Intro to the YC seed deck template: Not a template slide

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.[1]

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[1] This deck is intentionally simple in design. Kevin Hale wrote a great piece about how to design decks well.
https://blog.ycombinator.com/how-to-design-a-better-pitch-deck/

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

Seed deck template, Inc.

A template that tells you how to build a seed deck

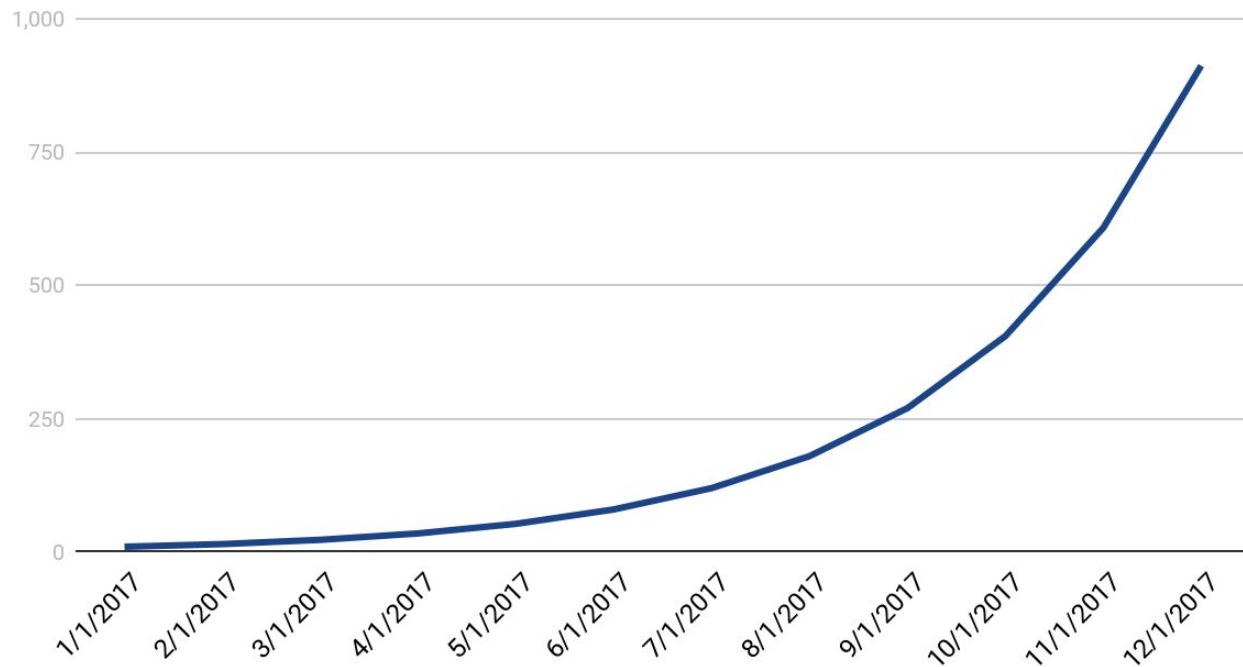# Founders build bad seed decks

- 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

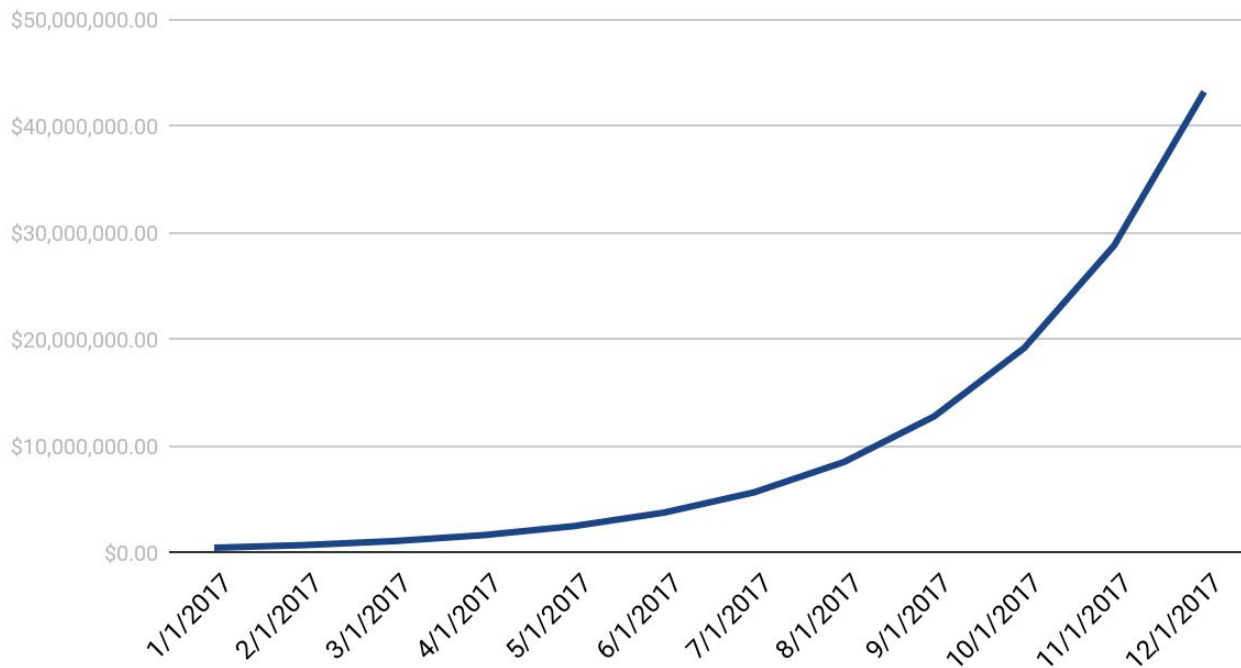- Improves lives and cleans teeth

All the companies are using us

Decks created per month

- 50% growth per month. Every month.

- 100% retention

Money raised thanks to our decks

Dollars per month

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

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
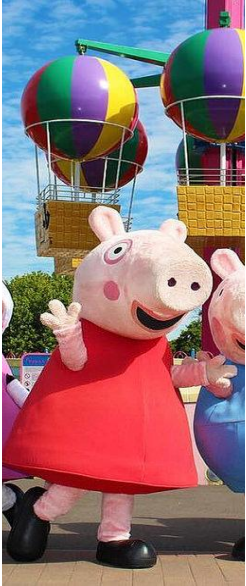
CTO with
lots of
experience

CEO who
knows how
to pitch

VP eng
who
does not
sleep

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