

Pitch deck template for early-stage startups

Slides

1. **Cover:** What you do. Who you help.
2. **Investment Highlights:** Summary of your market size, product, traction, team, projections, ask.
3. **Team:** Why your team is the best team for your problem space and proposed solution.
4. **Problem:** Your target customer and problem. Current solutions and why they fall short.
5. **Solution:** Your solution. Benefits inc. solving for current solution limitations. Why now.
6. **Product:** What it looks like. How it works. Where it fits.
7. **Competition:** Why/how you'll win against likely competitors.
8. **Business Model:** How you make money. Typical transaction/deal.
9. **Market:** How much money you could make with 100% market share. Logical expansion opps.
10. **Traction:** Product status + trends for your key metrics (e.g. MAUs, MRR, NRR, etc.)
11. **Growth:** Your strategies & tactics for finding/closing/retaining customers.
12. **Roadmap:** How you'll maintain/extend your product advantages.
13. **Financials:** 3-4 year revenue projections with explicit assumptions inc. market share.
14. **Funding:** How much you need now. Use of proceeds inc. specific customer and revenue goals.
15. **Investment Highlights Recap:** Recap earlier slide.
16. **Contact:** Who to contact for follow-up questions and meetings.

Your **pitch deck goal** is to help investors ...

1. **Understand** your idea
2. **Get excited** about your idea
3. **Love** your team
4. **Engage with you** for more information

Let's start.

First up, your Cover slide

Cover Slide

Investor questions you should answer on this slide

- What do you do and who do you help?
- Product category? Target customer? Primary use case and benefit?

Pro Tips

- Include company name, logo, amount raising, round stage, approximate date. Keep date current to avoid looking stale. Include a relevant image to underscore what you do.

The first smartphone app for **on-demand** **mobile auto details**

Like Uber, but for auto details. Now, consumers get a professional auto detail on demand.

\$2M Seed Round pitch deck · Q3 2023

Gleamr



Investment Highlights

Investor questions you should answer on this slide

- Why should we invest?
- Is your problem/market big enough? Product/team good enough? Are we a fit for your industry, ask and investment stage?

Pro Tips

- Provide 5–6 bullets summarizing your market, product, traction, team, near-term financial goals, funding ask
- Make it easy for an investor to share your investment thesis with others... and encourage investors to keep reading your deck.

Our investment thesis

\$2B US market

For on-demand mobile auto details. **First-mover** advantage.

Robust product

2 patents pending.
Responsive web + native iOS and Android apps.

Strong traction

82K+ users, **11K+** detailers,
\$1.5M revenue run rate, **4.8 star** average ratings on Apple and Google stores

Experienced team

SaaS and detailing experts from **Thumbtack**, **HomeAdvisor**, **Yelp**, and **SpeedyDetail**

\$29M in 4 years

Requires **1.5%** market share.

Raising \$2M seed

SAFE, **20%** discount, **\$15M** valuation cap.

Team

Investor questions you should answer on this slide

- Why is your team the best team for this opportunity?
- What experience do you have solving this or similar problems?
- What experience do you building solutions like yours?
- What experience/success have you had with similar startups?
- Have you worked well together in prior companies?

Pro Tips

- Include logos for visual interest and relevance.

We have deep experience in SaaS and auto detailing



Ben Brown

Co-founder & CEO
Prev. VP Sales, [Thumbtack](#)



Dakota Dean

Co-founder & Chief Product Officer
Prev. VP Product, [Thumbtack](#)



Sara Klein

Advisor
Co-founder, [Thumbtack](#)



Ella Ellison

Community Manager
Prev. Community Manager,
[HomeAdvisor](#)



Steve Chan

Lead Developer
Prev. Senior Developer,
[Yelp](#)



Dave Smyth

Advisor
Founder & CEO,
[SpeedyDetail](#)



Problem

Investor questions you should answer on this slide

- What problem do you solve?
- Who has this problem?
- What are some of the biggest pain points?
- How is this problem solved today, without your product?
- Why do those current solutions suck?
- How big is this problem?
- Is the problem getting bigger? Why?

It's hard for consumers to find a mobile auto detail

Consumers

Lack an easy way to get a professional, affordable auto detail at their home or office

- › No single view of all available detailers
- › Few reviews to guide selection
- › No leverage to negotiate prices

Detailers

Waste too much time and money finding customers when they'd rather be detailing cars

- › Hard to reach ready-to-buy consumers
- › Low ROI on traditional marketing
- › Hard to collect/leverage customer reviews

Solution

Investor questions you should answer on this slide

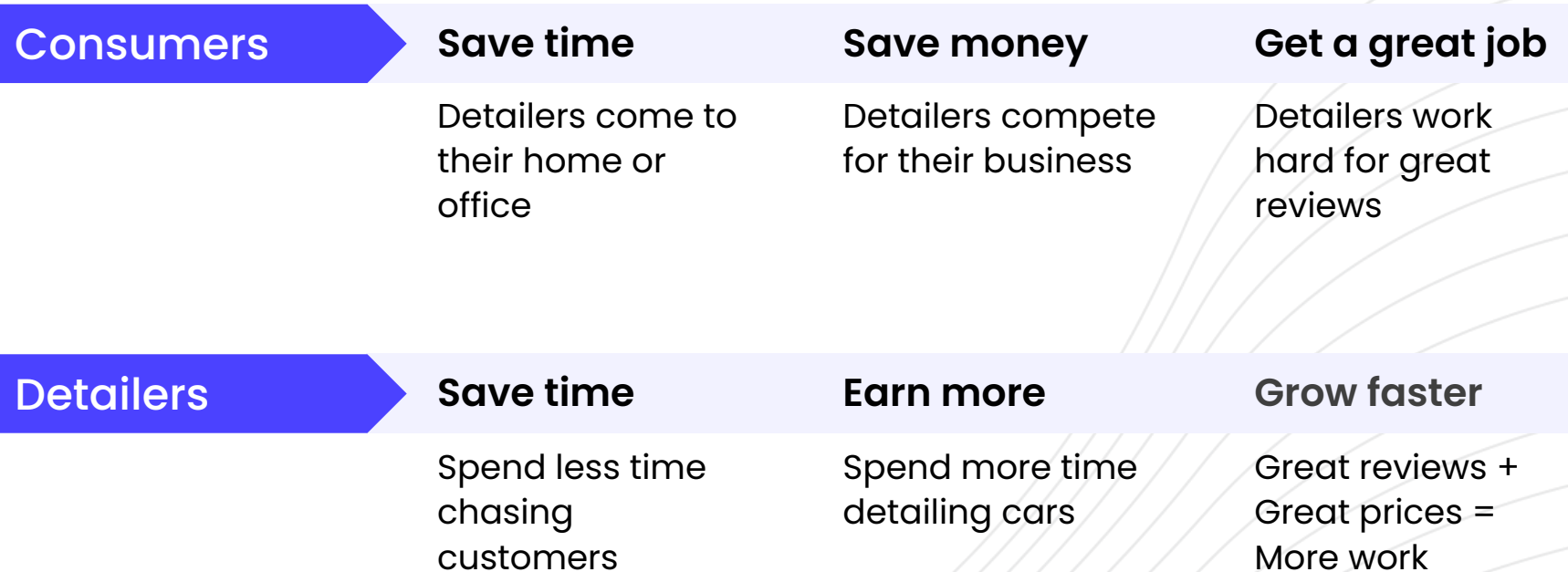
- What's your solution to the problem?
- Is your solution an app, software, a device, or ???
- What are the benefits of your solution?
- How much better is your solution?
- Why is now the right time for your solution?

Pro Tips

- Match solution benefits to the limitations of current solutions listed in your Problem slide.

Gleamr is the first app for on-demand mobile details

Like Uber, but for auto details



Product

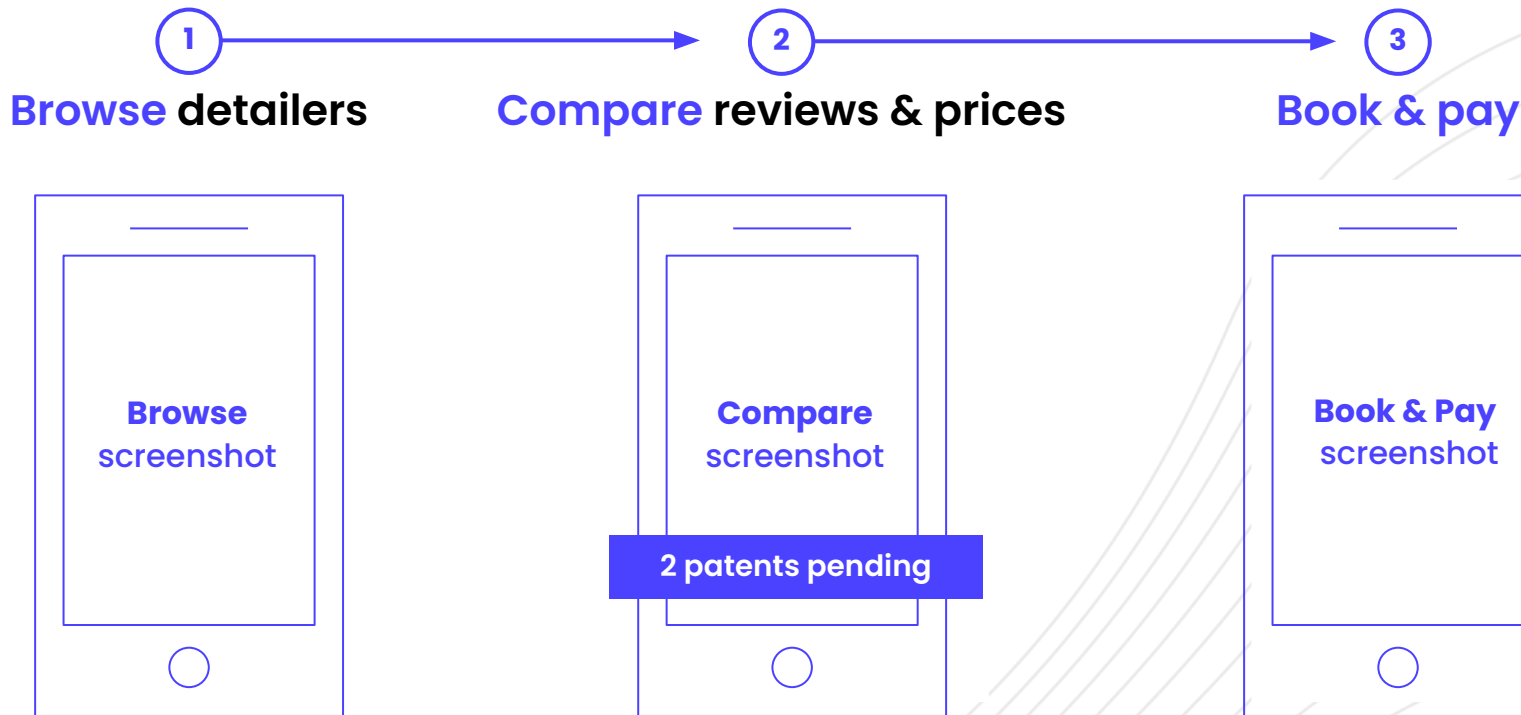
Investor questions you should answer on this slide

- How does your product work?
- What does your product look like?
- Where does your product fit in your customer's world?

Pro Tips

- Break your product's primary use case down into 3-5 simple steps and show the user experience for each step. Add an additional Case Study slide if you like.

Here's how our app works for consumers



Competition

Investor questions you should answer on this slide

- Who are your competitors?
- How will you beat them?
- How sustainable (defensible) are your advantages?

Pro Tips

- List competitive advantages that customers truly care about. Advantages that will win deals over your competition.

We win on coverage, traction and user ratings

| | Gleamr | Competitor 1 | Competitor 2 |
|---------------------------|----------------------------|---------------------------|---------------------------|
| Detailer coverage | 4x | 1x | 1x |
| Consumer traction | 4x | 1x | 1x |
| Apple App Store Ratings | 4.8 ★★★★★ 2.3K+ reviews | 3.4 stars <100 reviews | 3.3 stars <100 reviews |
| Google Play Store Ratings | 4.8 ★★★★★ 1.3K+ reviews | 3.6 stars <100 reviews | 3.5 stars <100 reviews |

Business Model

Investor questions you should answer on this slide

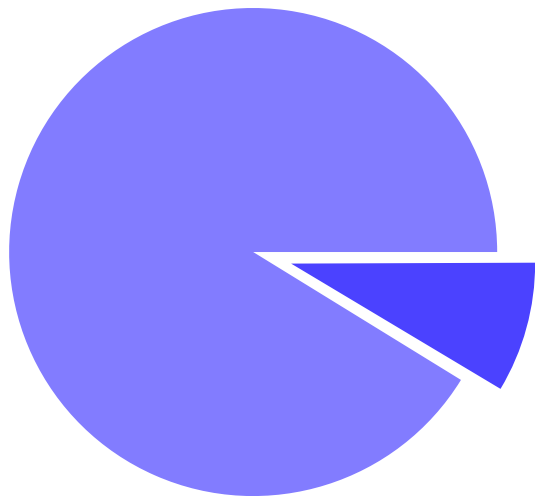
- How do you make money?
- Do you charge per customer? Per transaction? ???

Pro Tips

- Keep it simple. List all revenue streams if you have more than one.

Mobile auto detailers pay us 15% for each job

The average cost for a mobile detail is \$75 in the US¹



Customer

Pays \$75

Detailer

Keeps \$63.75

Gleamr

Keeps \$11.25

1. Source [date]

Market Sizing

Investor questions you should answer on this slide

- How big can you get?

Pro Tips

- A bottom-up calculation is best for credibility and explicit assumptions. Use customer count x ARR per customer.
- List sources for customer counts and other data.
- List the annual revenue opportunity for logical market and/or product expansions to get to \$1B and beyond.

We're tapping into a \$2B market

Bottom-up calculation — US market only

| | |
|---|------|
| US mobile details per year ¹ | 180M |
|---|------|

| | |
|--|---------|
| Gleamr revenue per detail ² | \$11.25 |
|--|---------|

| | |
|--|-------------|
| Gleamr annual revenue opportunity | \$2B |
|--|-------------|

1. Source
2. Business Model slide

Traction

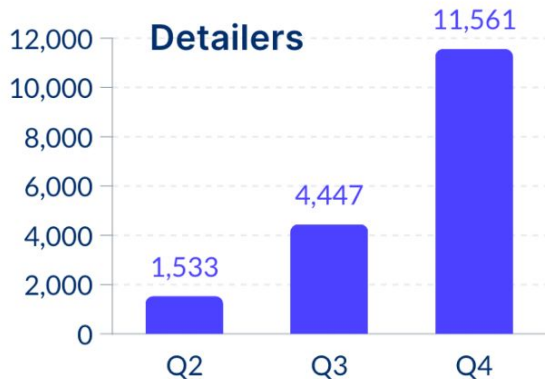
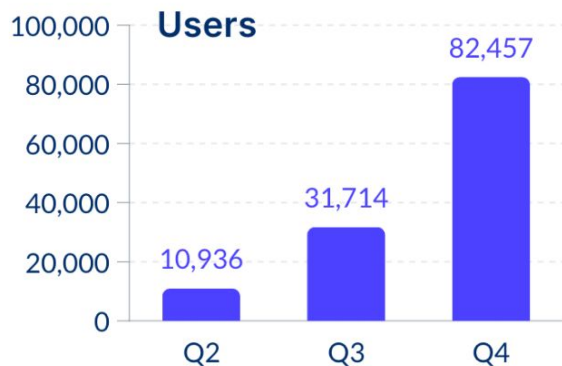
Investor questions you should answer on this slide

- How much do customers love your product?
- What are your key metrics?
- How fast are you growing your key metrics?

Pro Tips

- Pick metrics that matter. E.g. MAUs and DAUs vs sign-ups. Show trends over time.

Consumers & detailers love our app



4.8 ★★★★★
1.2K+ reviews



4.8 ★★★★★
2.3K+ reviews

Growth Strategy

Investor questions you should answer on this slide

- How will you reach, activate, and retain users?

Pro Tips

- Break out your strategies and tactics by function: Marketing (awareness, consideration), Sales (activation), and Customer Success (retention and growth).

We know how to acquire and retain users & detailers

Marketing & Sales

Acquiring customers

SEO, paid search, paid & organic social, influencers

Refer-a-friend discounts for consumers

Loyalty programs for consumers & detailers

Employee incentive programs for HR and office managers

Customer Service

Keeping customers

Dedicated customer service reps for each DMA

Gleamr staffed community message boards for consumers and detailers

Product

Keeping customers

Consumer Product Advisory Board to guide consumer features UX improvements

Detailer Product Advisory Board to guide detailer features and UX improvements

Roadmap

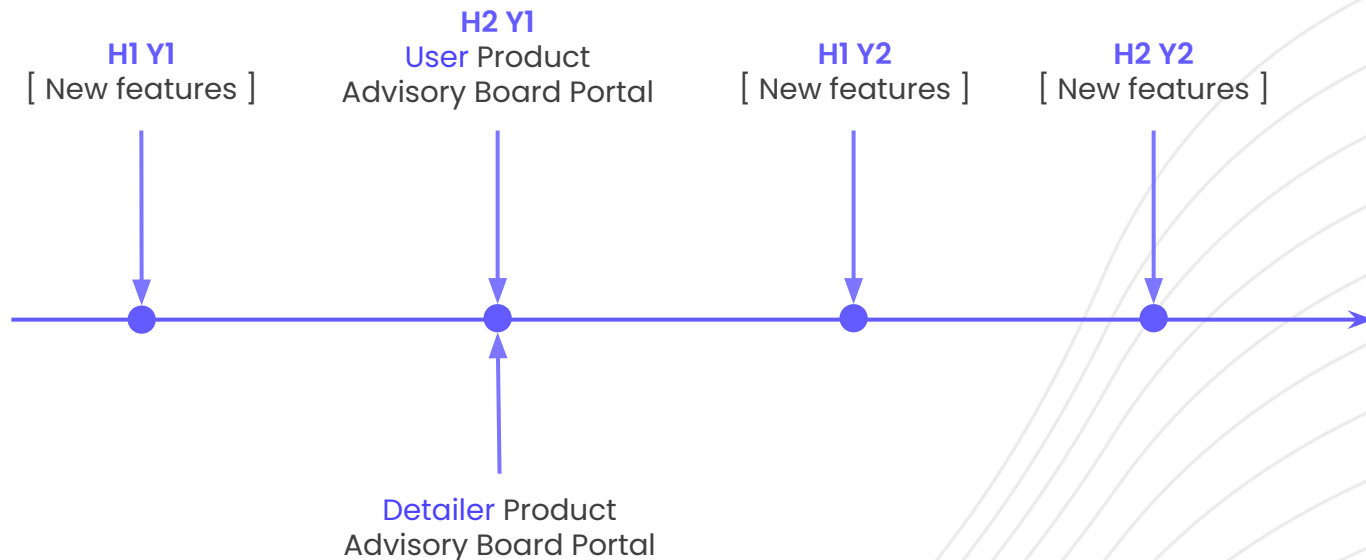
Investor questions you should answer on this slide

- How will you maintain and extend your product and business moat over time?

Pro Tips

- In addition to major product features and modules, consider certifications (e.g. SOC) and integrations that might also enhance your competitive position.

We'll continue to extend our product advantage



Financials

Investor questions you should answer on this slide

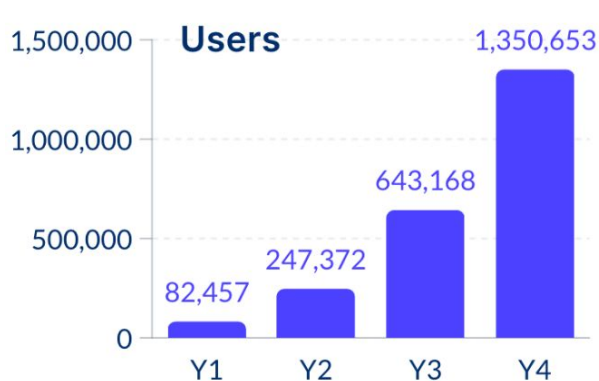
- How fast can you grow and how big can you get over the next 2–3 years?

Pro Tips

- Include explicit assumptions for revenue and expense drivers. Investors care less about the numbers and more about your thought process in building the model.

We're projecting \$29M by EOY4

Detailed model with revenue & expense assumptions on request



We can get to **\$29M** on **1.5% share** of our **\$2B US market opportunity**

Funding

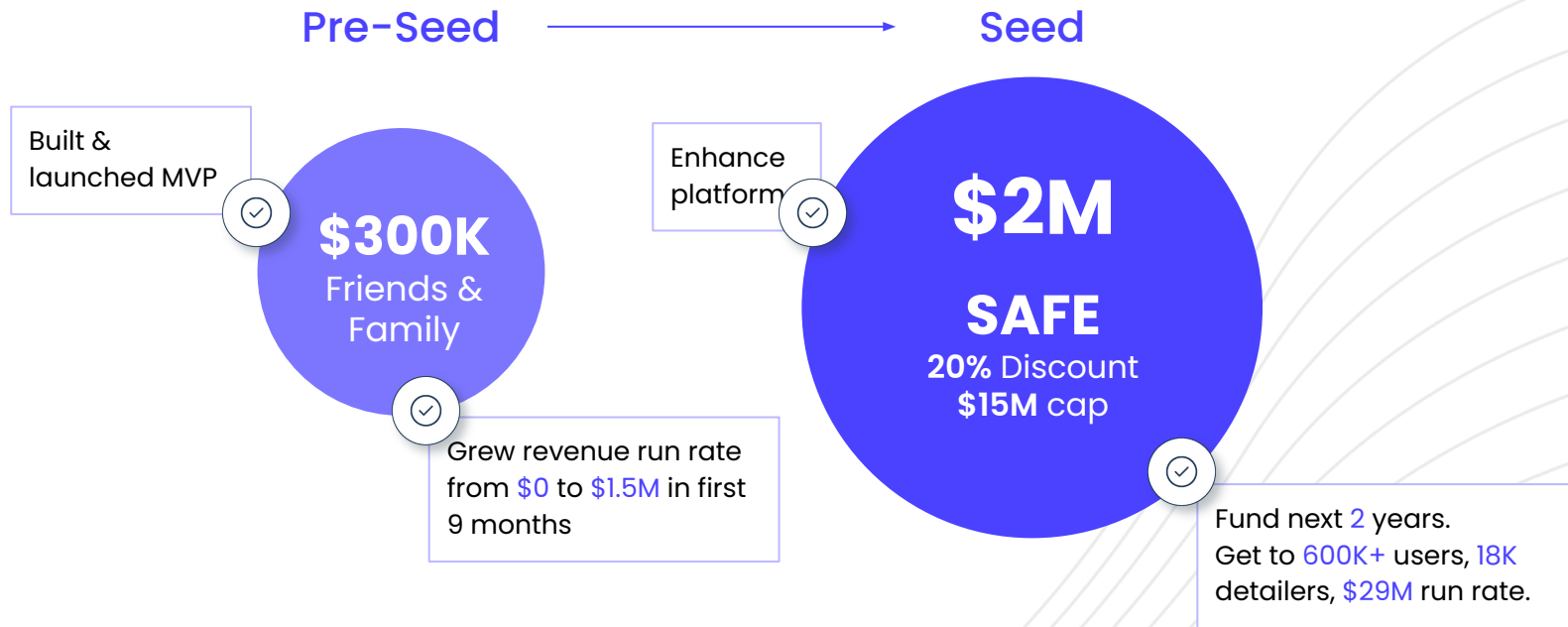
Investor questions you should answer on this slide

- How much money do you need right now? On what terms?
- How will you spend the money?
- What will you accomplish WRT customer and revenue growth?

Pro Tips

- Be as specific as possible on your ask and use of proceeds.

We're raising a \$2M seed round on a SAFE



Investment Highlights Recap

Investor questions you should answer on this slide

- None.

Pro Tips

- Repeating this slide from the beginning of your deck reminds investors what they have read (if they got this far). It also provides them with a convenient list they can share with their team.

Our investment thesis (recap)

\$2B US market

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Contact

Investor questions you should answer on this slide

- Who should we talk to if we have follow-up questions?

Pro Tips

- Include your phone, email, and a link to your LinkedIn profile. Make sure you (and your team members plus advisors) all update your LinkedIn profile to match the story in your pitch deck.