* [Pricing](http://docs.google.com/plans/)
* [Portfolio](http://docs.google.com/portfolio/)
* Sign up / Log in
* Place a project Get started

Team blog

# What we learned from designing 200 pitch decks

*August 13 2015*

Since the beginning of SketchDeck clients have asked us to design their fundraising pitch decks. We've now worked with over 200 companies to help them impress investors and raise capital for their businesses.

We've learned a lot about how to make a good pitch deck: how to impress investors, how to showcase your story and how to be compelling. We've analysed the pitches we've worked on and here share some of the results.

*We've aggregated and sampled the data sufficiently to ensure complete client confidentiality. We'll show you the trends, but nothing specific to a single client's pitch.*

### The majority of our dataset is seed and series A pitches

As far as possible we've used publicly available information on fundraising outcomes for pitches we've helped with.

Founder view

The first thing an investor will see about your company is your pitch deck. Poor design is a turn off for investors, it will confuse your company's value from the very beginning.*— Adam Roberts, Co-Founder of Paid (YC S14)*

### Successful pitches' first slide is often their value proposition or the problem they are solving

However there is no single correct first slide ‐ what matters is that the story is authentic and personal to you.

### Series A pitch decks are longer than seed decks

At seed stage companies are often still seeking product market fit and therefore cannot go into as much detail about their businesses. At series A companies are required to make a much more concrete argument for their future success, which translates into more pages of graphs and tables.

As well as the number of pages, the actual content differs between series A and seed:

### Series A decks have 3x as many actual business statistics as seed decks

Founder view

We made sure [our pitch deck] was clean and modern, but all of our effort was in putting red pen to paper and editing down the story to the few, important points that made the business matter.*— Jd Ross, Co-Founder of Opendoor*

### YC decks tend to be more direct: 20% fewer words and 20% more graphs and statistics

YC decks tend to focus more on the growth statistics of the business, and convey them visually as numbers or graphs.

This trend is most extreme in demo day pitches ‐ slides have almost no words and often contain just one big statistic or graph.

The most popular (60%) primary colour is BLUE

Technology companies [love](http://namethatblue.com) [blue](http://www.fastcompany.com/3009317/why-is-facebook-blue-the-science-behind-colors-in-marketing).

Whilst pitch decks tended towards a conservative tone, we've seen successful pitch decks in all colours and styles. Some series A decks used a lot of colour, illustration and interesting typefaces, and were successful because this reflected their brand and mission.

### For a $2,000,000 raise, companies on average spend $1,100 on design

All the founders and investors we asked agreed that design has a positive impact on fundraising. However, design will not make up for inadequacies in the business or content: the first step to any pitch is building and refining the story.

[Learn more: SketchDeck's guide to writing a great pitch deck](http://www.sketchdeck.com/article/writing-a-great-pitch-deck/)

Venture Capitalist view

As an investor, having a well designed deck is critical. If I’ve never met the founders and a mutual acquaintance first put us in touch, it is the deck that acts as the first impression and hence, it is very important to make it count. **A poorly designed deck makes me feel like the founders don’t take pride in their work.**

**A well designed deck is able to communicate clearly what the company is doing and why I should be excited to take the first meeting.**

So never discount the importance of spending time to get the best design possible for your deck. **It will only increase the likelihood of getting in front of investors.***— Scott Sage, Venture Capitalist*

### Summary

#### The best pitch decks we've seen are concise, beautiful, share their growth through numbers and charts, and are true to their brand and story.

[If you're creating a pitch deck, we can design it for you.](http://docs.google.com/page/get-started)

#### Never miss out!

Get our weekly posts hand-delivered to your inbox:

### [**← Back to blog**](http://docs.google.com/blog/)

[Get started now](http://docs.google.com/page/get-started)

Sign up / Log in

##### Services

[Get a Presentation designed](http://docs.google.com/product/presentation/)

Learn more

[Product tour](http://docs.google.com/tour)

[Frequently Asked Questions](http://docs.google.com/FAQ)

[Join the SketchDeck team](http://docs.google.com/jobs/)

[Media resources](http://docs.google.com/article/media-resources/)

[Guide to a great case study](http://docs.google.com/article/guide-to-a-great-case-study/)

[How to write a great pitchdeck](http://docs.google.com/article/writing-a-great-pitch-deck/)

[All website pages](http://docs.google.com/article/)

Recent blog posts

[What's new at SketchDeck](http://docs.google.com/blog/whats-new-at-sketchdeck-aug-15/)

[What we learned from designing 200 pitch decks](http://docs.google.com/blog/what-we-learned-from-designing-200-pitch-decks/)

[Get your emails opened](http://docs.google.com/blog/get-your-emails-opened/)

[Make a bang with 4th of July emails](http://docs.google.com/fourth-of-july/)

[Express Design with Walmart Grocery](http://docs.google.com/blog/case-study-walmart/)

[*More blog posts*](http://docs.google.com/blog/)

[Questions? Feedback?](https://www.olark.com/site/8384-591-10-4855/contact) powered by [Olark live chat software](http://www.olark.com?welcome)