

Pitch Deck - Financials Slide Example

Example: Emma Chamberlain's Coffee Brand

In a leaked pitch deck, Chamberlain Coffee projected over 33 million USD in revenue for 2025, emphasizing profitability and expansion into major retailers like Whole Foods and Target.

Example: Coworker AI

Coworker AI, founded by ex-Uber managers, raised 13 million USD by showcasing a pitch deck that highlighted financial projections and the scalability of its AI 'teammates' designed for workplace tasks.

Tips for Financial Slides

- Highlight Key Metrics: Revenue, expenses, EBITDA, and cash flow
- Use Visual Aids: Charts and graphs to make data digestible
- Be Realistic: Use achievable, grounded projections
- Provide Context: Explain assumptions behind forecasts