



## next

Here's a detailed mock pitch deck content for **Facebook** for you to use in your app demo:

### Facebook Sample Pitch Deck

#### Slide 1: Title & Team

- Facebook: The Social Network for Everyone
- Founders: Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, Andrew McCollum, Chris Hughes

#### Slide 2: Vision

- "To give people the power to build community and bring the world closer together."
- Connecting friends, family, classmates, and colleagues online.

#### Slide 3: Problem Statement

- Existing social networks are fragmented, exclusive, or lack engagement.
- People want a trusted, private space to connect online, share updates, and interact with their social circles.

#### Slide 4: Solution

- Online social networking platform with verified profiles, friend connections, groups, events.
- News Feed for sharing posts, photos, videos; privacy controls; messaging and notifications.

#### Slide 5: Market Opportunity

- 3B+ internet users worldwide; rising digital social interaction.
- Early focus: college students in US, expansion to other campuses and demographics.
- Platforms for advertising, gaming, digital identity, and content.

#### Slide 6: Business Model

- Free for users; revenue from targeted advertisements (display, sponsored posts, video ads).
- Gaming and app store revenue (commissions), fan subscriptions.

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

- Viral invites among university students: exclusivity drives signup.
- Expansion roadmap: Ivy League → major US colleges → global rollout to all ages.

- Partnership with student orgs and campus events.

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

- 1M active users in first 6 months; 90% retention among college students.
- 70M daily shares: status updates, photos, group discussions.
- Major press: New York Times, Forbes, Business Insider.

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

- MySpace: cluttered, focused on music and celebrities.
- Friendster: early mover, declining engagement.
- Orkut: only in select geographies.
- Facebook: clean UI, trusted real-identity, exclusive communities.

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

- Public feed, 3rd-party API for apps/games, mobile apps.
- Enhanced privacy, ecommerce, video streaming.
- Group video calls, live streaming, marketplace.

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

- Mark Zuckerberg: Computer Science, Harvard; product visionary.
- Dustin Moskovitz: tech/engineering, early infrastructure.
- Chris Hughes: communications/PR lead.

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

- Privacy and security for personal user data.
- Monetization—must balance ads and user experience.
- Regulatory conversations around user content and competition.

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

- Year 1: \$2M revenue from ads.
- Year 2: \$10M revenue, 12M users.
- CAC: viral; LTV driven by engagement, ad spend.

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

- \$10M Series A for scaling, infrastructure, global expansion.

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

- Facebook is the world's social network, building community and increasing global connection.
- Join us—connect people everywhere, every day.

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