Zylter's Sociotechnical Systems Toolkit

Pitch Deck Development

Tech Strategy Framework + Method

Pitch Deck Development (PDD)

A focused and detailed briefing structure for securing investment for early-stage technology and product companies

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WHAT IS IT?

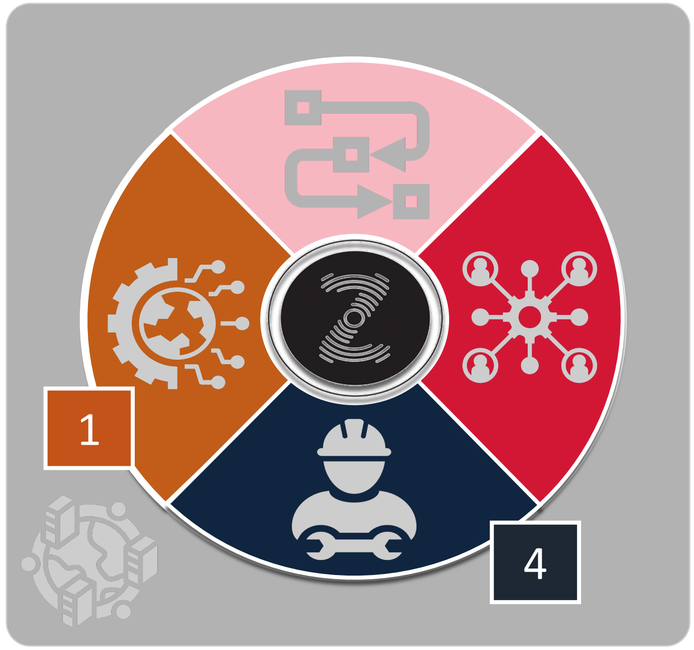
The Pitch Deck Development approach and supporting frameworks provide a structured method to compile and synthesize information to support a compelling pitch and narrative.

This approach is intended for early-stage Tech Builders seeking to secure Seed-, A- or B-Series investment for a tech-focused product or service.

Contemporary examples fof successful pitch decks illustrate varied approaches to providing a compelling narrative. Almost all of these decks hit essential themes and proof points based on the stage of growth.

Professional graphic design is useful to provide a consistent and polished feel once the the complete draft of slides with key points is built based on this approach.

1 Technology
2 Tasks/Processes
3 Organizational Structure
4 Users/Workforce
5 Operating Environment

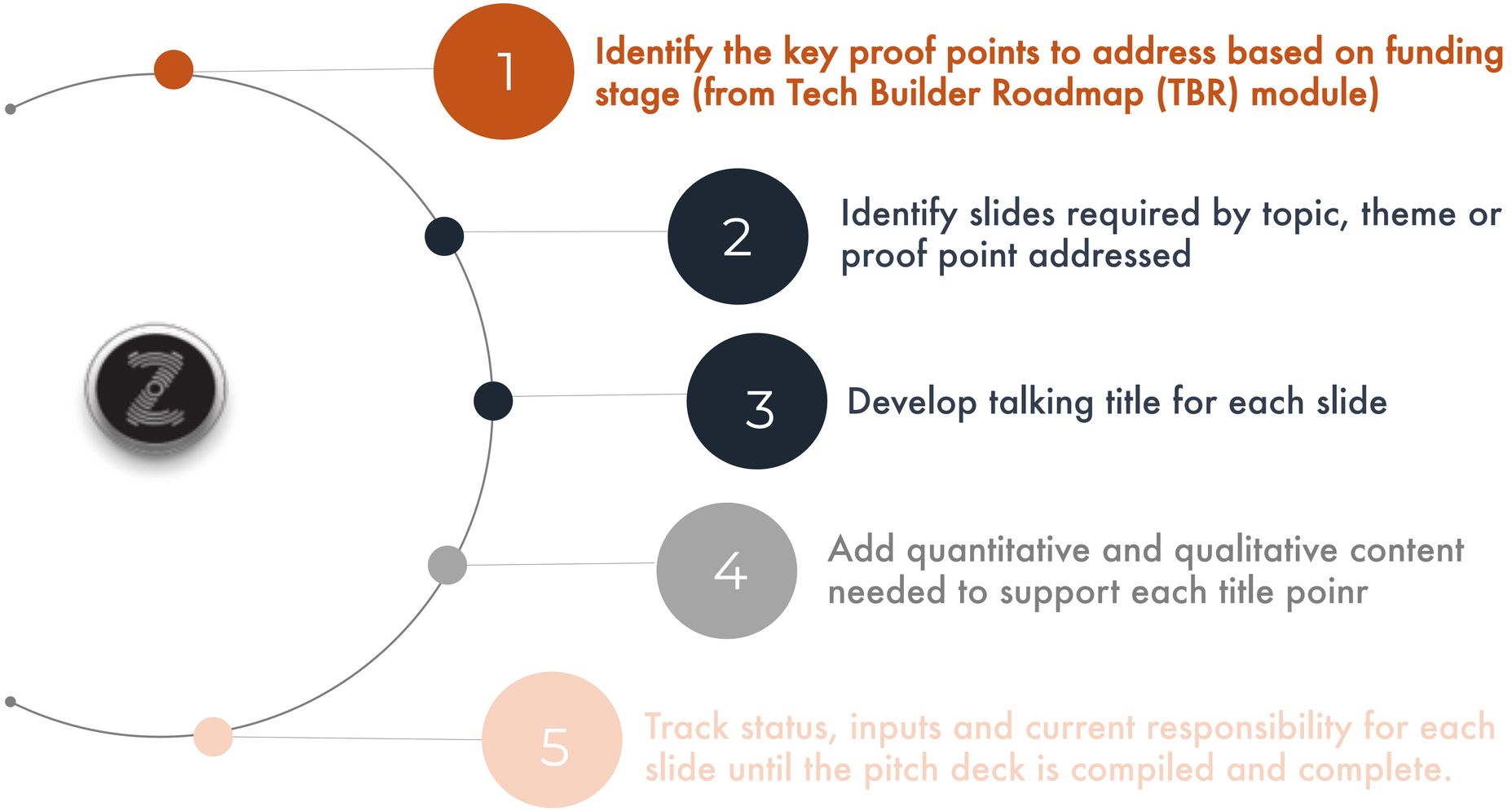


WHAT CAN I ANSWER?

These are the key strategic questions that application of this method and associated framework will enable the company to address for potential investors.

- What are the proof points I need to demonstrate for potential investors?
- How do I address each essential proof point as part of a coherent and compelling narrative?
- How do I group or tier information provided to investors based on relevance?
- How do I track and manage integration of pitch deck inputs to efficiently compile the content needed for my deck?

HOW DO I APPLY IT?



COMPLETED FRAMEWORKS

1 Identify key sections the pitch deck should likely address

2 Identify specific slides required by topic or theme addressed

3 Number slides to indicate order based on narrative or for use as a back-up (BU) slide for detailed info

4 Color coding of each slide based on its current status

5 Associated status tracker to identify status, responsibility and required inputs for each slide

1

OVERVIEW		PRODUCT		MARKET		STRATEGY		ORGANIZATION		FINANCIALS	
1	COVER	6	TALESPIN XR PLATFORM	8	MARKET TRACTION	BU	*Business Strategy*	12	TALESPIN TEAM	13	INVESTMENT ASK
2	COMPANY BACKGROUND	7	CUSTOMER CASES / TESTIMONIALS SUMMARY	9	MARKET OPPORTUNITY	BU	*Marketing Strategy*	BU	*Key Partners*	BU	*Current Financials Summary*
3	THE PROBLEM	BU	*Value Proposition*	10	COMPETITIVE LANDSCAPE	BU	*Sales Strategy*	BU	*Key Activities*	BU	*Talespin Valuation*
4	TALESPIN SOLUTION	BU	*User Experience Illustration*	11	REVENUE MODEL	BU	*Long-Term Financing Strategy*	BU	*Key Resources*	BU	*Series-A Execution + Performance*
5	OUR APPROACH & PROCESS	BU	*Customer Case / Testimonial 1*	BU	*Customer Segments*	BU	*Fall-Back + Manuevering Options*			BU	*Cost Model*
		BU	*Customer Case / Testimonial 2*	BU	*Customer Relationships + Channels*	BU	*Risk Factors*			BU	*Current Investment Picture*
		BU	*Customer Case / Testimonial 3*	BU	*Unit Pricing + Economics*	BU	*Business Canvas Overview*				
				BU	*Revenue Streams*						
				BU	*In-Bound Business Development*						

2

3

4

5

		SLIDE TITLE	CURRENT RESPONSIBILITY	### POC	STATUS	ACTIONS / INPUTS REQUIRED	SLIDE TEMPLATE	NOTES
PRESENTATION								
1	Cover	**Cover**	Other	###-Kyle	Significant Content; Limited Additional Detail or Revisions		COVER	Consider moving company background
2	Company Background	**WE BELIEVE IN THE POWER OF TECHNOLOGY TO ACCELERATE**	**Zylter- Matt**	###-Stephen	Significant Content; Limited Additional Detail or Revisions	Need ot synthesize existing info into slide content	TEXT + IMAGE (horizontal)	Consider moving company background
3	Problem Statement	**THE PROBLEM: KNOWLEDGE TRANSFER RISK EXISTS ACROSS THE ENTIRE WORK**	**Zylter- Matt**	###-Kyle	Some Content; Significant Additional Detail or Revisions Required	Need to interate and simplify with Kyle	TEXT ONLY	
4	The Solution	**THE SOLUTION: KNOWLEDGE TRANSFER RISK EXISTS ACROSS THE Entire WORK: LIFECYCLE…AND SOLUTIONS TOO**	**Zylter- Matt**	###-Kyle	Some Content; Significant Additional Detail or Revisions Required	Need succinct explanation of solution 2. Need clear concept illustration	TEXT + IMAGE	
5	Our Approach and Process	**THE TEAM: Our Approach and Process**						
6	Product:	**###'s XRI PLATFORM FOR ENTERPRISE KT SOLUTIONS**	**Zylter- Matt**	###-Kyle	Significant Content; Limited Additional Detail or Revisions Required	Writing pretty well succint; Have conceptual	TEXT + IMAGE	
7	Customer Testimonials	**IMPACT FOR BUSINESS – OPPORTUNITY FOR ###**	**Zylter- Matt**	###-Jeff/Eli	Some Content; Significant Additional Detail or Revisions Required	One-sentence Customer Statements: Farmers, PwC, AT+T that stresses ### capabiltiy and organizational impact	TEXT + IMAGE	
8	Market Traction	**LEADING CORPORATE BRANDS ARE KEY ### ADOPTERS**	**Zylter- Matt**	###-Jeff/Eli	Significant Content; Limited Additional Detail or Revisions	General quantification, current customers, nature of relationship	IMAGE ONLY	
	Market	**ADDRESSING KNOWLEDGE TRANSFER IS A**			Some Content; Significant Additional	Need succinct market opportunity statemer	TEXT + IMAGE	

Why We Built It

We are passionate about the art and strategy of emerging tech adoption. Zylter thrives at the intersection of tech analysis, design and strategy.

Zylter

To learn more about our work with tech innovators and industry leaders at www.zylter.com

Questions

For more information or help applying this and other STS Toolbox resources, contact us at: STS.solutions@zylter.com

Explore

To explore the STS Toolbox further or access other methods and resources visit: www.zylter.com/sts-toolbox

Connect

We appreciate any feedback you have to improve these methods and how we support them! Reach out to us on LinkedIn or at www.zylter.com

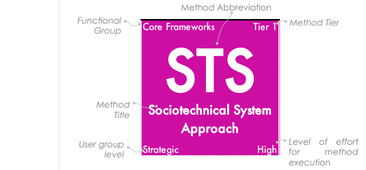
Tech Strategy Tool Kit

Periodic Table of Tech Strategy Methods

This table lists and categorizes each of the current and forthcoming methods in the Tech Strategy Tool Kit. Each method has a Functional Group based on the intended use and a Tier based on the level of effort, time and complexity for execution.

METHOD BLOCK DESIGN

Each Tool Kit method is represented by a block in the Table of Methods below. Each block includes essential information about the task set as described here.



	GROUP 0| CORE FRAMEWORKS	GROUP 1| STRATEGIC PLANNING	GROUP 2| SOLUTION DESIGN + DEVELOPMENT	GROUP 3| SOLUTION LIFECYCLE PLANNING	GROUP 4|MARKET ANALYSIS + PRICING	GROUP 5| USER + WORKFORCE ANALYSIS	GROUP 6| PROCESS DESIGN + IMPROVEMENT
TIER 1 *Summary Approaches*	**STS** Sociotechnical System Approach; **TAR** Tech Assessment + Adoption Roadmap; **TBR** Tech Builder Roadmap		**SRL** Solution Readiness Level Assessment; **TUI** Tech Use Case Identification; **SOP** System Operating Profile				**SRL** Solution Readiness Level Assessment
TIER 2 *General Assessment*		**SEM** Strategic Engagement Mapping; **SR** Strat Recommendation Development; **ROI** Strategic Return on Investment Assessment; **SFD** Strategic Forecast Development	**UCD** STS Use Case Description; **OEA** Operating Environment Assessment; **PRD** Product Requirements Document Design; **SFS** System Feature Sketch; **TMA** Tech Maturity Assessment; **DPR** Design/ Prototype Review; **SCC** System Capability to Requirement Crosswalk; **SES** System Employment Sketch; **SCS** System Component Summary	**ASA** Assessment of Solution Alternatives; **FLD** Fidelity Layout Design	**MPD** Media Product Development Approach; **CNF** Communications Narrative Framework	**UPD** User Profile Development; **USA** User Segmentation Analysis; **SDD** Service Delivery Design; **TFH** Task & Function Hierarchy Assessment; **SOE** System Organizational Employment Concept; **USD** User Story Development	**TSD** Team Structure Design; **OKR** Objectives and Key Results Review Design
TIER 3 *Detailed Assessment*		**CLA** Competitor Landscape Analysis; **SRD** Strategic Roadmap Design; **IRD** Implementation Roadmap Development; **SFA** Strategic Foresight Analysis; **SEP** Strategic Engagement Prioritization	**SJM** Solution Journey Mapping; **SRI** Solution Requirements Identification; **PCD** Product Catalog Design; **KTD** Knowledge Transfer Design Approach; **PRD** Product Roadmap Development; **TEP** Tech Employment Profile; **SCB** System Component Breakdown; **TUP** Tech Use Case Prioritization	**TCO** Total Cost of Ownership Assessment; **TCM** Total Cost of Ownership Modeling; **MRA** Manufacturing Readiness Assessment	**MEC** Media Engagement Concept	**QUP** Quantitative Usage Profile Creation; **TAI** Tech Adoption Indicators; **FTA** Functional Task Analysis; **QSD** Qualitative Survey Design; **SFG** Structured Focus Group	**PRL** Production Readiness Level; **ABM** Activity Based Management Design; **OPM** Operation Process Mapping
TIER 4 *Technical Analysis*		**OBA** Organizational Benchmarking Analysis; **SOM** Solution Opportunity Mapping; **IAP** Implementation Action Prioritization	**CFA** Concept of Operations Feasability Assessment; **PCP** Product Catalog Prioritization; **TPD** Tech Proposal Development		**SNA** Social Network Analysis; **PPD** Pricing Proforma Development; **CRM** Cost/ Revenue Modeling; **TAM** Total Addressable Market Estimation; **QDD** Qualitative Database Design	**WDR** Workforce Development Requirements Analysis; **TTA** Thematic Trend Analysis; **WAM** Workforce Addressable Market	**PMS** Process Modeling + Simulation; **PDR** Process Design + Re-Design

METHOD TIERS

TIER 1: SUMMARY APPROACHES	High-level approaches and resources that requires execution of multiple higher-tier methods to successfully complete. These are the core execution roadmaps for Tech Builder growth milestones, Tech Seeker solution adoption stages and the SocioTechnical System Model that guides Zylter design of specific methods.
TIER 2: GENERAL APPROACHES	Methods and resources that can be executed with mostly descriptive information and quickly applied to inform key decisions. These methods are general supported by or expanded on by detailed methods and technical analyses.
TIER 3: DETAILED ASSESSMENT	Methods and resources that compile extensive numeric and/or descriptive information to provide a more detailed examination and assessment.
TIER 4: TECHNICAL ANALYSIS	Methods and frameworks that apply extensive data that is usually numeric and generally requires specialized software and expertise to execute.

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