**1. NorthRow - The Future of Regtech**

* **Visuals:** Full-width company logo and background visuals of modern tech solutions or banking/financial institutions.
* **Subtitle:** Use a sleek font, with subtle animation for "Revolutionizing Identity Verification and Regulatory Compliance."
* **Idea:** Start with a brief animated overview (30 seconds) showing global trends in Regtech.

**2. Problem Statement**

* **Visuals:** Use icons or illustrations representing banks, fraud, and manual processes.
* **Data Visualization:** Show each statistic (90%, $500 billion, $3 trillion) using large, bold fonts with quick transitions.
* **Idea:** Start with a question like, "Did you know the financial industry is struggling with outdated processes?" Then bring in each pain point one by one with impactful graphics.

**3. Need / Demand**

* **Visuals:** Include logos of companies like Goldman Sachs, Credit Suisse, etc., to make it more relatable.
* **Highlight:** Use eye-catching red fonts or highlights for fines and the numbers.
* **Idea:** You can emphasize the Wirecard collapse with a "Case Study" section and include visuals of news headlines or articles around the event.

**4. NorthRow Bridging the Gap - Solution**

* **Visuals:** Use a simple and clean infographic that highlights the services (KYB, KYC, AML, etc.) with each represented by an icon.
* **Idea:** For each solution point, give a short sentence about how NorthRow specifically solves these issues.
* **Animation:** Each solution can appear one by one, linked to the corresponding pain point from the Problem Statement.

**5. Growth Strategy**

* **Visuals:** Flowchart-style visual for AI-Driven automation, showing a clear path from automation to cost savings.
* **Highlight:** Add icons for each growth area (AI automation, market expansion) and consider showing the impact with numbers where relevant.
* **Idea:** Emphasize global market expansion with a world map animation, highlighting new geographies NorthRow can target.

**6. Market Opportunity**

* **Visuals:** Create a bar graph or pie chart for the $21 billion total addressable market.
* **Highlight:** Use futuristic visuals to show how compliance spending and AI adoption will increase.
* **Idea:** Lead with the statement: "The opportunity is massive," and then break down the numbers with infographics.

**7. Competitive Advantage**

* **Visuals:** Create a comparison chart showing NorthRow vs competitors, with a checkmark system for features like AI-powered, cost-effective, integratable architecture, etc.
* **Highlight:** Use dynamic icons (like a shield for security, a lightning bolt for speed) to convey advantages visually.
* **Idea:** Lead with "Why NorthRow?" and let each advantage appear in sequence, emphasizing the AI-powered product.

**8. Pricing**

* **Visuals:** Clean, tiered pricing chart with clear differentiation between Standard, Premium, and Enterprise.
* **Highlight:** Add checkmarks for features in each tier.
* **Idea:** Emphasize that "Simple, scalable pricing" accommodates different client needs with no hidden costs.

**9. Financials**

* **Visuals:** Use bar graphs to show revenue projections with clear growth indicators.
* **Highlight:** Emphasize "10X revenue growth" with bold fonts and an upward trend arrow.
* **Idea:** Show a trajectory graph or timeline showing NorthRow’s expansion path from £3M to future revenue.

**10. Team**

* **Visuals:** Use headshots of team members with their roles and experience.
* **Highlight:** Display expertise (e.g., 10+ years) using a visual timeline or icon-based approach.
* **Idea:** Show the combined years of experience and expertise at the bottom as a unifying element for the team.

**11. Roadmap / Use of Funds**

* **Visuals:** Display a clear timeline or roadmap for the next 1-2 years.
* **Highlight:** Group product development and organizational development as two parallel tracks, with icons representing key milestones like "AI-powered fraud detection" and "Scalable AI solutions."
* **Idea:** Use a simple flowchart to illustrate how funds will be allocated for both product development and team growth.

**12. Closing Slide**

* **Visuals:** A big, impactful closing slide with a full-width image of NorthRow in action.
* **Highlight:** Include a simple, strong closing statement like "Join us in revolutionizing the future of regulatory compliance."
* **Idea:** End with a strong Call to Action (e.g., "Contact us to be part of the future"), with the company logo and contact details below.

Each section should be visually distinct, with consistent branding colors and style to enhance the storytelling throughout the pitch.