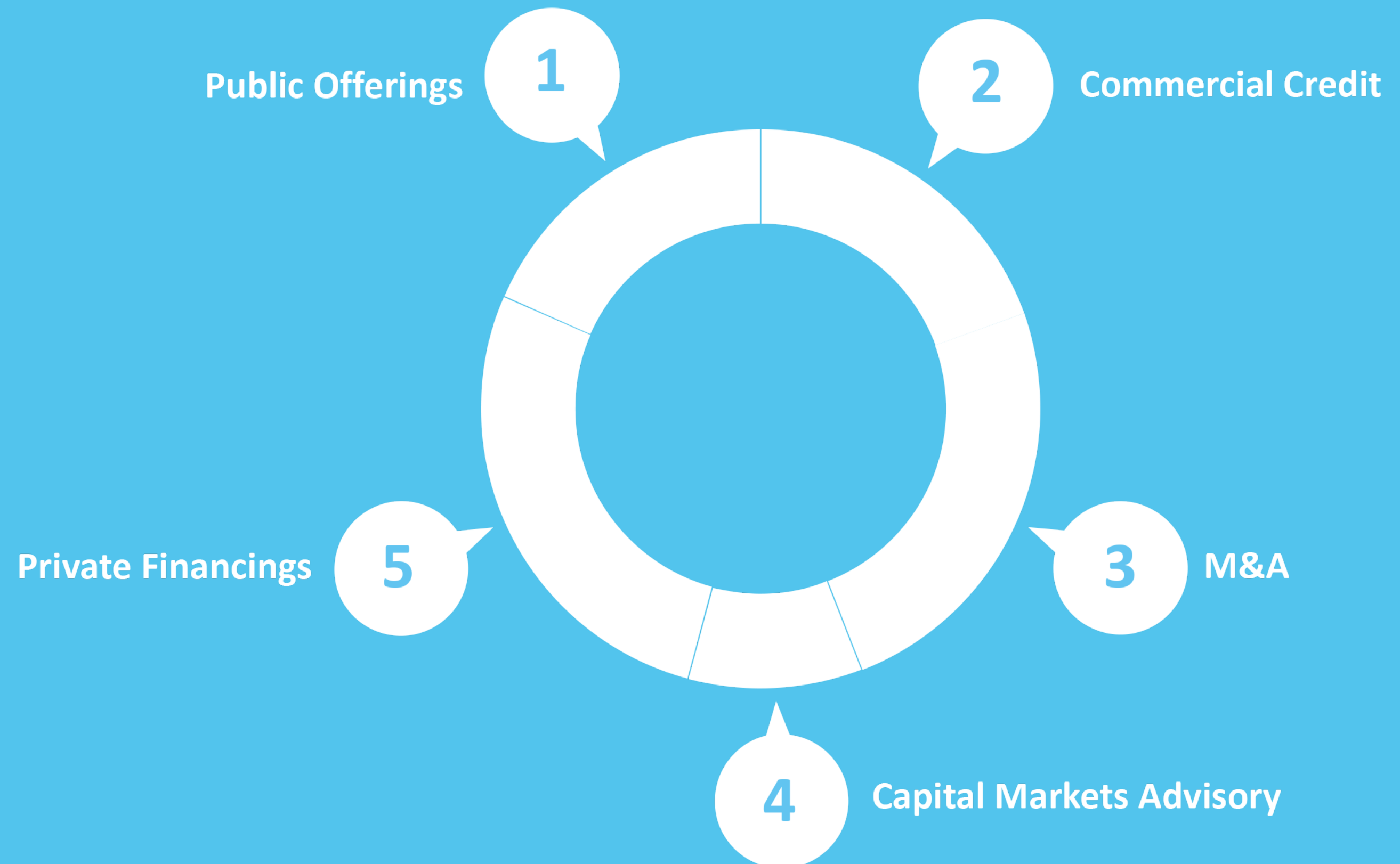
The image shows a laptop screen displaying a slide titled "Use Of Proceeds". On the left side of the slide, there is a text block: "Our company is seeking \$6.3M of equity capital to fuel growth and acquire a competitor." To the right of the text is a table with two columns: "Description" and "Cost". The table lists various expenses totaling \$6.3M.

Description	Cost
Pay Off Debts	\$300K
Purchase Of Intellectual Property	\$250K
Working Capital	\$1.5M
New Hires	\$350K
Closing Fees	\$1M
Acquisition	\$2.9M
Total	\$6.3M



Style Tip: Using Photos and Graphics

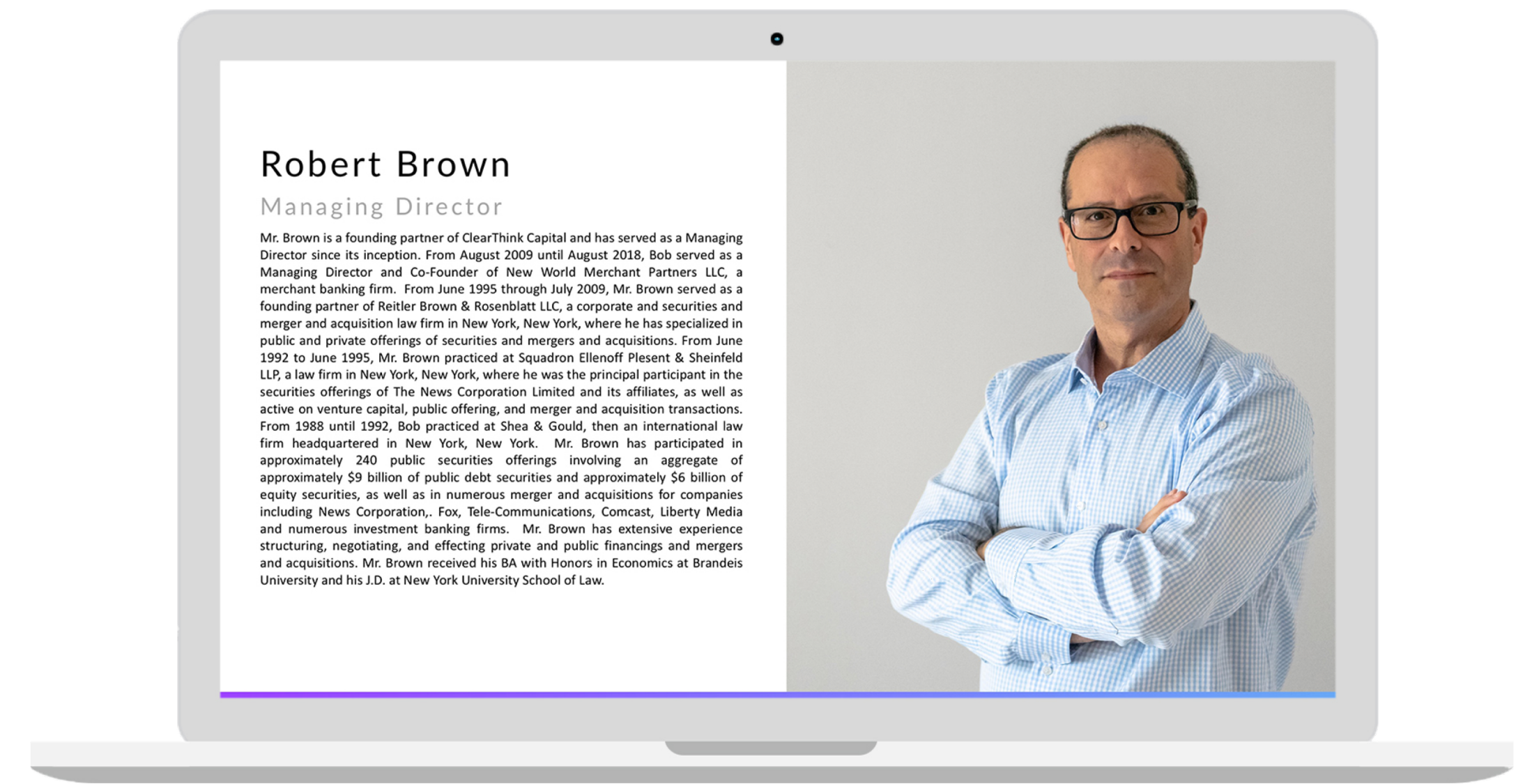
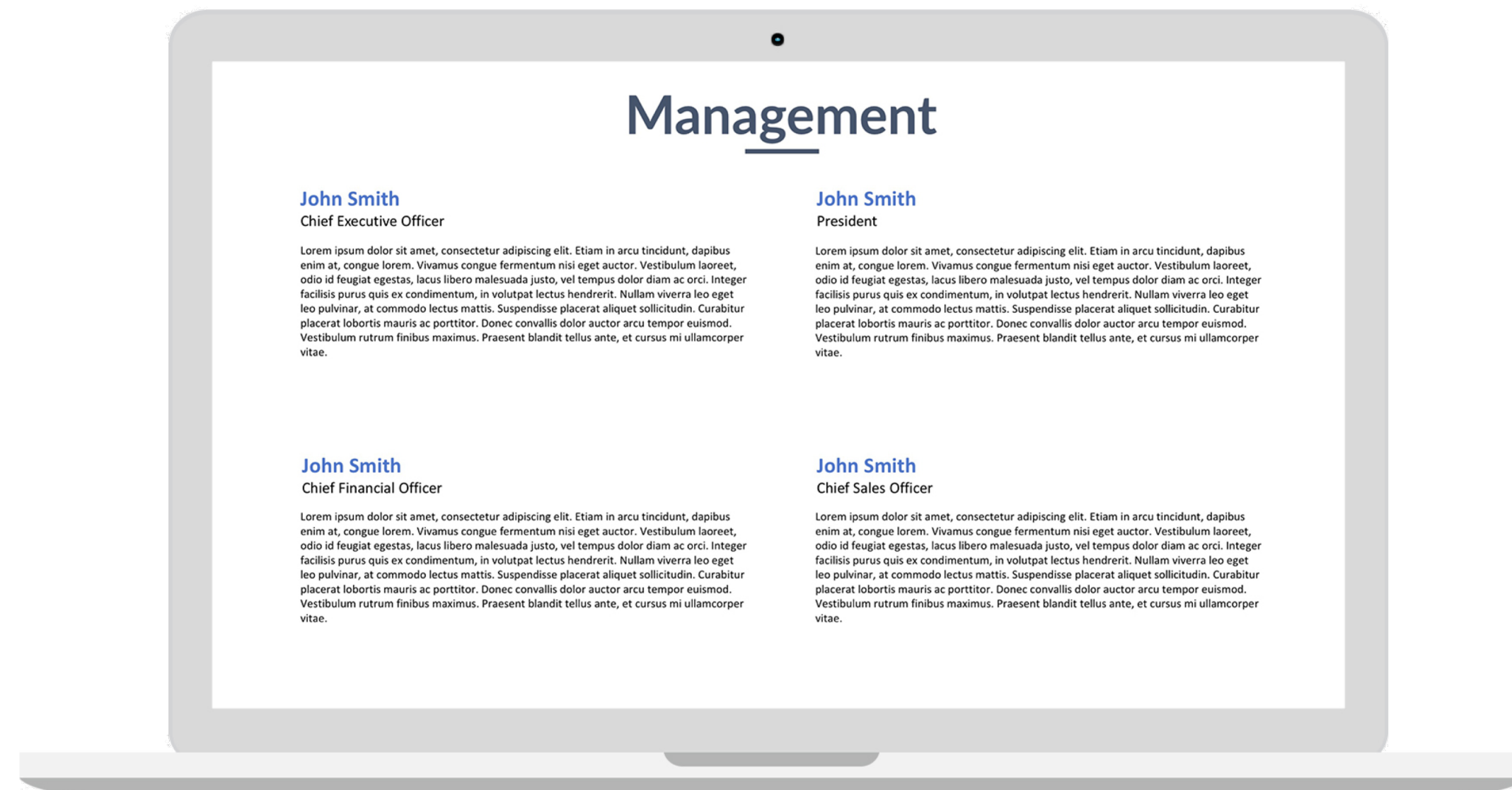
Photos and graphics are a great way to keep the attention of readers. They can also be used to help explain processes, show offices or facilities, and reduce the need for more text.



Slide 12: Management

This is your opportunity to highlight the key members of your team. The goal is to tell a potential investor who the members of your team are, and why they will lead your company to success.

Depending on the specific situation, a short bio of multiple team members or a longer bio of a single team member may be best.



Slide 13: Closing

At this point, a potential investor has read through your entire pitch deck. Thank them and provide contact information for your company.



Summary

- Slide 1: Introduction
- Slide 2: About Us
- Slides 3-4: What We Do/Services
- Slide 5: Key Clients
- Slide 6: Unit Economics
- Slides 7-8: Competitors & How We Differentiate
- Slide 9: Specifics
- Slide 10: Financials
- Slide 11: Offering Details & Use Of Proceeds
- Slide 12: Management
- Slide 13: Closing



How We Can Help

We are experts at the design and execution of creative financial, acquisition, and other corporate transaction structures. We work with companies to determine the best financing structure to fit their needs, help prepare the company and its materials for financial partners, match them with the most appropriate financial partners, and work as their advisor throughout the entire process.

Email Us:

Ari Brown

Vice President, ClearThink Capital

abrown@clearthink.capital

