

HOW INVESTORS REALLY REVIEW YOUR PITCH DECK

The First 3 Seconds

Here's what really happens when investors open your deck:

- 1 seconds for cover
- 3 seconds for first 3 slides
- 30 seconds if you're lucky
- 3 minutes if exceptional

Your Cover Slide is the Hook of a Social Post

Investors judge your entire deck by your cover slide—it's your pitch before the pitch. Make it clean, professional, and crystal clear.

Bad: "Disrupting the \$1T banking industry with revolutionary AI"

Good: "Helping small businesses get paid 5x faster"

Problem Slides That Get Attention

You have 3 seconds to make investors care.
Be specific, show size, make it impossible to ignore.

Bad: "Banking is broken"

Good: "40M small businesses wait 47 days
for payment, losing \$4.5T annually"

Solutions That Get You to the Next Slide

Match your solution exactly to your problem.
Make it logical, clear, and believable.

Bad: "AI-powered revolutionary platform"
Good: "Automated payment collection that
reduces wait time from 47 to 7 days"

Market Sizes That Matter

Don't just throw big numbers. Show how you calculated them from the bottom up.

Bad: "TAM: \$1T global market"

Good: "40M users \times \$100/month = \$48B serviceable market"

The Instant Deal Killers

What Makes Investors Close Your Deck.
These mistakes get you instantly rejected:

- Unclear problem statement
- Walls of text
- Marketing and fluff language.
- Hyperbolic claims
- Too many bullet points

Who Really Matters on Your Team

Only show people who move the needle:

- Full-time founders
- No interns, freelancers, or part-timers
- Key players with >10% equity
- Relevant experience to THIS problem

Two co-founders with domain expertise > 20
part-time advisors

Numbers That Actually Matter

Early stage? Focus on:

- Current traction
- Unit economics
- Customer acquisition cost
- Monthly growth rates
- No hockey stick predictions

10% week-over-week growth > 5-year
projections

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How to Ask for Money

Use this formula:

"Raising [X] to achieve [Y] in [Z] timeframe"

"Raising \$500K to reach \$100K MRR in 9 months"

NOT "Raising for 18 months runway"

Your Real Time Budget

You get:

- 1 sec - Cover slide
- 3 sec - Problem/Solution
- 30 sec - If you're compelling
- 3 min - If you're extraordinary

Remember: You're pitching for the "maybe pile" - there is no "yes pile" yet.

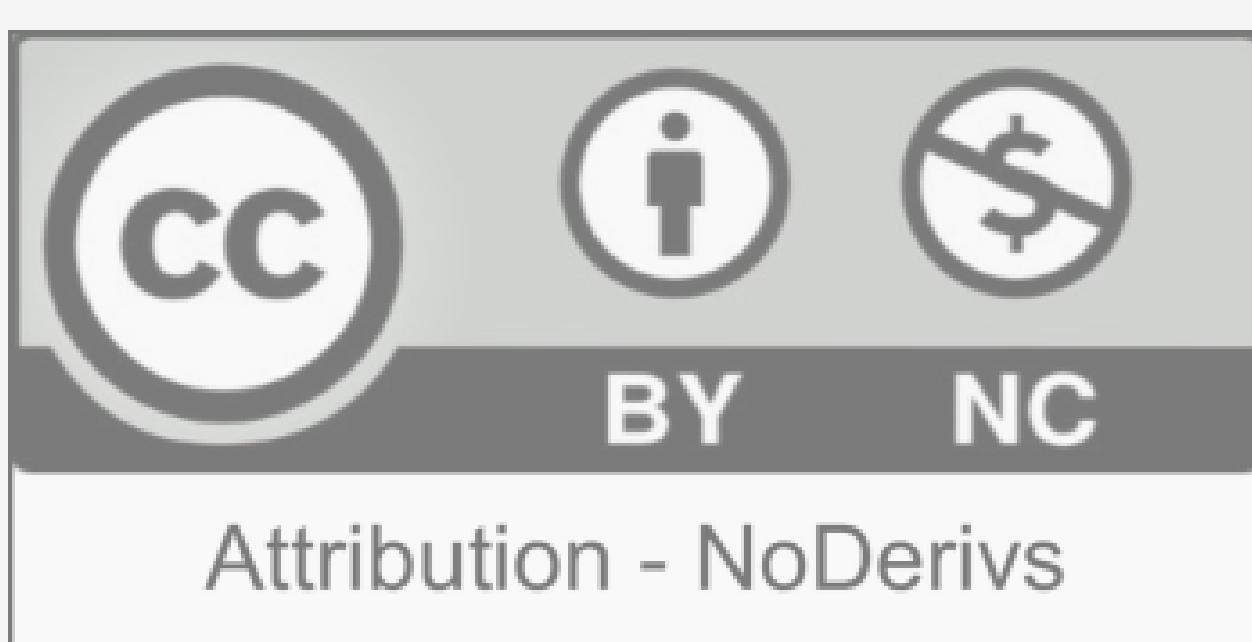
The Truth About Pitch Decks

Simple beats complex
Clarity beats creativity
Evidence beats promises
Numbers beat adjectives



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PLAIN LANGUAGE



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