



## next

Here is the richly detailed mock pitch deck content for **Pinterest**—ready for your PPTX/PDF:

### **Pinterest Sample Pitch Deck**

#### **Slide 1: Title & Team**

- Pinterest: The Visual Discovery Engine
- Founders: Ben Silbermann, Evan Sharp, Paul Sciarra

#### **Slide 2: Vision**

- "To help people discover and do what they love—by organizing the world's creative ideas visually."

#### **Slide 3: Problem Statement**

- Finding inspiration online for food, fashion, travel, and home projects is chaotic and fragmented.
- It's hard to save, organize, and act on ideas from across the web.

#### **Slide 4: Solution**

- Visual discovery platform where users collect, save, and organize ideas (Pins) on themed boards.
- Built-in sharing, search, and personalized recommendations.
- Browser extension and mobile app for saving anything, anywhere, anytime.

#### **Slide 5: Market Opportunity**

- Market: \$30B+ global for lifestyle, DIY, design, and creative inspiration.
- Core users: women (ages 18-49), creators, planners, brands, marketers.
- Expanding into commerce, events, travel inspiration.

#### **Slide 6: Business Model**

- Free to use; monetized via promoted pins/ads and affiliate marketing.
- Future: e-commerce integrations for in-platform shopping.
- Brand partnerships and data licensing (market trends, inspiration analytics).

#### **Slide 7: Go-To-Market Strategy**

- Invite-only community for initial traction—scarcity drives viral demand.
- Partner with top bloggers/designers for curated boards and featured Pins.
- Shareable Pins increase reach across platforms (Facebook, Google, Twitter).

#### **Slide 8: Traction / Validation**

- 1 million users and 10 million Pins in first 9 months.
- 70% of sign-ups via invites/referrals.
- 80% of weekly users pin or repin at least once.
- Early brand partnerships with Martha Stewart, Food Network.

#### **Slide 9: Competition**

- Tumblr: social blogging, poor organization.
- Instagram: visual sharing, limited inspiration tools.
- Google Images: not personalized or actionable.
- Pinterest: visual bookmarking, deep organizing, community curation.

#### **Slide 10: Product Roadmap**

- Shoppable Pins: purchase without leaving Pinterest.
- AI-powered visual search and recommendation engine.
- Deeper analytics for brands and influencers.
- Internationalization and localization.

#### **Slide 11: Team Background**

- Ben Silbermann: ex-Google, product at Google Ads, obsessed with collecting.
- Evan Sharp: architect-turned-designer, built early product.
- Paul Sciarra: operations, fundraising, product management.

#### **Slide 12: Key Risks / Red Flags**

- Monetization not proven at scale; dependent on brand ad spend growth.
- Platform requires ongoing moderation to prevent misuse.
- User fatigue—need to sustain ongoing discovery.

#### **Slide 13: Financials & Projections**

- Year 1: \$2M ad revenue, 5M users.
- Year 2: \$12M ad revenue, 15M users.
- Initial profitability from affiliate and brand partnerships.

#### **Slide 14: Funding Ask**

- Raising \$8M in Series A for engineering, product development, and scaling.

#### **Slide 15: Closing / CTA**

- Pinterest is the future of discovery and doing.
- Join us as we organize the world's creativity—one Pin at a time.

Say "next" for the next company's pitch deck content (Peloton)!