

Empowering Startups : Unlocking Growth Potential

Pitch Deck Template



FLOW

- o Company Purpose
- o Problem
- o Solution
- o Why Now
- o Market Size
- o Competition
- o Product
- o Business Model
- o Team
- o Financials

Company Purpose

- Define the company/business in a single declarative sentence.

Problem

- Describe the pain of the customer(or the customer's customer)
- Outline how the customer addresses the issue today

Solution

- Demonstrate your company's value proposition to make the customer's life easier.
- Show where your product physically sits
- Provide use cases.

Why Now

- Set-up the historical evolution of your category.
- Define recent trends that make your solution possible

Market Size

- Identify/ profile the customer you cater to
- Calculate TAM (top down), SAM(bottoms up) and SOM

Competition

- List competitors
- List competitive advantages

Product

- Product line up (form factor, functionality, features, architecture, intellectual property)
- Development roadmap

Business Model

- Revenue
- Pricing
- Average account size and/or lifetime value
- Sales & distribution model
- Customer/pipeline list

Team

- Founders and Management
- Board of Directors / Board of Advisors

Financials

- P&L
- Balance Sheet
- Cash Flow
- Cap Table
- The Deal

Conclusion

Less is more. Keep your content simple and don't overwhelm your story with complex design. Make sure your deck proactively answers common investor questions and objections *before* they get asked.