

OITH Pitch Deck Outline

Investor Presentation Template

Slide-by-Slide Guide

SLIDE 1: TITLE

Content:

- Logo: OITH (Bird in Hand)
- Tagline: "One In The Hand"
- Subtitle: "Quality dates, not endless swipes"
- Your name: Matthew Ross, Founder & CEO
- Contact: [email]

Design Notes:

- Clean, minimal design
 - Brand colors (coral, warm neutrals)
 - Professional but approachable
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SLIDE 2: THE PROBLEM

Headline: "Dating apps are broken"

Key Points:

1. Low Response Rates

- 50%+ of matches never respond
- Women receive 10x more messages than men
- Men mass-swipe, women become overwhelmed

Endless Swiping

- Average user swipes 30+ minutes/day
- Creates "paradox of choice" - too many options
- Users optimize for quantity, not quality

Power Imbalance

- Free tiers attract non-serious users
- Fake profiles and bots prevalent
- No incentive to actually meet

Supporting Data:

- 39% of dating app users say it's "overwhelming"
 - Only 12% of matches lead to actual dates
 - Average user has 100+ unresponded matches
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SLIDE 3: THE SOLUTION

Headline: "One match at a time"

Core Concept:

"A bird in the hand is worth two in the bush"

Key Features:

1. Single Daily Match

- AI-calibrated compatibility matching
- Forces users to evaluate, not swipe mindlessly
- Creates focused attention on each connection

Everyone Pays (\$10/month)

- Eliminates casual/non-serious users
- Creates equal investment from all parties
- Balances power dynamics

Built to Get You Off the App

- Conversation analysis suggests date timing
- Integrated date planning tools
- Venue recommendations

Tagline: "We succeed when you stop using us"

SLIDE 4: PRODUCT DEMO

Headline: "How OITH Works"

Show:

- App screenshots or live demo
- Key user flows:
 1. Receive daily match with compatibility score
 2. View detailed profile
 3. Start conversation
 4. AI suggests date opportunity
 5. Plan date with built-in tools

Highlight:

- Clean, premium design
 - Simple, intuitive UX
 - Unique features (date planner, AI suggestions)
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SLIDE 5: MARKET OPPORTUNITY

Headline: "\$10 Billion Opportunity"

Market Size:

Metric	Value	Source
TAM (Global Online Dating)	\$10.5B	Statista 2024
SAM (US Premium Dating)	\$2.1B	IBISWorld
SOM (Target Segment Y1)	\$50M	Internal estimate

Target Market:

- Ages 25-40
- Serious about relationships
- Frustrated with current apps
- Willing to pay for quality

Market Trends:

- Online dating growing 8% annually
 - Premium segment growing faster (12% CAGR)
 - Post-pandemic: users want meaningful connections
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SLIDE 6: BUSINESS MODEL

Headline: "Simple, Sustainable Revenue"

Pricing:

- Single tier: **\$10/month**
- Annual option: **\$96/year** (20% discount)

Unit Economics:

M	Value
Monthly subscription	\$10.00
Payment processing	\$0.30 (3%)
Net revenue per user	\$9.70
Target CAC	\$15.00
Average lifetime (months)	8
LTV	\$77.60
LTV:CAC Ratio	5.2:1

Why This Works:

- Low price = accessible
- Everyone pays = quality users
- Simple model = operational efficiency

SLIDE 7: TRACTION

Headline: "Early Validation"

Show whatever you have:

Metric	Number
Waitlist signups	✓

User interviews conducted	✓
% willing to pay \$10/month	✓%
Social media followers	✓
Press/media mentions	✓

Qualitative:

- Quote from user interview
- Key insight from research
- Early advisor support

If Pre-Product:

- Landing page conversion rate
- Email engagement metrics
- Viral coefficient from referrals

SLIDE 8: COMPETITION

Headline: "Built Different"

Competitive Landscape:

Feature	Tinder	Hinge	Bumble	OITH
Free tier	✓	✓	✓	✗
Unlimited swipes	✓	✓	✓	✗
One match at a time	✗	✗	✗	✓
Built-in date planning	✗	✗	✗	✓
AI conversation analysis	✗	✗	✗	✓
Equal investment	✗	✗	✗	✓

Our Advantages:

1. **Focus** - One match = better engagement
 2. **Quality** - Paid = serious users
 3. **Conversion** - Built to facilitate real dates
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SLIDE 9: GO-TO-MARKET

Headline: "Launch Strategy"

Phase 1: Seed Market (Months 1-6)

- Launch in 2-3 metro areas
- Target: 5,000 paid users
- Focus: 25-35 age demographic

Acquisition Channels:

Channel	Strategy	CAC Target
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Instagram/TikTok ads	Short-form video content	\$12
Influencer partnerships	Micro-influencers (10-50K)	\$15
Content marketing	SEO, blog, social	\$5
Referrals	In-app referral program	\$8
PR	Launch coverage, stories	\$0

Phase 2: Scale (Months 6-18)

- Expand to 10+ markets
 - Introduce premium features
 - Strategic partnerships
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SLIDE 10: TEAM

Headline: "Why We'll Win"

Founder:

Matthew Ross - Founder & CEO

- [Your relevant background]
- [Previous startup/business experience]
- [Technical or industry expertise]
- [Why you're passionate about this]

Advisors (if any):

- [Advisor Name] - [Expertise]
- [Advisor Name] - [Expertise]

Key Hires (Planned):

- CTO - Post-funding
- Head of Marketing - Month 3
- Lead Engineer - Month 2

Why This Team:

- Deep understanding of the problem
 - Technical ability to execute
 - Committed to the mission
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SLIDE 11: FINANCIALS

Headline: "Path to Profitability"

Revenue Model: \$10/month × All Users = Predictable Revenue

5-Year Projections:

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Active Users	20,000	75,000	200,000	400,000	650,000
Revenue	\$807K	\$3.5M	\$12M	\$28M	\$52M
Gross Margin	85%	87%	89%	90%	91%
Net Income	(\$150K)	\$500K	\$3.5M	\$8M	\$18M

Unit Economics:

Metric Value
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Revenue per user \$9.41/month (net of fees)
Avg. customer lifespan 16.7 months
LTV \$157
CAC (blended) \$12
LTV:CAC Ratio 13:1
Payback period 1.3 months

Key Milestones:

- Month 4: \$10K MRR (1,000+ users)
- Month 8: \$50K MRR (5,000+ users)
- Month 10: \$1M ARR (8,850 users)
- Month 18: \$5M ARR

- Year 3: \$12M ARR, 200,000 users

Use of Funds (\$500K):

Category	Amount	Purpose
Product	\$200K	Complete app, iterate
Marketing	\$150K	User acquisition
Operations	\$75K	Infrastructure, tools
Legal/Compliance	\$25K	IP, compliance
Reserve	\$50K	Buffer

SLIDE 12: THE ASK

Headline: "Join Us"

Raising: \$500,000

Terms:

- SAFE with \$4M cap
- 20% discount
- Standard YC terms

Use of Funds:

- 18 months runway
- Get to 10,000 paying users
- Prove unit economics

What We're Looking For:

- Capital to accelerate
- Strategic guidance
- Network for key hires

Contact:

Matthew Ross
[email]
[phone]
[LinkedIn]

APPENDIX SLIDES (Have Ready)

A1: Detailed Financial Model

- Monthly projections Year 1
- Key assumptions
- Sensitivity analysis

A2: Technical Architecture

- Technology stack
- Scalability plan
- Security measures

A3: User Research Details

- Interview methodology
- Key findings
- User personas

A4: Competitive Deep Dive

- Detailed competitor analysis
- Market positioning
- Barriers to entry

A5: Team Backgrounds

- Detailed bios
 - LinkedIn profiles
 - References
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Design Guidelines

Colors:

- Primary: Coral (#C76E5D)
- Secondary: Warm cream (#F9F5F1)
- Accent: Deep brown (#2C1810)
- Text: Dark brown (#3D2E2A)

Fonts:

- Headlines: Cormorant Garamond (or similar serif)
- Body: DM Sans (or similar clean sans-serif)

Layout:

- Minimal text per slide (max 6 bullet points)
- Large, readable fonts (24pt minimum)
- Consistent margins and spacing
- High-quality images/mockups

Tools:

- Figma (free, professional)
- Canva (free, easy)
- Google Slides (free, collaborative)
- Keynote (Mac, polished)
- PowerPoint (universal)

Presentation Tips

1. **Time:** Keep to 10-15 minutes
 2. **Story:** Lead with problem/emotion
 3. **Demo:** Show don't tell
 4. **Pause:** Leave time for questions
 5. **Confidence:** You know this better than anyone
 6. **Honesty:** Acknowledge risks openly
 7. **Follow-up:** Send deck within 24 hours
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Common VC Questions to Prepare

1. Why now? Why is this the right time?
2. What's your unfair advantage?
3. How do you acquire users profitably?
4. What if Tinder/Hinge copies this?
5. How do you handle the cold start problem?
6. Why will you win?
7. What's your biggest risk?
8. How will you use the money specifically?
9. What milestones will you hit in 18 months?
10. What's your exit strategy?