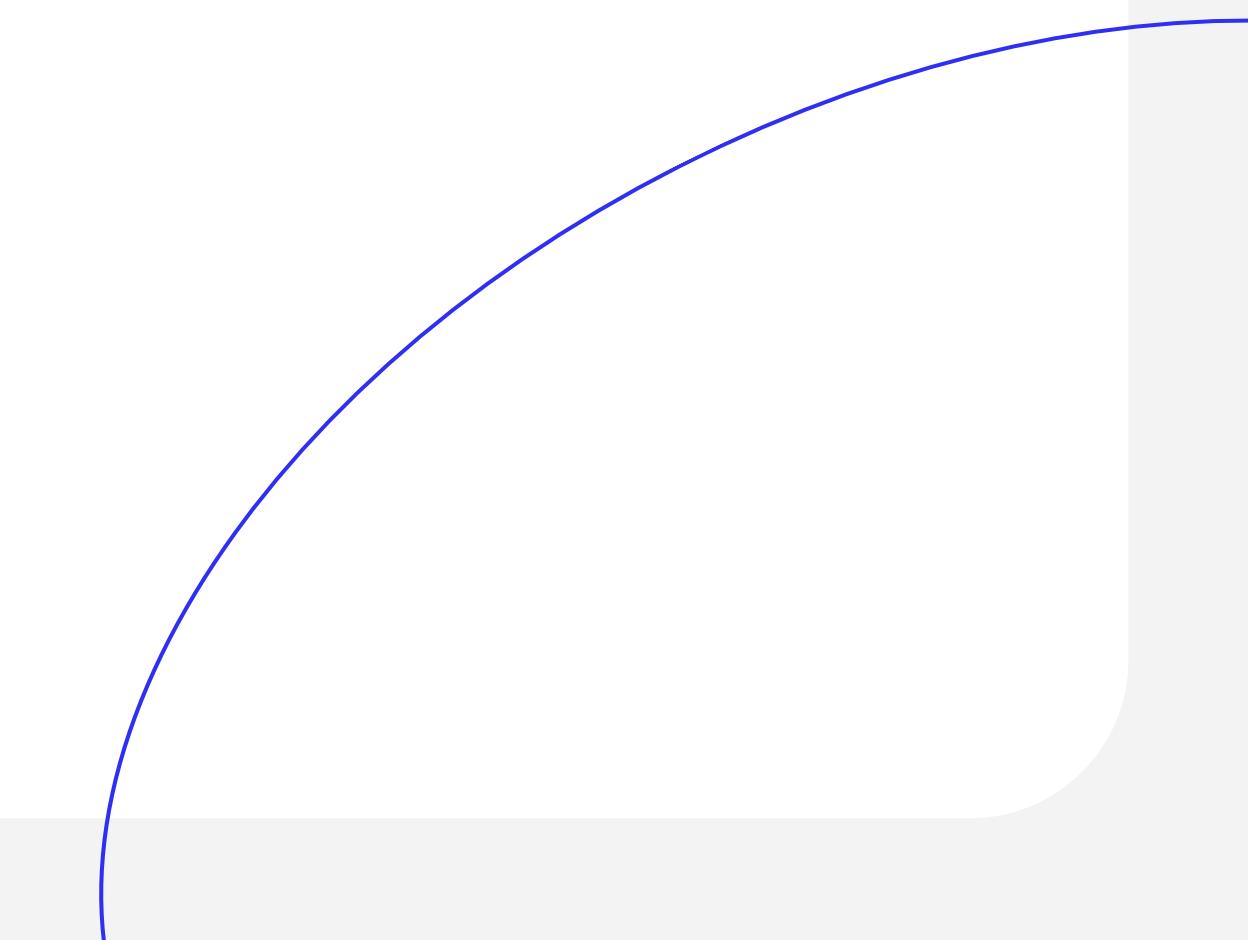




E-commerce Pitch Deck

Here is where your presentation begins





Contents of this template

You can delete this slide when you're done editing the presentation

<u>Fonts</u>	To view this template correctly in PowerPoint, download and install the fonts we used
<u>Used and alternative resources</u>	An assortment of graphic resources that are suitable for use in this presentation
<u>Thanks slide</u>	You must keep it so that proper credits for our design are given
<u>Colors</u>	All the colors used in this presentation
<u>Icons and infographic resources</u>	These can be used in the template, and their size and color can be edited
<u>Editable presentation theme</u>	You can edit the master slides easily. For more info, click here

For more info:

[SLIDESGO](#) | [BLOG](#) | [FAQs](#)

You can visit our sister projects:

[FREEPIK](#) | [FLaticon](#) | [Storyset](#) | [WePik](#) | [Videvo](#)

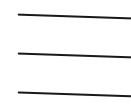


Table of contents

01

Introduction

02

Problem & solution

03

Market opportunity

04

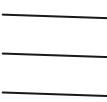
Product demo

05

Team & timeline

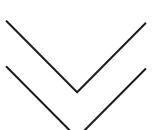
06

Financial & metrics



01

Introduction



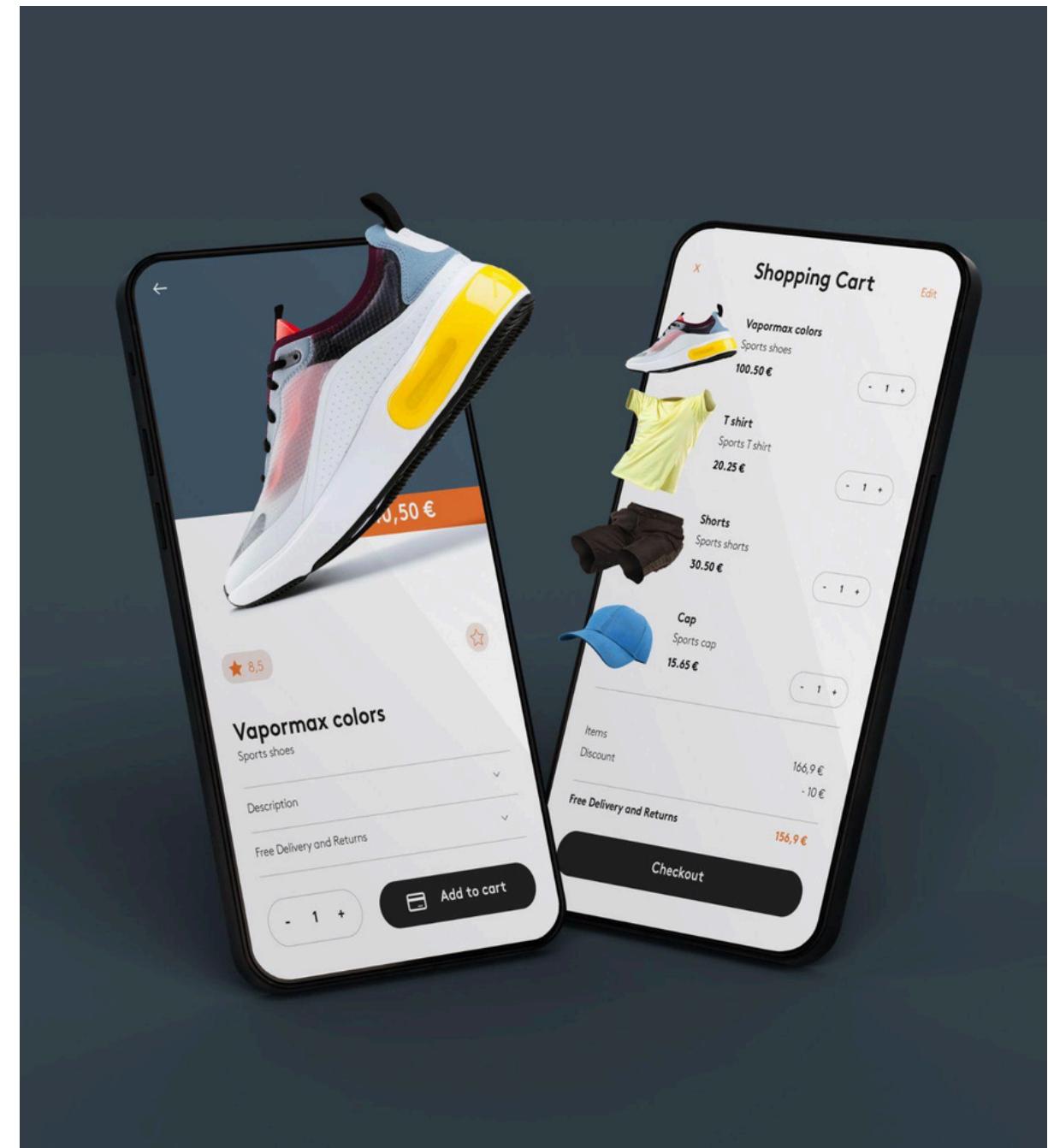


What is a pitch deck?

A pitch deck is a short presentation that entrepreneurs use to describe their business and present it to potential investors. It usually consists of about 10 slides with:

- An overview of the company's mission and the product or service offered
- Market opportunity
- Team, financials, etc.

The goal is to garner enough interest from investors so that they are motivated to invest in the business





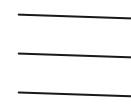
Introduction

Our company

The introduction of your company in the pitch deck should include a brief overview of who you are and what you do. It should also include a brief description of why your product or service is unique and the value it provides to customers

Our idea

The “our idea” part of a pitch deck should include an explanation of your product/service, how it works, and what the customer value is. You should also explain the market opportunity for your product/service



Main ideas of a pitch deck

Presentation

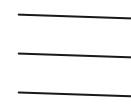
A great presentation for a pitch deck should be concise, clear and easy to understand. Visual elements such as charts, graphs, images, and videos can help to make the presentation engaging

Investors

When it comes to picking investors for a pitch deck, it's important to research potential investors and understand their preferences, goals and interests

Value

The value of a product is determined by how much customers are willing to pay for it. It's a combination of factors, including the quality of the product, its features, and how well it meets customer needs



Key ideas in market opportunity

Research new markets

Analyze existing customer needs and identify gaps in the market to find new opportunities

Stay ahead of trends

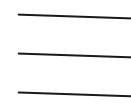
Monitor changes in the marketplace, such as shifts in consumer behavior or emerging technologies, to stay competitive and capitalize on new opportunities and trends

Innovative solutions

Utilize technology and customer feedback to come up with novel solutions that meet your customer's demands or needs

Seasonal spikes

Identify times of year when demand for certain products may spike, such as holidays or special occasions, and use these times to target customers or maximize sales



Six recommendations

Keep it simple

Structure your pitch deck clearly and make sure all the important points are easy to understand

Use visuals

Incorporate visuals or graphics to illustrate your message and keep the audience engaged

Keep it short

A good pitch deck should be concise and clear; avoid trying to cram in too much information

Make it memorable

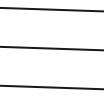
Include impactful stories, statistics, or facts that will help your audience remember your message afterwards

Test & iterate

Practice presenting your deck beforehand with friends or colleagues for feedback, then use this input to refine it further

Main points

A pitch deck is an overview of your business; focus on key points that get the most important ideas across



333,000

Users bought our product

9h 55m 23s

Estimated delivery time per unit

386,000 km

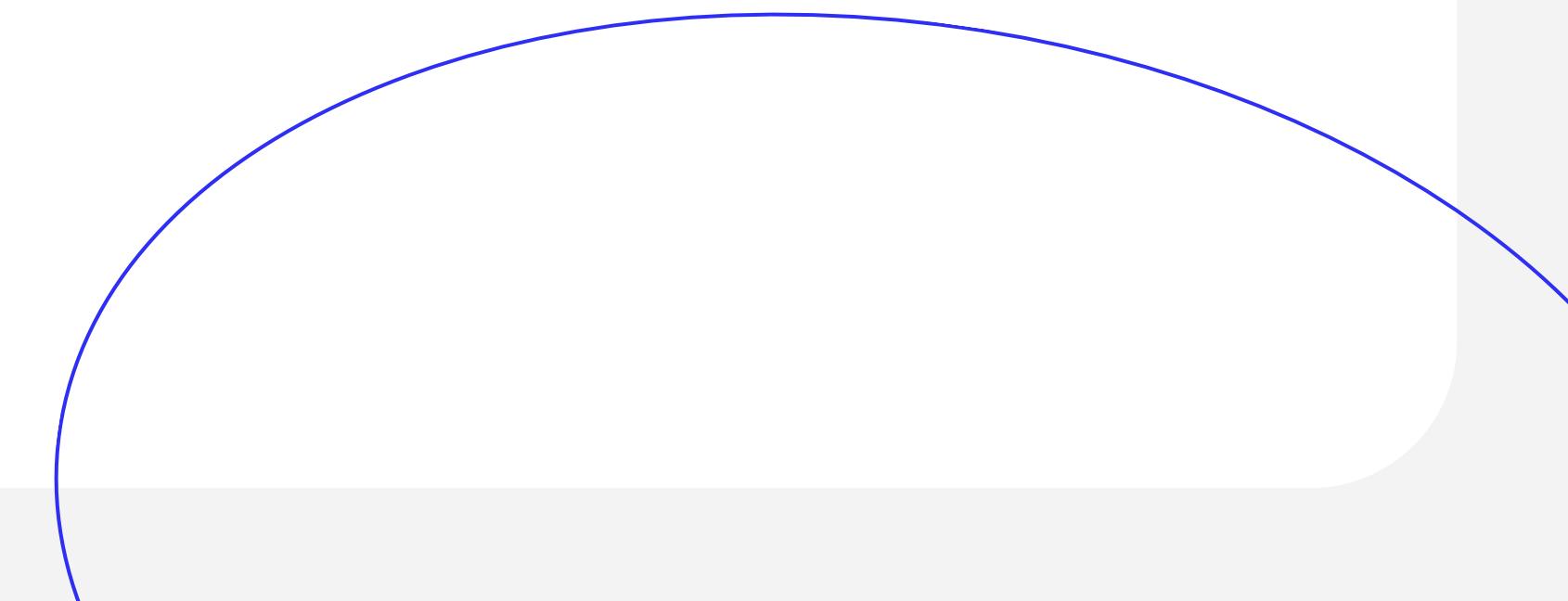
Avg. distance travelled by logistics team





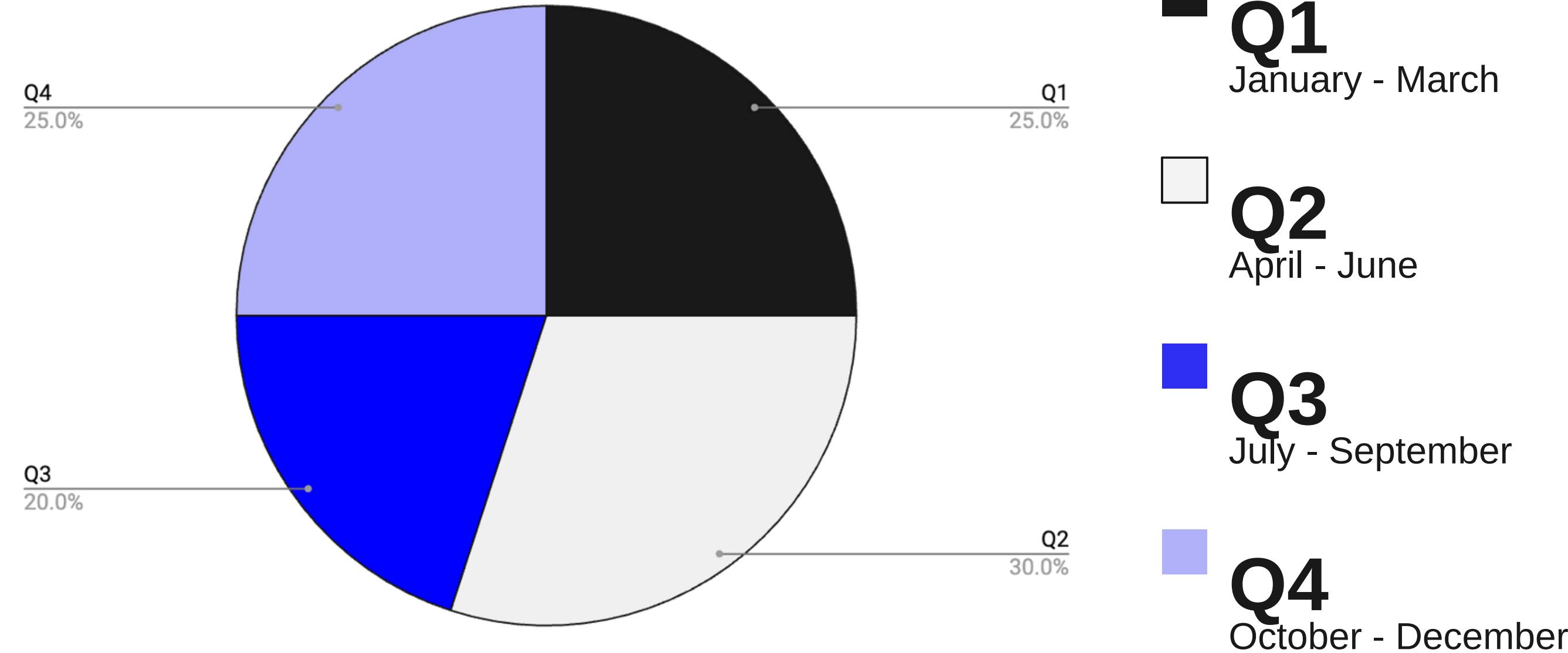
4,498,300,000

Number of users analyzed in our market research

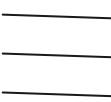




Revenue by quarter



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)



Competition comparison

	Features	Value	Pricing	Trial	Competence	Share
Company A	Fuel economy	Special offers	\$23,000	No	Low	8%
Company B	Design	Reliability	\$27,000	No	Low	5%
Company C	Performance	Repairs	\$30,000	Yes	High	20%
Company D	Safety features	Marketing	\$24,000	No	High	22%
Company E	Technology	Customers	\$32,000	Yes	Low	10%
Company F	Comfort	Best prices	\$15,000	Yes	High	30%
Company G	Customization	Brand name	\$45,000	No	Low	5%



Product infographic

Visuals



Showcase the design of your product

Price

Share the cost and price with investors

Availability

When is the product expected to be ready?



Features

What makes your product unique?



Users

Speak about the target audience

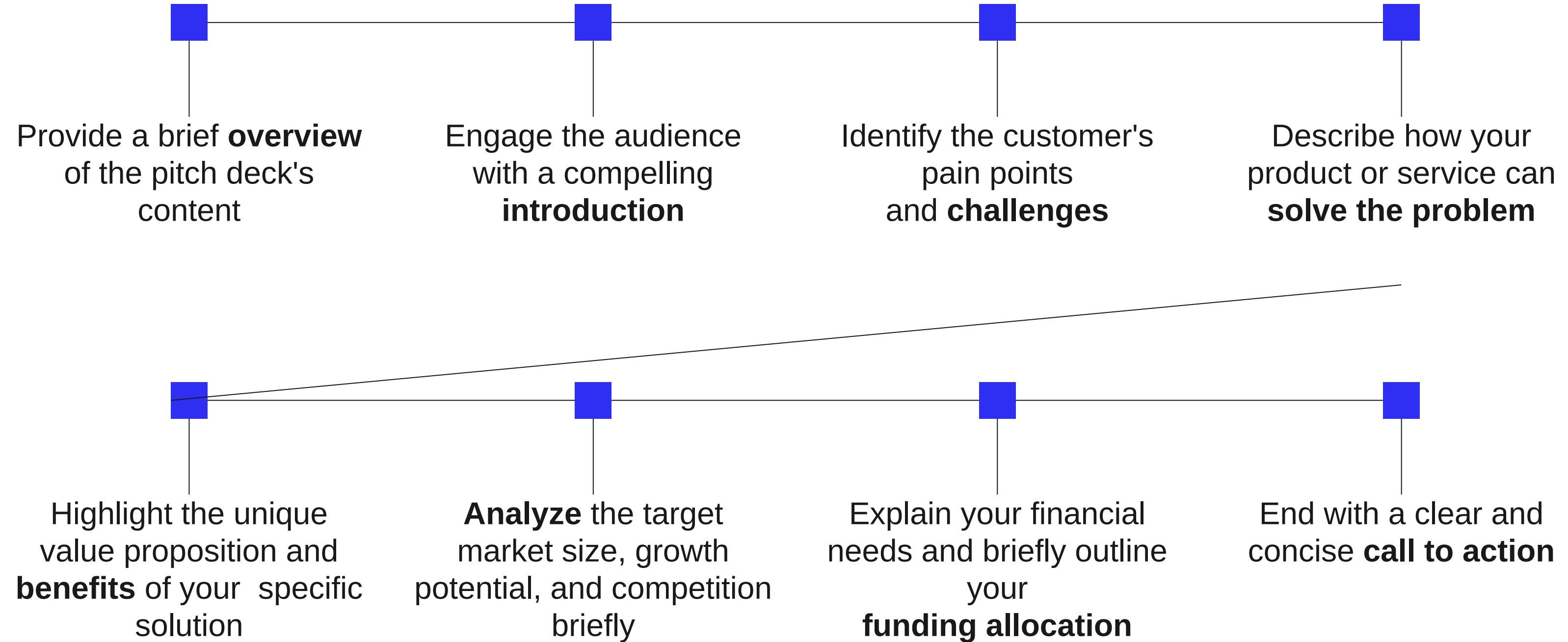


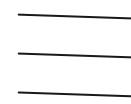
Updates

Do you plan on updating it?

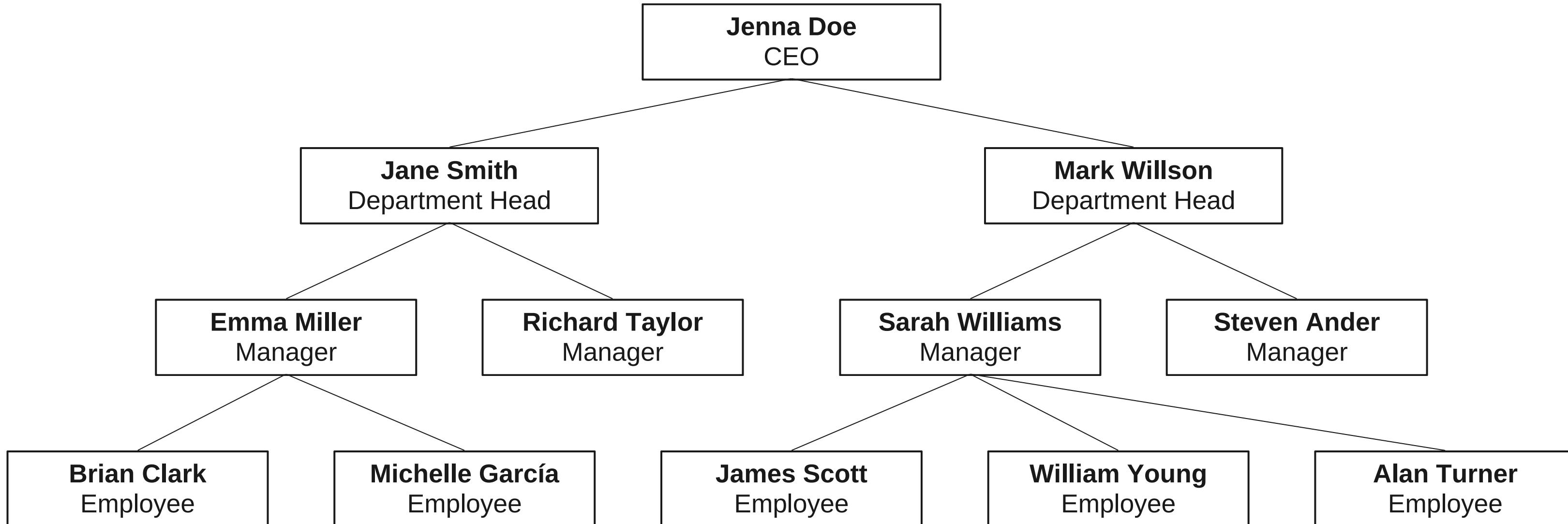


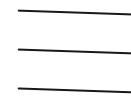
Timeline of your presentation



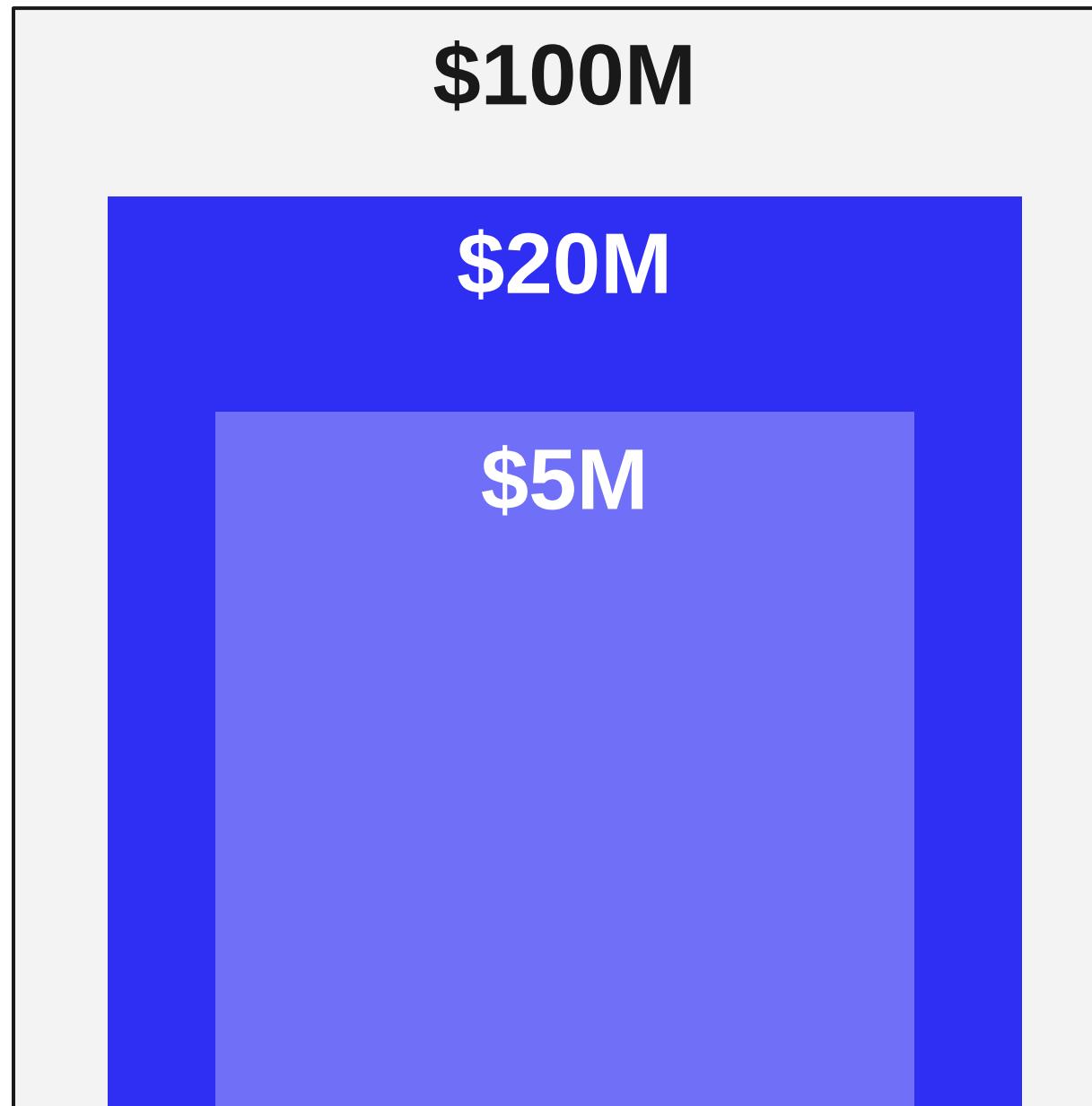


Organizational chart





Market size overview



□ Outer circle

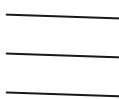
Include the total size of the market, which represents the entire potential customer base for the product or service

■ Middle circle

Identify the target market for the product or service, which may be a subset of the total market. This could be based on factors such as demographics, geography, or specific needs

■ Inner circle

Indicate the current market size, which represents the portion of the target market that the company has successfully captured



Roadmap infographic



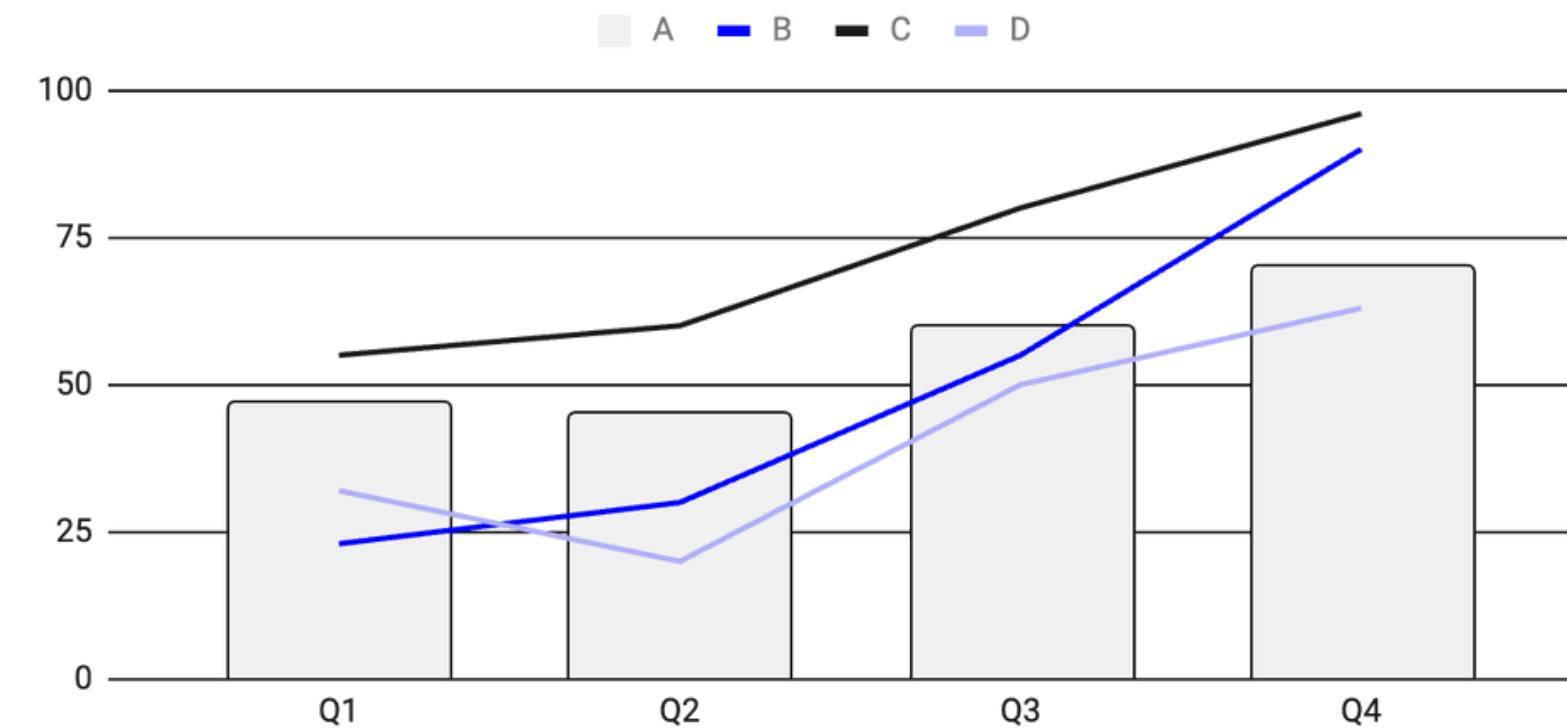
KPI dashboard

Product	Units	Revenue	Returns
Item 1	500	2,000,000	40
Item 2	1,000	50,750	10
Item 3	250	1,500,000	300
Item 4	500	2,000,000	40
Item 5	1,000	50,750	10
Item 6	250	1,500,000	300
Item 7	500	2,000,000	40
Item 8	1,000	50,750	10

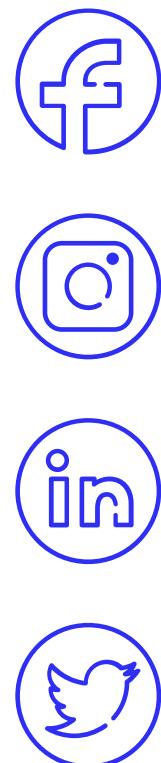
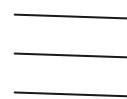
\$4,000,000
Revenue

\$100,000
General costs

\$5,000
Profit



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)



Thanks!

Do you have any questions?

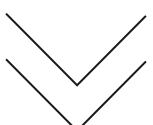
youremail@freepik.com

+34 654 321 432

yourwebsite.com

CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)

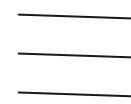
Please keep this slide for attribution





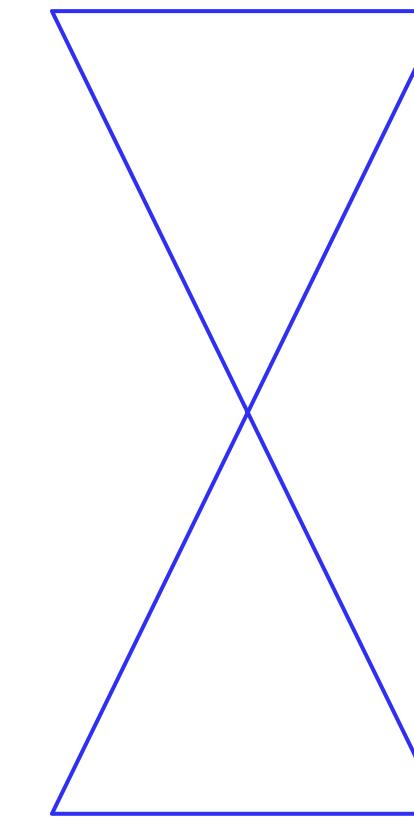
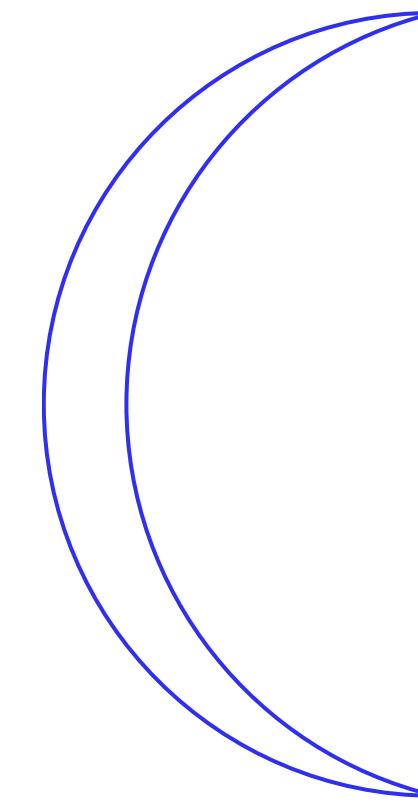
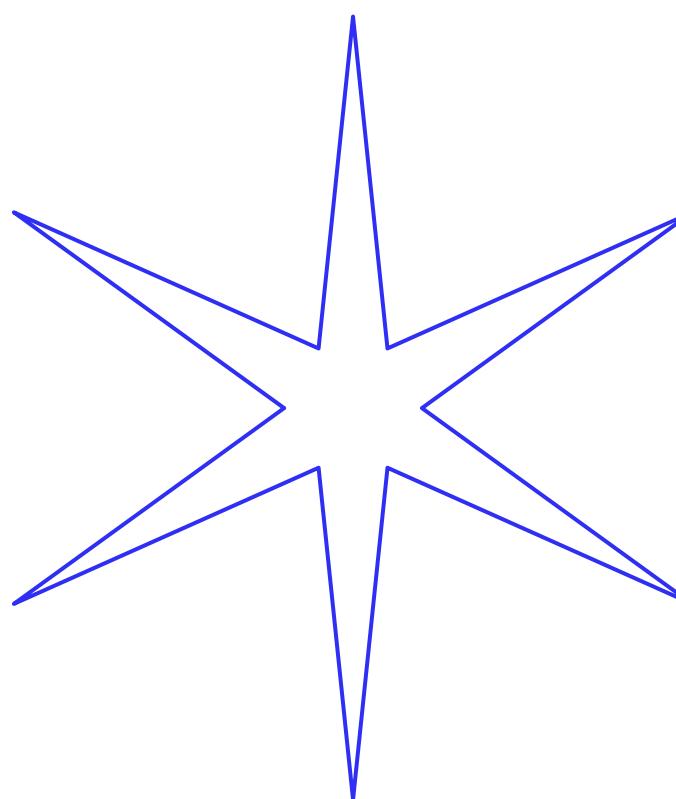
Icon pack





Alternative resources

Here's an assortment of alternative resources whose style fits the one of this template:





Resources

Did you like the resources in this template? Get them at these websites:

Photos

- [Marketing creative collage with phone](#)
- [Roommate working on her laptop](#)

Icons

- [Icon Pack: Miscellaneous Elements](#)

Instructions for use

If you have a free account, in order to use this template, you must credit **Slidesgo** by keeping the **Thanks** slide. Please refer to the next slide to read the instructions for premium users.

As a Free user, you are allowed to:

- Modify this template.
- Use it for both personal and commercial projects.

You are not allowed to:

- Sublicense, sell or rent any of Slidesgo Content (or a modified version of Slidesgo Content).
- Distribute Slidesgo Content unless it has been expressly authorized by Slidesgo.
- Include Slidesgo Content in an online or offline database or file.
- Offer Slidesgo templates (or modified versions of Slidesgo templates) for download.
- Acquire the copyright of Slidesgo Content.

For more information about editing slides, please read our FAQs or visit our blog:

<https://slidesgo.com/faqs> and <https://slidesgo.com/slidesgo-school>

Instructions for use (premium users)

As a Premium user, you can use this template without attributing **Slidesgo** or keeping the "**Thanks**" slide.

You are allowed to:

- Modify this template.
- Use it for both personal and commercial purposes.
- Hide or delete the "Thanks" slide and the mention to Slidesgo in the credits.
- Share this template in an editable format with people who are not part of your team.

You are not allowed to:

- Sublicense, sell or rent this Slidesgo Template (or a modified version of this Slidesgo Template).
- Distribute this Slidesgo Template (or a modified version of this Slidesgo Template) or include it in a database or in any other product or service that offers downloadable images, icons or presentations that may be subject to distribution or resale.
- Use any of the elements that are part of this Slidesgo Template in an isolated and separated way from this Template.
- Register any of the elements that are part of this template as a trademark or logo, or register it as a work in an intellectual property registry or similar.

For more information about editing slides, please read our FAQs or visit our blog:

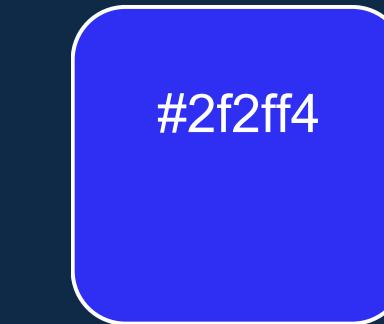
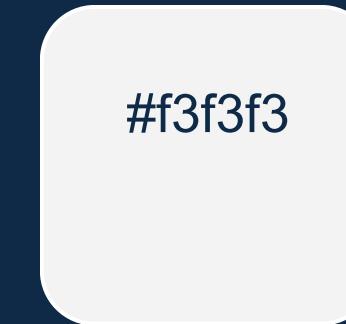
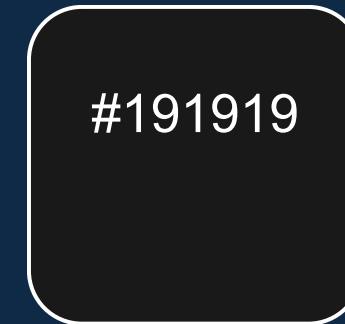
<https://slidesgo.com/faqs> and <https://slidesgo.com/slidesgo-school>

Fonts & colors used

This presentation has been made using the following fonts:

Anybody Bold
(<https://fonts.google.com/specimen/Anybody>)

Anybody Regular
(<https://fonts.google.com/specimen/Anybody>)



Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [how it works.](#)



[Pana](#)



[Amico](#)



[Bro](#)



[Rafiki](#)



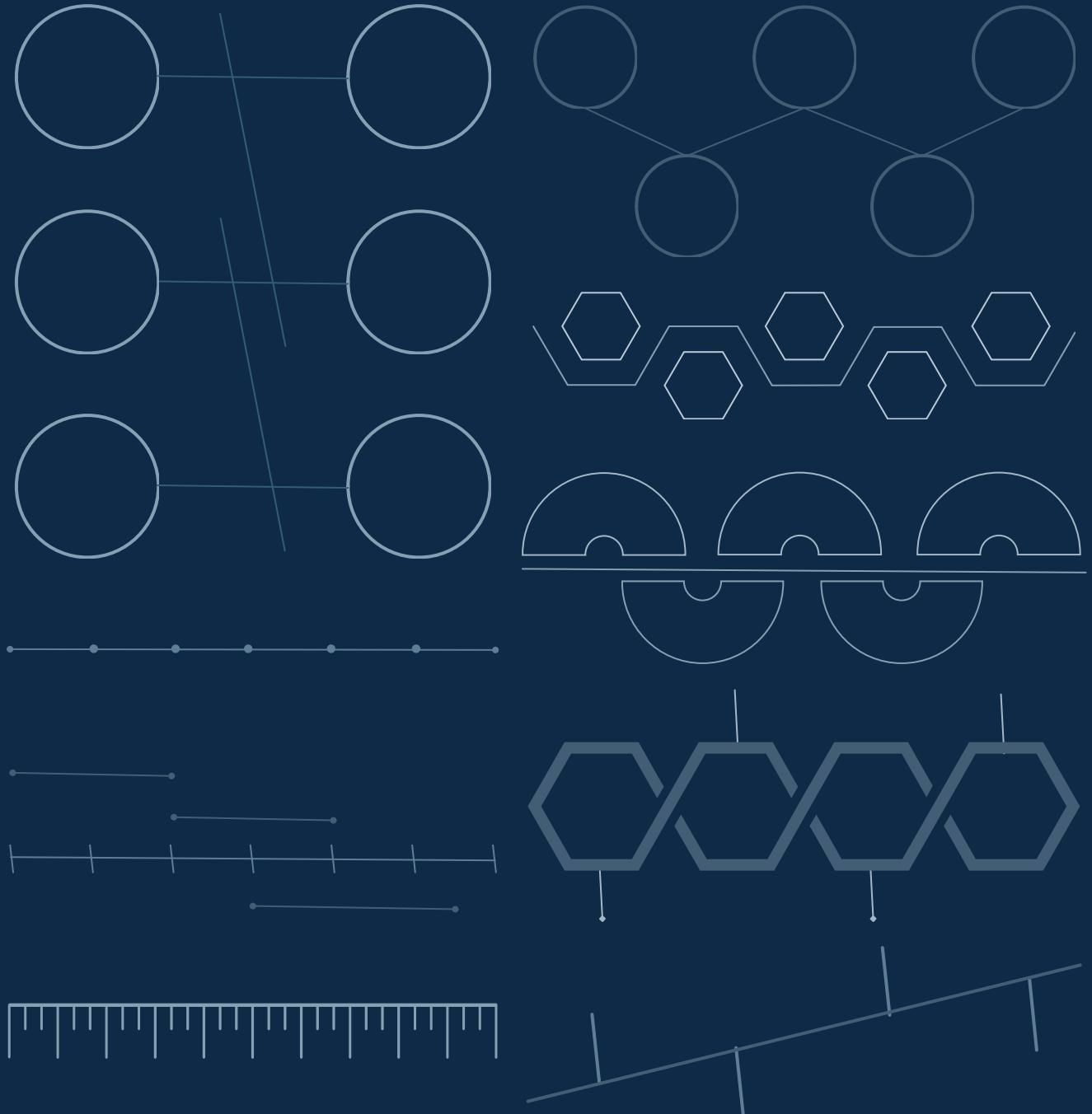
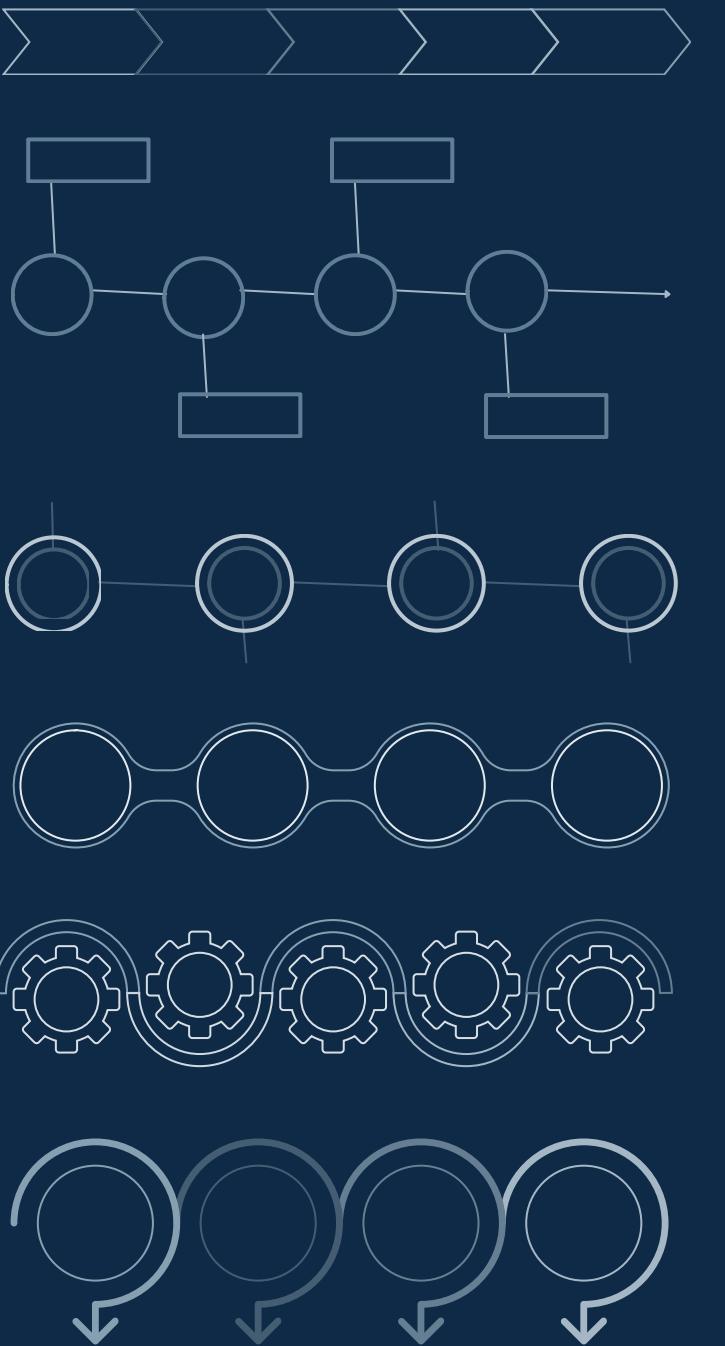
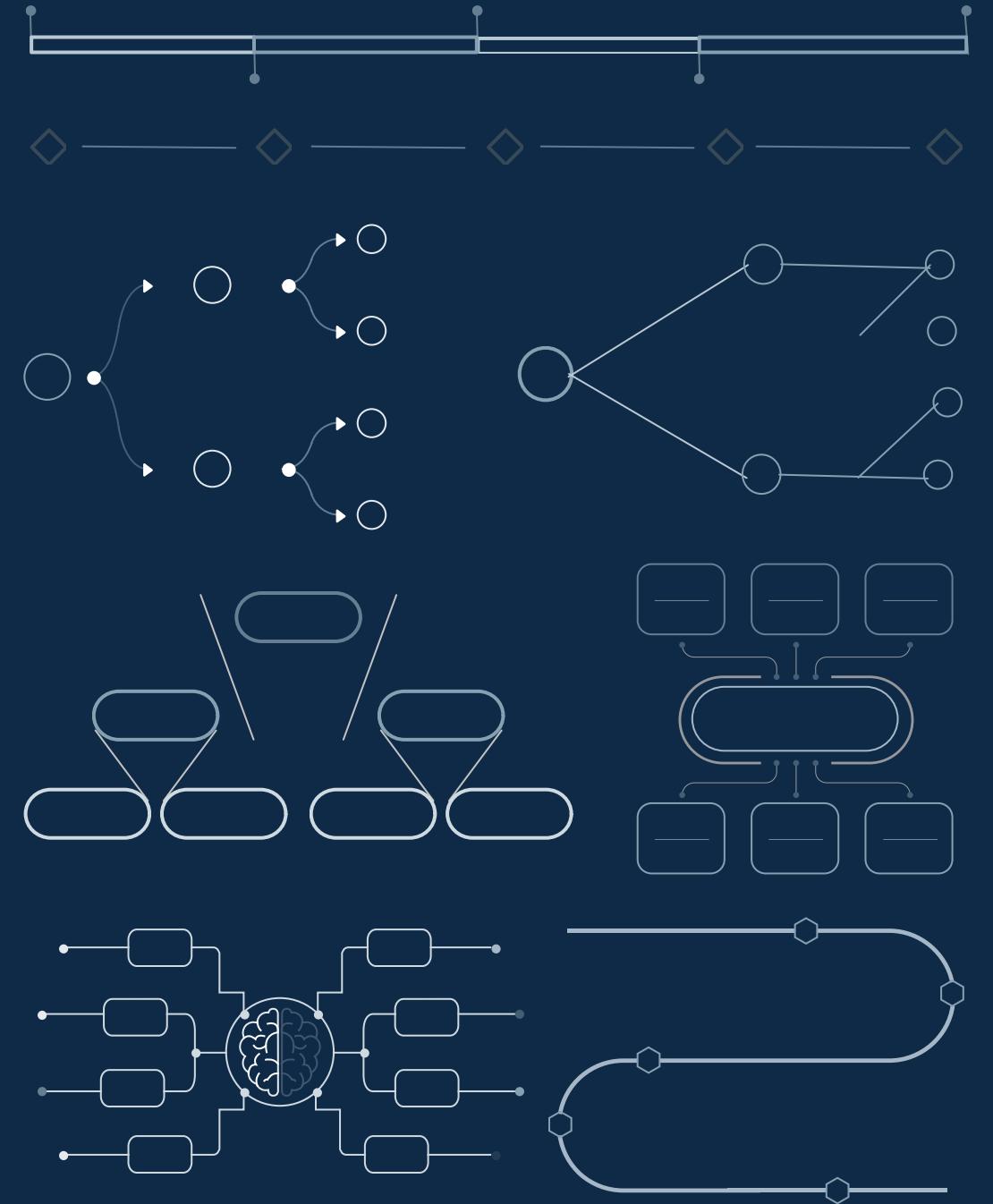
[Cuate](#)

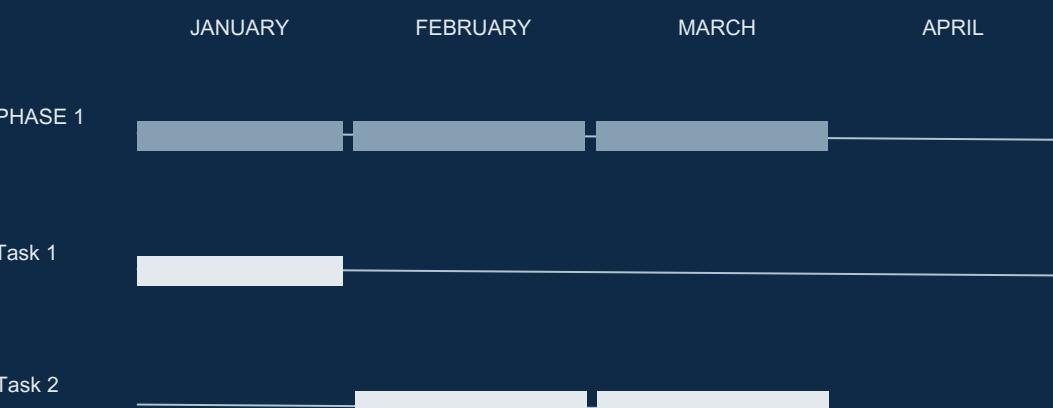
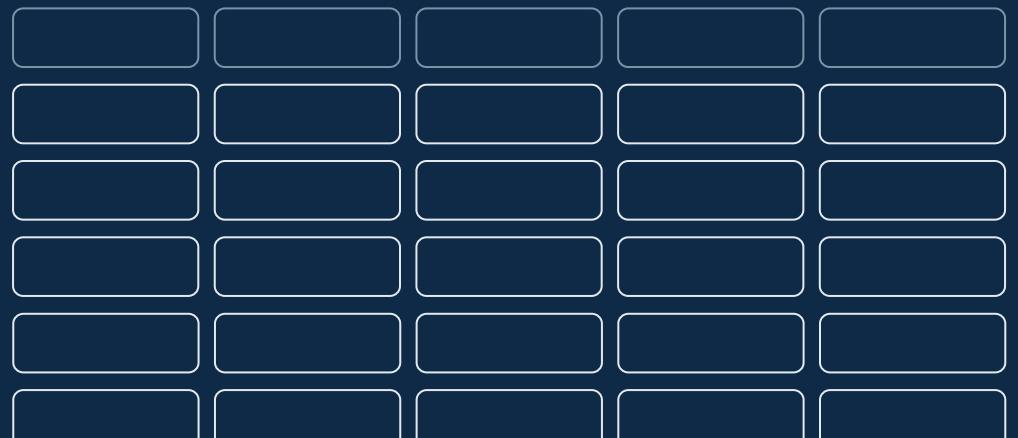
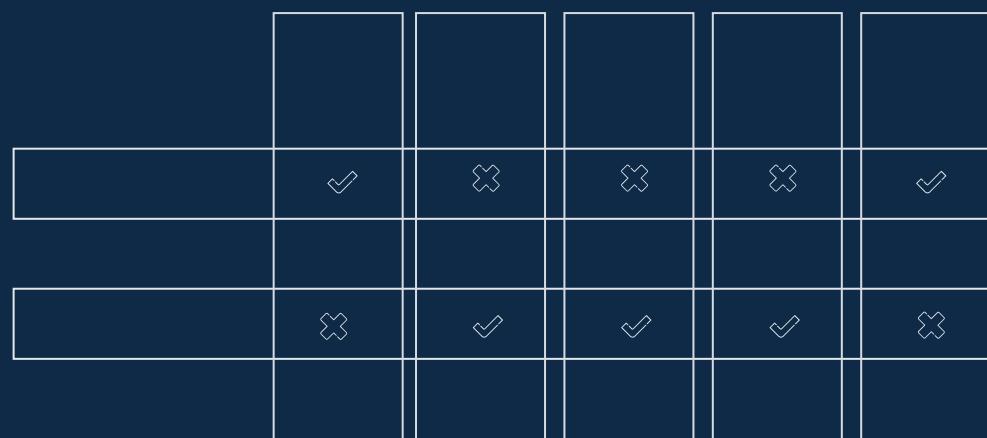
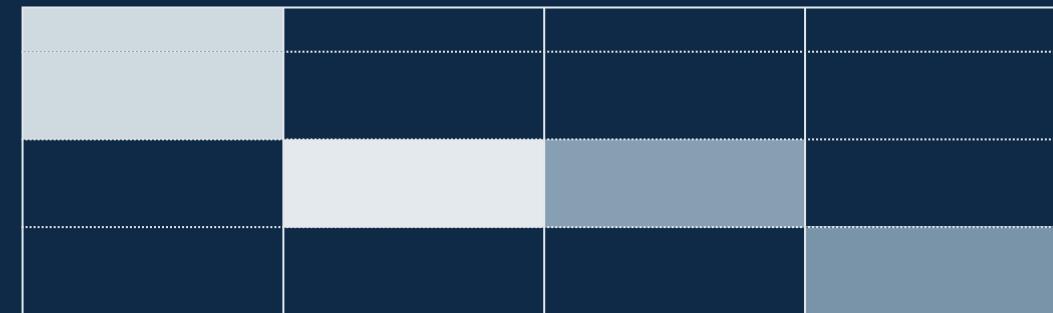
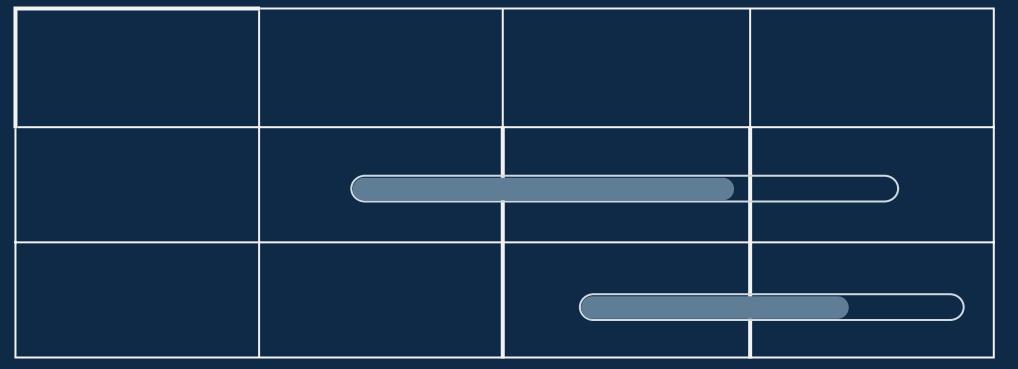
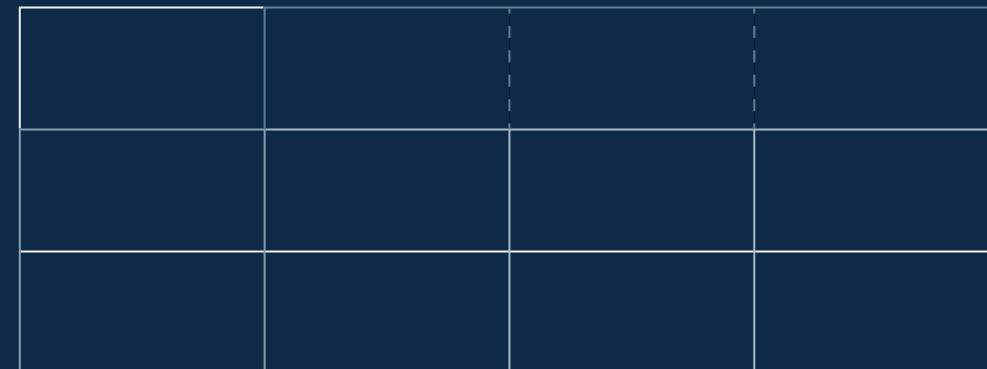
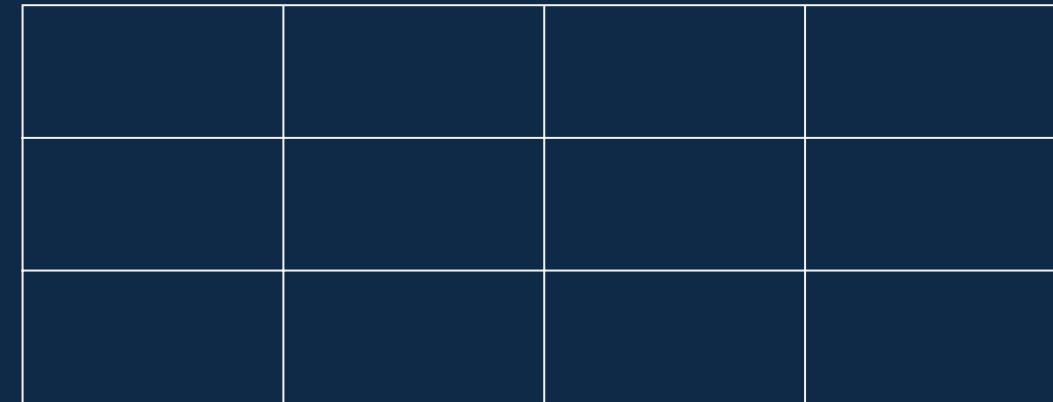
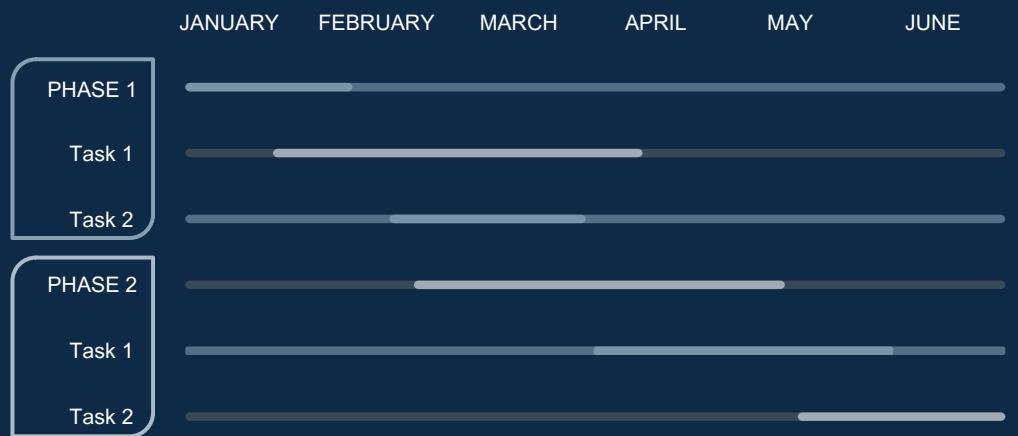
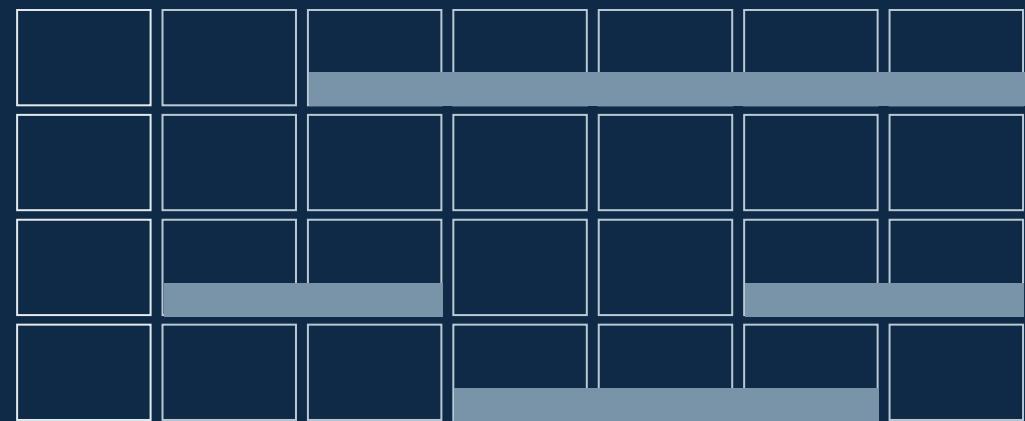
Use our editable graphic resources...

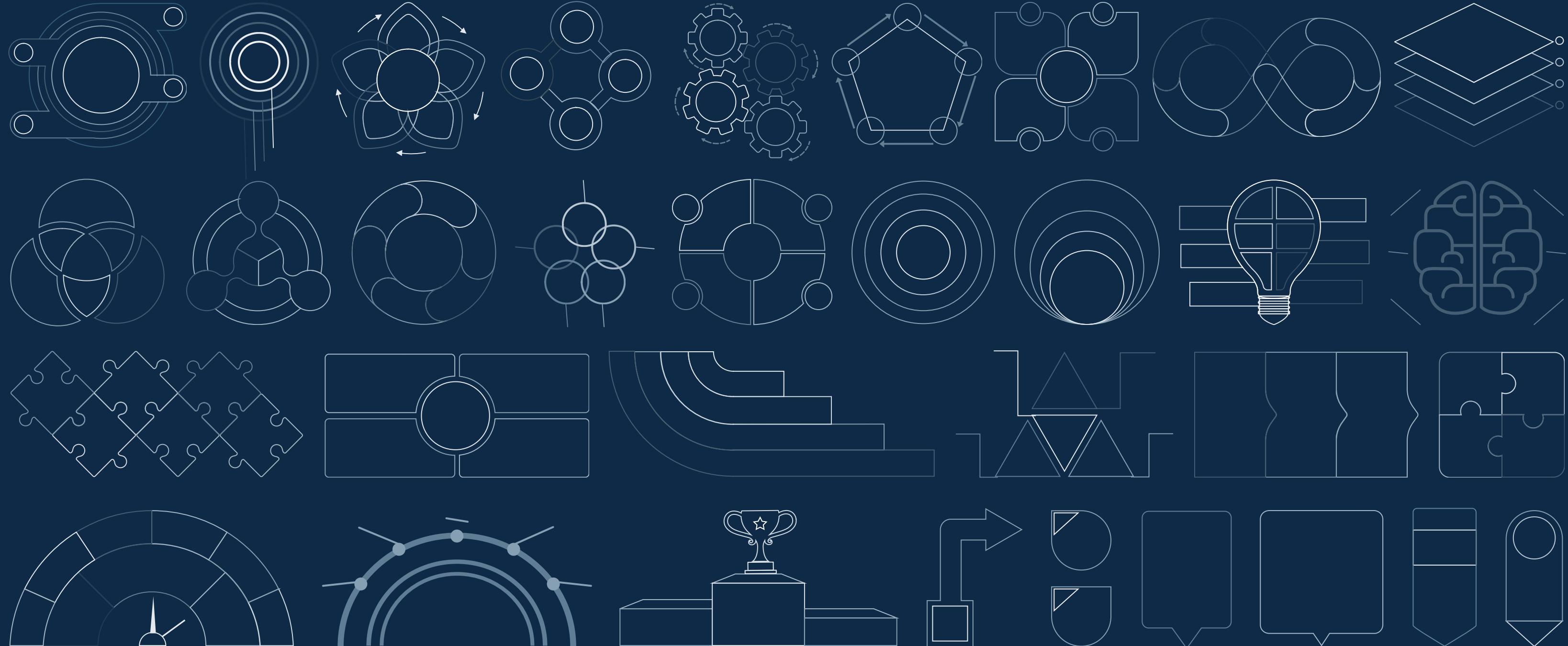
You can easily **resize** these resources without losing quality. To **change the color**, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Group the resource again when you're done. You can also look for more [infographics](#) on Slidesgo.

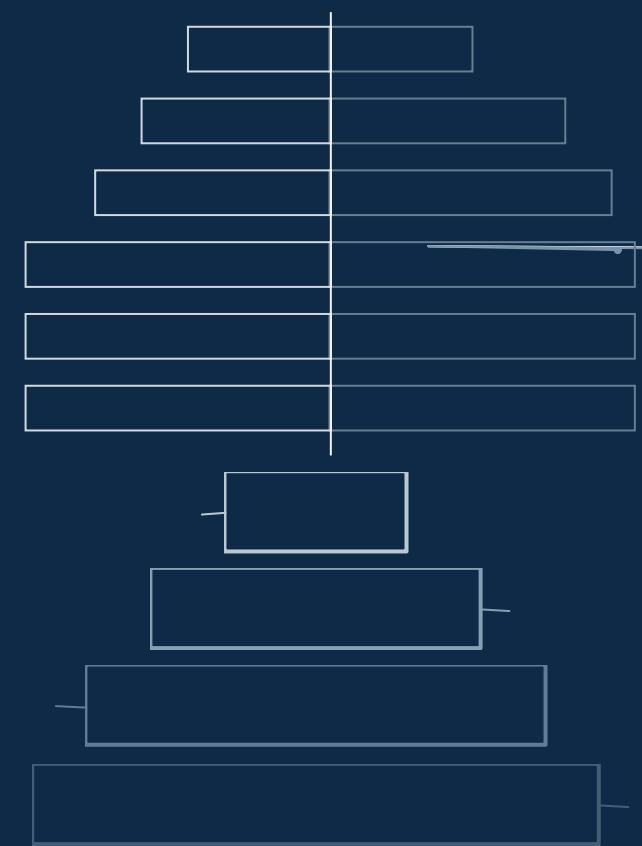
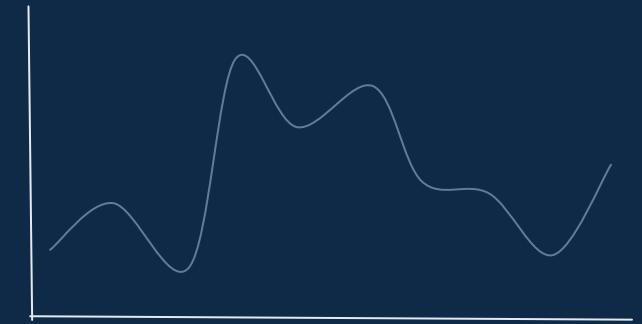
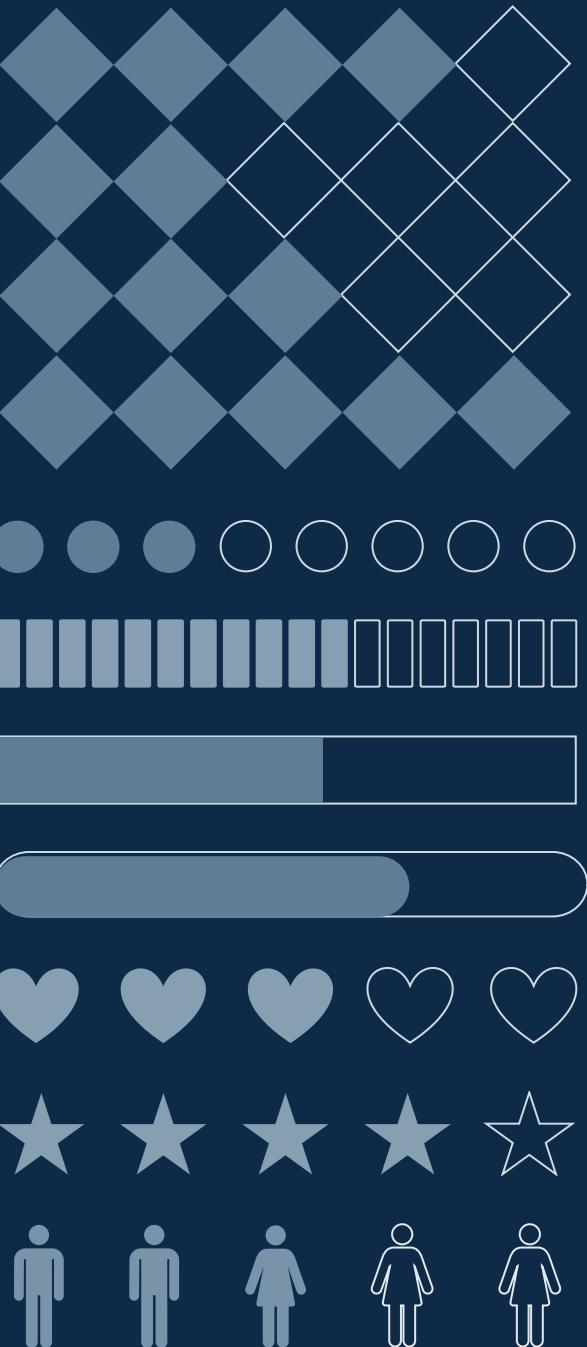
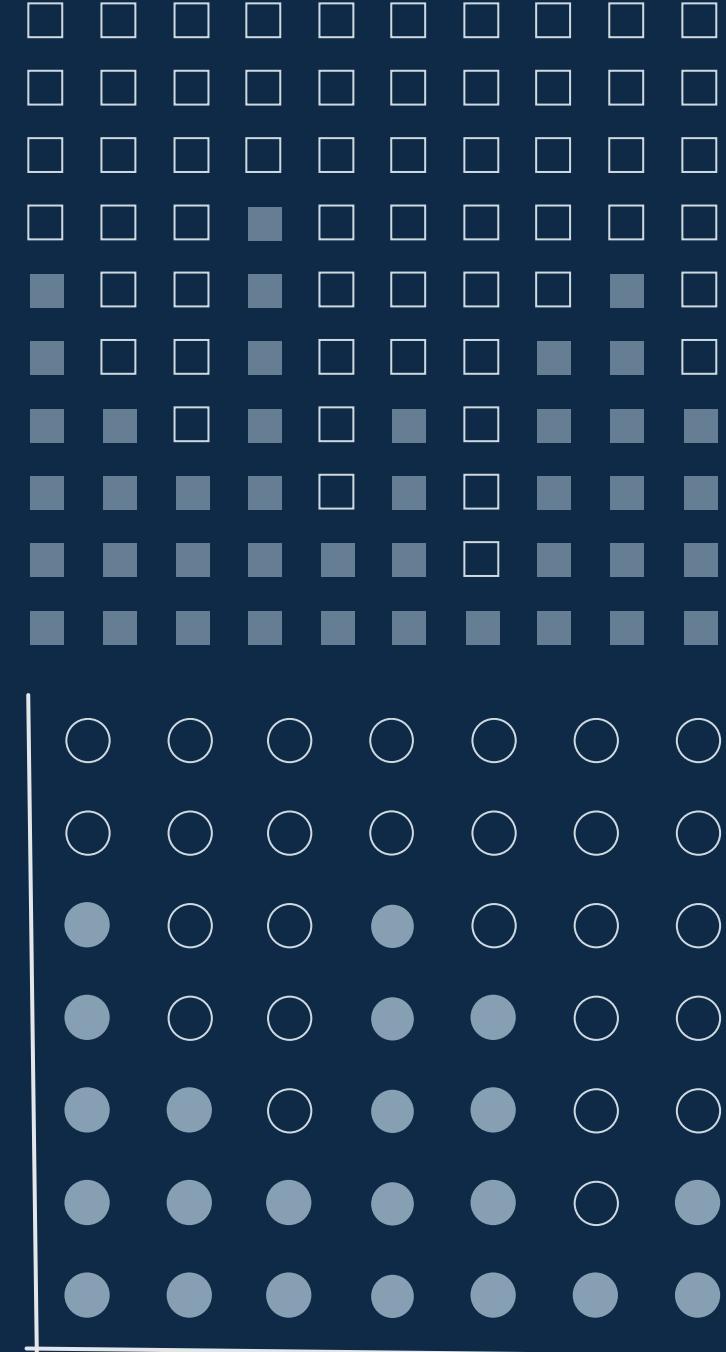












...and our sets of editable icons

You can **resize** these icons without losing quality.

You can **change the stroke and fill color**; just select the icon and click on the **paint bucket/pen**.

In Google Slides, you can also use [Flaticon's extension](#), allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



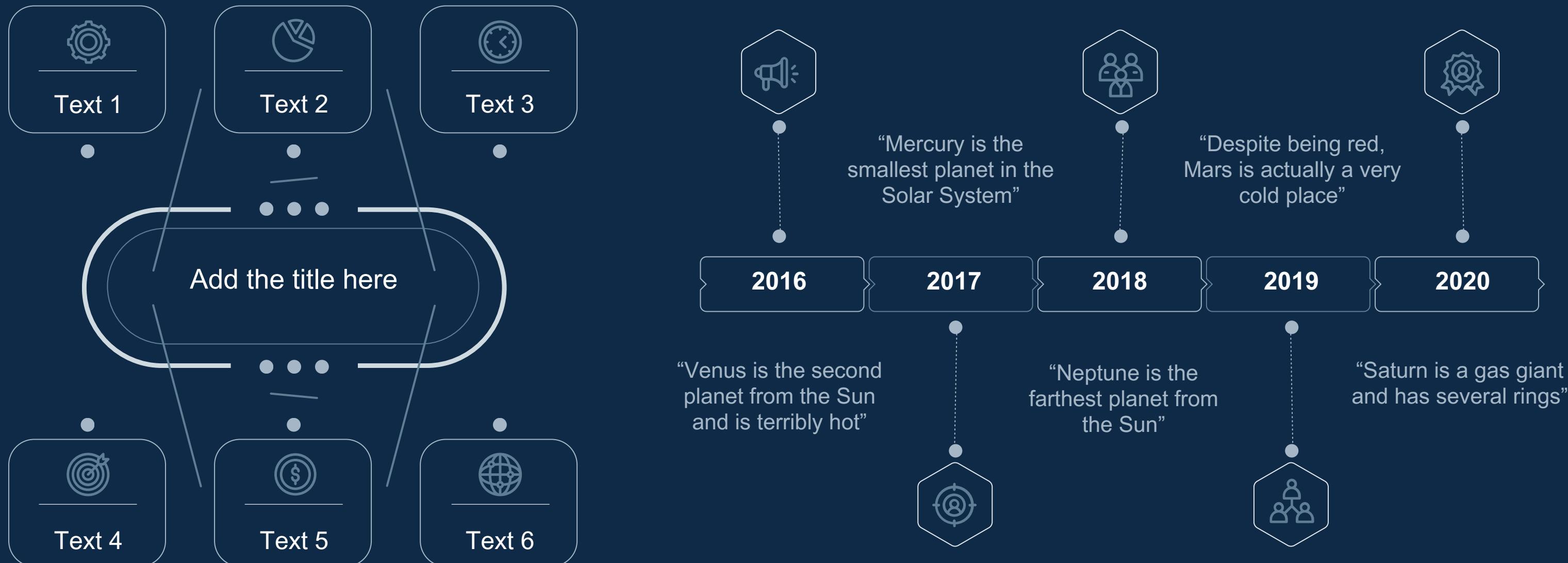
Nature Icons



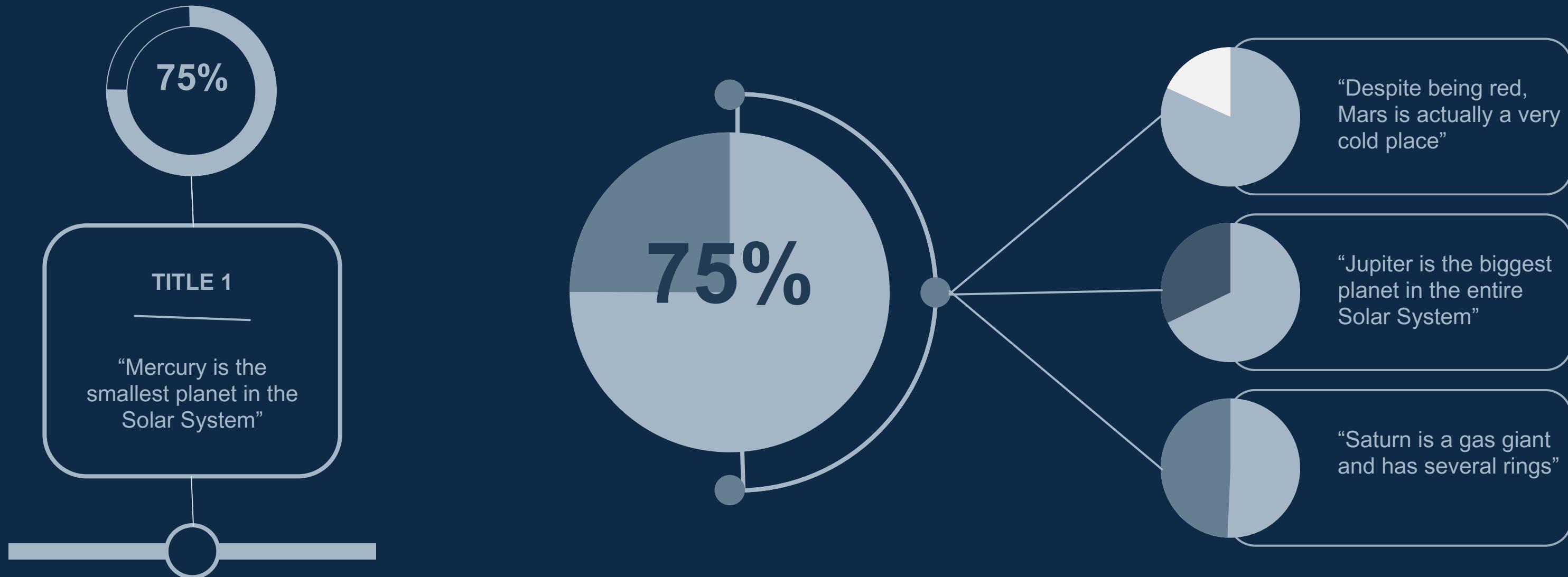
SEO & Marketing Icons



Premium infographics



Premium infographics



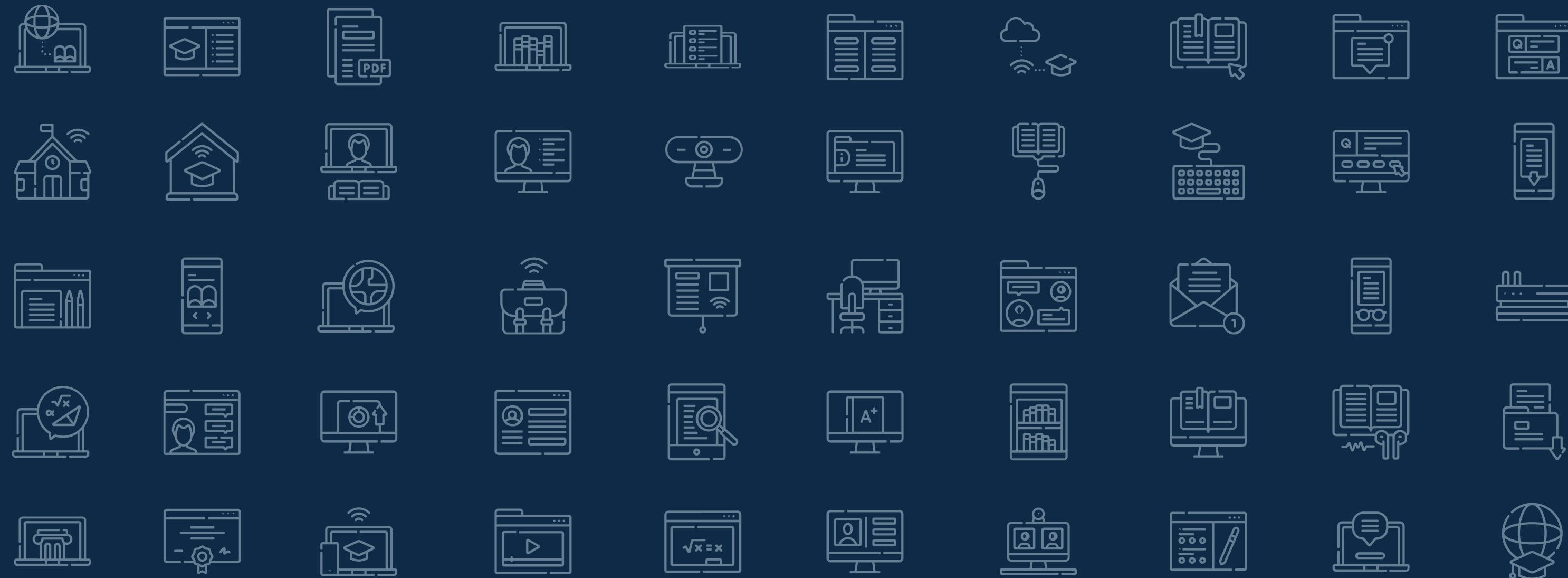
Premium Icons

Digital Marketing



Premium Icons

Online Learning



Premium Icons

Laboratory



Premium Icons

Goals & Results



Premium Icons

Infographic Elements



