

Pitch Deck **Advice**


This sheet will help you to build a convincing startup pitch deck

You are aiming for minimum of an 8-10 slides in your presentation with short, concise wording

Focus on information relevant to the investor


The design needs to be clean, modern and professional with graphics, icons and images to **support your message**

OVERVIEW



What does your company stand for?
Punchy single sentence

PROBLEM



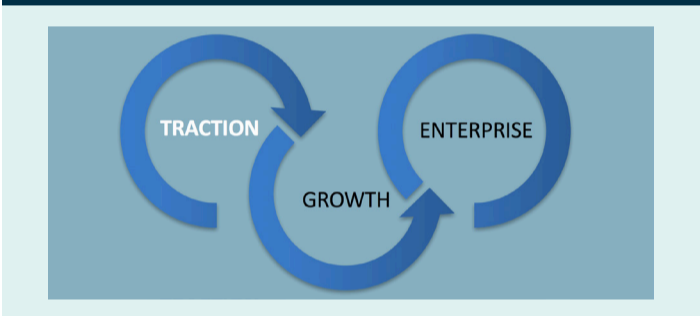
What is customers' pain?
How do they solve it today?

SOLUTION



How do we make customers' life better?
Use examples

TRACTION



Do you have orders, customers, attention?
Demonstrate interest

MARKET SIZE



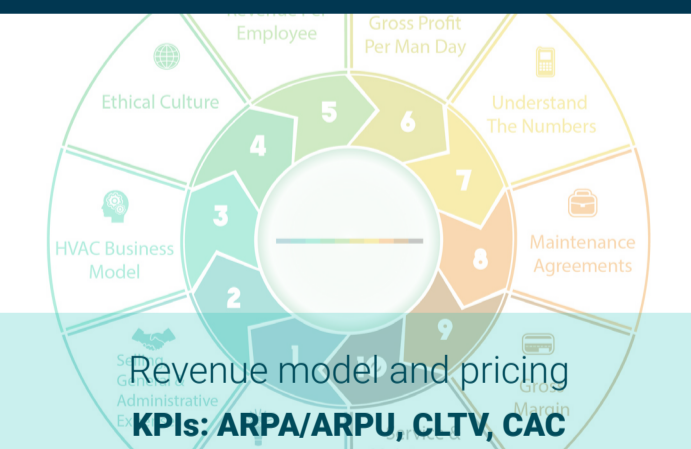
Target Market
Show TAM, SAM, SOM

COMPETITION




List Key Advantages
Insights and KPIs

BUSINESS MODEL



Revenue model and pricing
KPIs: ARPA/ARPU, CLTV, CAC

TEAM



Your Star Performers
Include founders, key hires, advisors, investors

We have seen dozens of pitches fail because they do not **get the first impression right**

It's so important to use the design of your deck as a door opener to get your message across **as simply as possible!**