



- [About](#)
- [What Happens at YC?](#)[Apply](#)[YC Interview Guide](#)[FAQ](#)[People](#)[YC Blog](#)
- [Companies](#)
- [Startup Directory](#)[Founder Directory](#)[Launch YC](#)
- [Startup Jobs](#)
- [All Jobs](#)° [Engineering](#)° [Operations](#)° [Marketing](#)° [Sales](#)[Startup Job Guide](#)[YC Startup Jobs Blog](#)
- [Find a Co-Founder](#)
- [Library](#)
- [SAFE](#)
- [Resources](#)
- [Startup School](#)[Newsletter](#)[Requests for Startups](#)[For Investors](#)[Hacker News](#)[Bookface](#)
-

[Log in](#) · [Apply for F2025 batch](#).[Apply](#)

[Home](#)›

How to build your seed round pitch deck

How to build your seed round pitch deck

by Aaron Harris



Demo Day for our Winter 2018 batch is a week from today. We’re largely focused on preparing companies for their on-stage presentations, but are also working with them on slightly longer decks to use in follow-up conversations with investors.

[I’ve written about pitching before](#), and realized that what we were missing was a clear template for how founders should lay out their stories through slides. The deck below is a template for how I think companies should build seed decks. While the main target for this template is a company raising its seed round, the deck is not all that different from best practices for a Series A deck - which we’ll release next.

The key point to remember here is that founders should strive for clarity and concision. This is not the right place to write a treatise on your market or world philosophy. The simple truth is that there isn’t very much meaningful detail to explore for most seed stage companies. When founders pretend that there is, their stories get muddled, and the investors get lost.

Focus on narrative. The rest is commentary. (see footnote)

Seed deck template, Inc.

A template that tells you how to build a seed deck



What is Y Combinator?

We're an accelerator that funds startups — like Coinbase, Instacart, Reddit, Doordash — at their earliest stages. Starting a company? Even if it feels early, 40% of our companies joined with just an idea.

Apply

This is the only place in the deck where you can only have 1 slide for what you need to show. Any of the other slides in this deck should be treated as a first slide of a set. If you can keep the set to $n=1$, that's ideal, but if you need more, that's ok. You probably don't want any set here where $n > 3$. This is a seed deck, remember.

Founders build bad seed decks

- This wastes a huge amount of time
- Bad seed decks mean they don't raise the money they need
- No money means companies are forced to survive on revenue

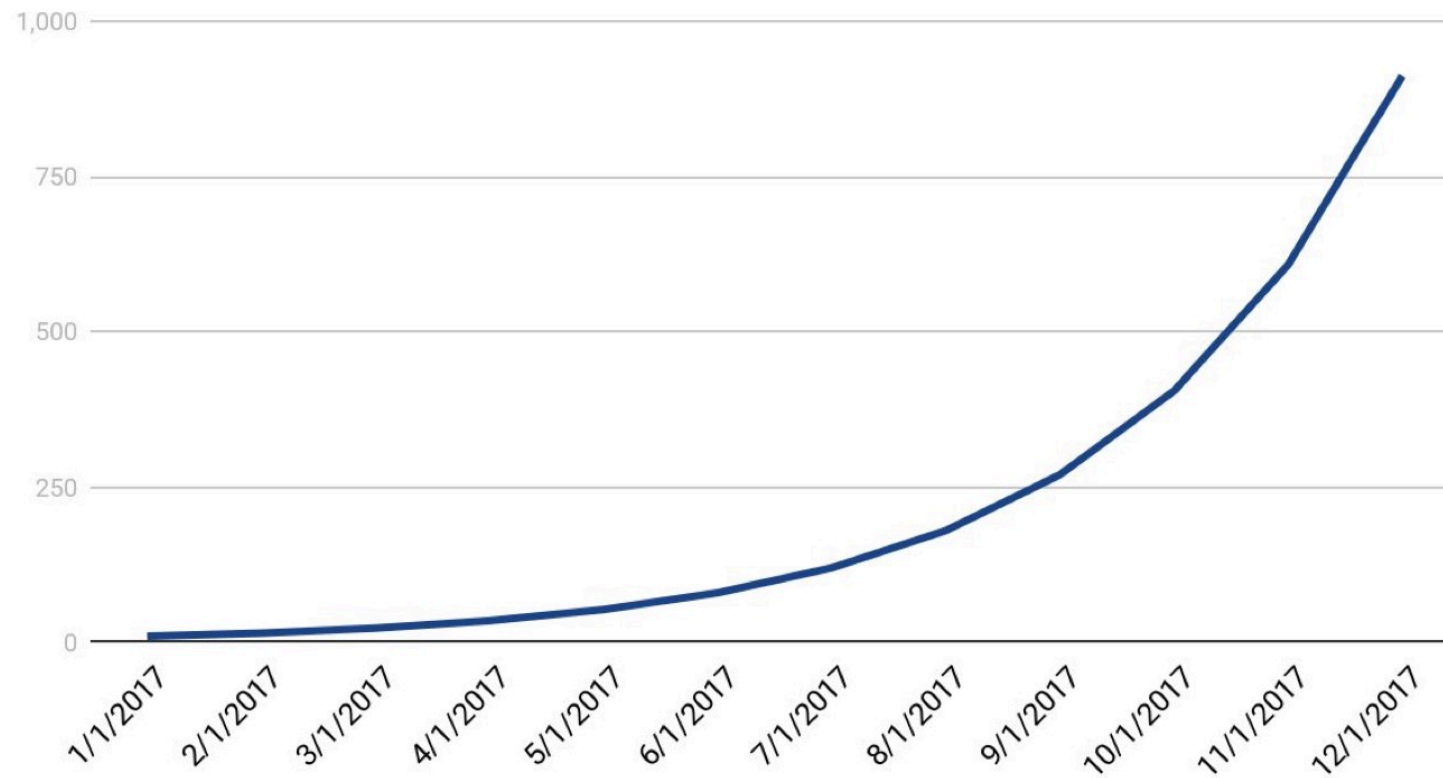
Our template solves this problem

- It's fast to use
- Simple to explain
- Improves lives and cleans teeth

This is the solution. You want to explain what you do very clearly, in as few words as possible. Describe the concrete benefits you provide

All the companies are using us

Decks created per month



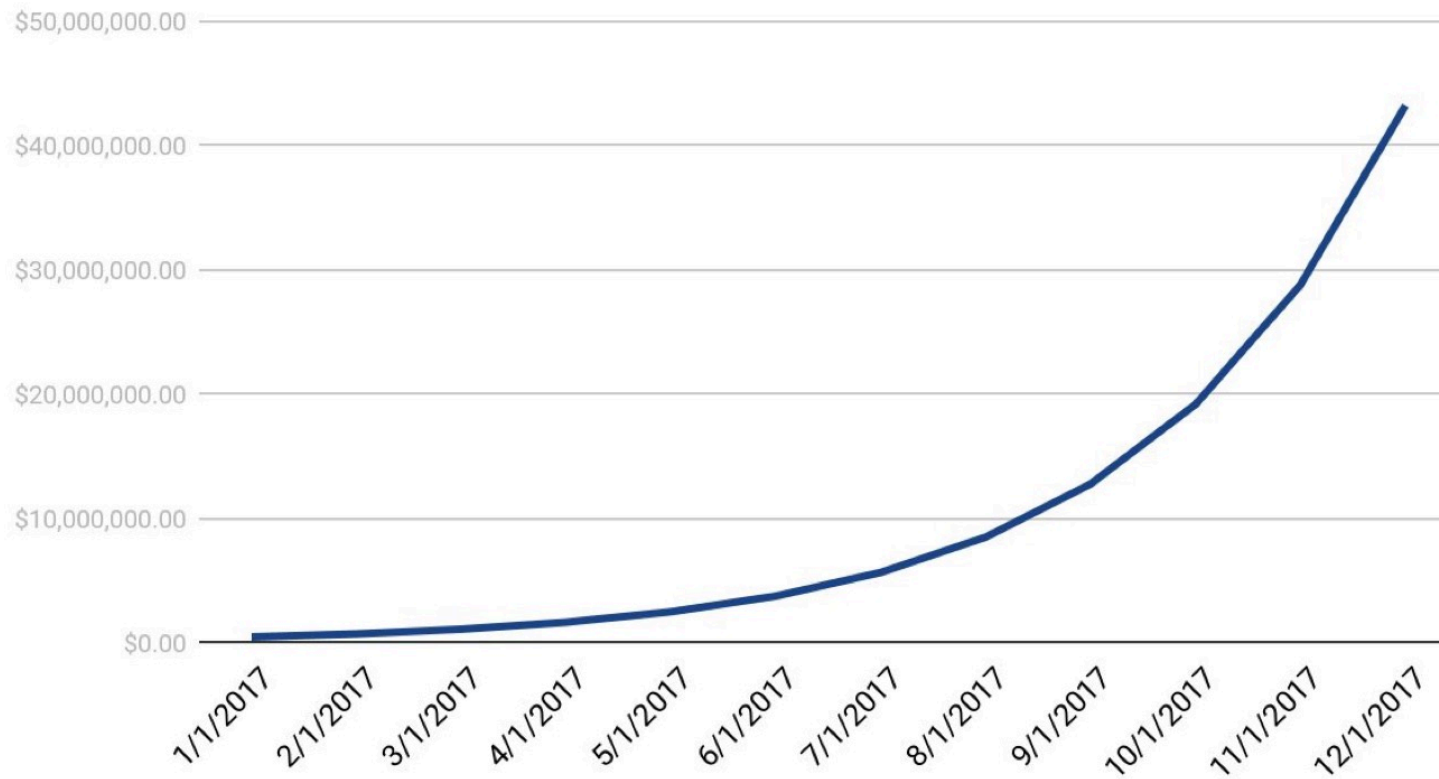
- 50% growth per month. Every month.
- 100% retention

Show off your traction (if you have it). Make the numbers clear and meaningful. It's unlikely your curve will be this smooth. That's ok.

Add some context next to the chart if you've got some great stats you want to add.

Money raised thanks to our decks

Dollars per month



- US\$s, not C\$s
- 95% better than fundraises without our decks

Got more metrics? Awesome! Add them!

Trick slide! Revenue would be better here, but this is ok.

Our decks work because of science

- Time to create a deck is 90% less
- Edward Tufte approved
- We pick better color schemes
- Have you heard of the power of paper?

We make money on every deck

- 5% of all capital raised + 1% royalty on business revenue
- That's \$6m in revenue last year alone
- Free to produce new decks, because we don't do any work, it's a google slide template

Future growth

- There are 1000 slide decks made in SF every day
- That's the first market, but it's slowed because of how hard decks are to build
- We're going to make decks bigger, better, and easier, which means more decks

Team



CTO with
lots of
experience



CEO who
knows how
to pitch



VP eng
who
does not
sleep

Team! So important at seed. Talk about what makes your team particularly well suited to the problem. This should be about founders. Nobody cares about your advisors.

What we need

- \$1.5m
- This is for engineers and marketing
- With this money, we'll hit all the milestones for our next round within 2 days
- Thanks

Tell the investor how much money you need, and what it gets you. If you can lay out where you'll be inside of a year, which should make you Series A ready, that's powerful

footnote: This deck is intentionally simple in design. Kevin Hale wrote a great piece about [how to design decks well](#).

Thanks to Jared Friedman for suggesting that we put this together, and for reviewing it.



6:20



[How pitching investors is different than pitching customers](#)

[105K views](#)

[Over 1 year ago](#)

[YC's essential startup advice](#)

[Y Combinator](#)

[Here is what we, at YC, consider the most important, most transformative advice for startups.](#)

[A guide to seed fundraising](#)

[Geoff Ralston](#)

[The most comprehensive guide on why, when, and how to raise money for your startup.](#)

[How to design a better pitch deck](#)

[Kevin Hale](#)

[Investors invest in teams not slides. Your slides should make your ideas more clear. Here are design principles to follow when creating your pitch deck and story.](#)

Y

Programs

- [YC Program](#)
- [Startup School](#)
- [Work at a Startup](#)
- [Co-Founder Matching](#)

Company

- [YC Blog](#)
- [Contact](#)
- [Press](#)
- [People](#)
- [Careers](#)
- [Privacy Policy](#)
- [Notice at Collection](#)
- [Security](#)
- [Terms of Use](#)

Resources

- [Startup Directory](#)
- [Startup Library](#)
- [Investors](#)
- [SAFE](#)
- [Hacker News](#)
- [Launch YC](#)
- [YC Deals](#)

Make something people want.

Apply

