**What is a Pitch Deck?**

A pitch deck is a concise presentation that tells the story of your company, highlighting the problem it solves, why it matters, and most importantly, why an investor should support your venture. According to **TechCrunch**, investors spend less than 5 minutes reviewing a pitch deck. Therefore, it's crucial to curate a presentation that delivers a powerful message in 5 minutes or less.

**Tools for Building a Pitch Deck**

1. **Canva**  
   [Visit Canva](https://www.canva.com)  
   A user-friendly graphic design platform offering customizable templates for pitch decks and presentations.
2. **Gamma**  
   [Visit Gamma](https://www.gamma.ai)  
   An AI-powered presentation tool designed to create visually stunning and engaging presentations with ease.
3. **PowerPoint**  
   [Visit PowerPoint](https://www.powerpoint.com)  
   A widely-used presentation software that provides robust features for building professional pitch decks.

**12 Slides to Include in a Pitch Deck**

 Your pitch deck should include the following essential slides:

1. **Problem**
2. **Solution**
3. **Product**
4. **Target Market**
5. **Market Size**
6. **Competitors**
7. **Competitive Advantage**
8. **Traction & Roadmap**
9. **Business/Revenue Model**
10. **Go-to-Market Strategy**
11. **Our Ask** (funding needs or requests)
12. **The Team**

**How Do You Start Pitching?**

* **Hook Your Audience:**  
  Begin with a compelling statement, question, or fact that grabs your audience's attention. This could be a surprising statistic, a thought-provoking question, or a bold statement.
* **Tell a Story:**  
  People resonate with stories. Narratives create an emotional connection and make your pitch memorable.
* **Share a Relevant Quote:**  
  Use a quote that aligns with your pitch's theme. It could be from a notable figure, an industry expert, or even a fictional character.

For a detailed overview of the 12 essential slides of a pitch deck, check out this [Canva link](https://www.canva.com/design/DAFbAH0D394/xCW4USqMb1R6DBpN4s2toQ/edit?utm_content=DAFbAH0D394&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton).

**Examples of PLP Learners' Pitch Decks We Stan:**

1. **Solara Project**  
   [View Deck](https://www.canva.com/design/DAGKxOtQktM/lseQ0Le3qqmYEoYGiCKyww/edit?utm_content=DAGKxOtQktM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)
2. **Med Ease Project**  
   [View Deck](https://www.canva.com/design/DAGKeF121sM/w9Y-Kx_fnebx5ErlKCG3Aw/edit)
3. **Jukumu Project**  
   [View Deck](https://www.canva.com/design/DAGS6LjBERs/dtL1lAN4u0m5zK1VfNVYEQ/edit?utm_content=DAGS6LjBERs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

**Use PLP's Standard Template to Create Your Own!**

Create your pitch deck using the PLP standard template:  
[Access Template](https://www.canva.com/design/DAGTAHxtlGI/_miELy6k5PwaUuiFdz44mQ/edit)