

Pitch Deck

Write your company name above
and an intriguing summary of
what your company does here.



Problem 1

Give a striking overview of the problem and explain it briefly.

Problem 2

Elaborate on how this negatively impacts people and their experiences.

Problem 3

Frame the problems effectively as it will set the stage of your entire pitch.

PROBLEM

List 3-5 problems your company observes and wants to solve.



Solution 1

Describe how you envision to solve the problems you previously shared.

Solution 2

Communicate big value conveniences and be truly straight forward.

Solution 3

Be very clear so you can smoothly jump next to introducing your product.

THE UTOPIA

List 3-5 ways your company proposes to solve them.





Product or Service

Introduce your company's product or service as the ultimate solution to these problems.



Birth of Product or Service

A simple timeline on how your product or service came to be is a helpful way of visualizing your origin story. What frustrations or ideas led to this?

Step 1

2017

Step 2

2018

Step 3

2019



TIMING

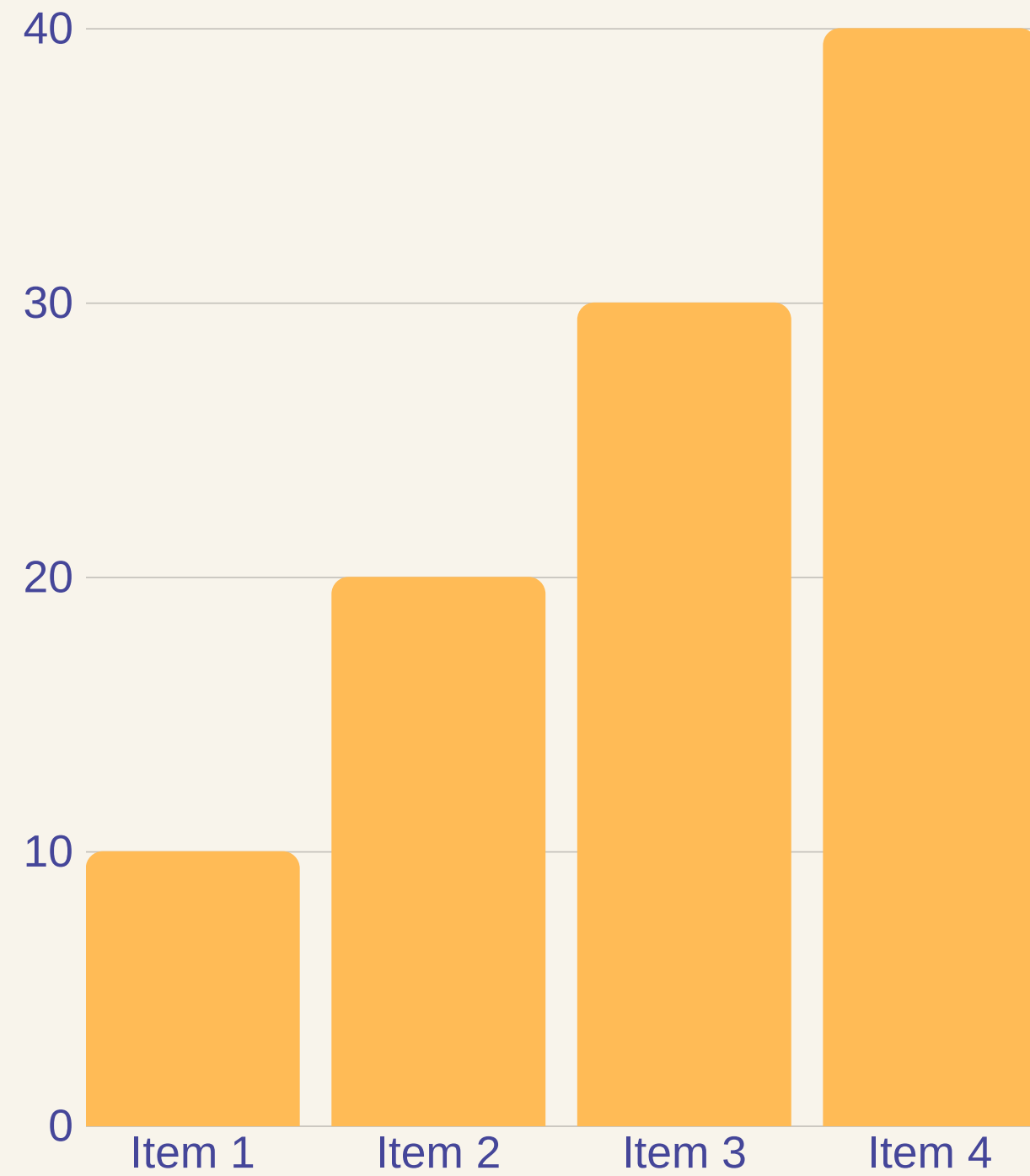
Reason 1

Why is “now” the best time for your company to rise and go to the next level?

Reason 2

What are the trends these days that make your product or service possible?





TRACTION

Where is your company currently at?
Visualize with a graph to highlight
important developments.



TARGET MARKET

Who are the customers you want to cater to?

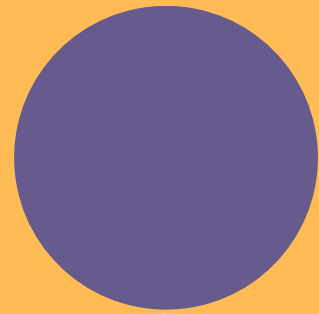
Target Market 1

What are their profiles and visual personas?

Target Market 2

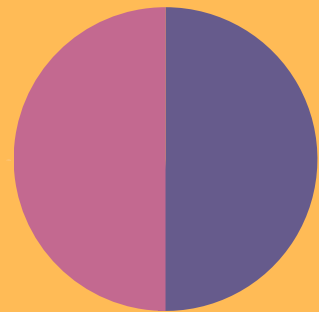
Visualize the people who will turn to you for solutions.





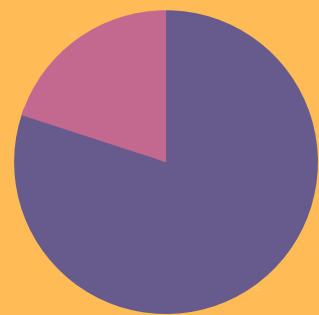
1.9 Billion

Total Available Market (TAM)



53 Million

Serviceable Available Market (SAM)



10.6 Million

Serviceable Obtainable Market (SOM)

Size the Market

Apply the two ways to size the market - top down or bottom up. Some sizing jargons are TAM, SAM, and SOM.



Direct Competitors



Indirect Competitors

Competitive Advantages

Advantage 1

Visualize your competitive advantages using a quadrant for easy scanning.

Advantage 2

How is the landscape differentiated and what makes you different.

Advantage 3

What can you do better than your competition? How will you outperform them?

Advantage 4

A company with strong competitive advantages are likely to survive in the long term.



Competitor Approach

Approach 1

How will you set your company from the competition?

Approach 2

How will you set your company from the competition?

Approach 3

Events, partnerships, ads
— list the effective ways to reach them.

Business or Revenue Model

Show the ways your company plans to make money.

Whether through a graph, timeline, or chart, present the viability of your product or service and tell how your company will operate, make money, and achieve goals.

If you have plenty of ways to make money, focus on one main method, such as subscription, ads, and transactions.

Touch up on key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).

The Team



Team Member 1
Title



Team Member 2
Title



Team Member 3
Title



Future Roadmap

What are your next steps and goals?
How much support do you need from
investors and what will it get you?

1

Step 1

Q1 2020

2

Step 2

Q2 2020

3

Step 3

Q3 2020

4

Step 4

Q4 2020

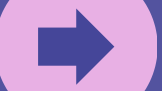
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CONTACT US





Free Resources

Use these free, recolourable icons and illustrations in your Canva design.