



Ondev Apps

# Pitch Deck

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# Problem

List 3-5 problems your company observes and wants to solve.



## Problem 1

Give a striking overview of the problem and explain it briefly.



## Problem 2

Elaborate on how this negatively impacts people and their experiences.



## Problem 3

Frame the problems effectively as it will set the stage for your entire pitch.

# Utopia



List 3-5 ways your company proposes to solve them.



## Solution 1

Describe how you envision solving the problems you previously shared.



## Solution 2

Communicate big value conveniences and be genuinely straightforward.



## Solution 3

Be very clear so you can smoothly jump next to introducing your product.



# Product or service

Write an intriguing summary of what your company does.



## Birth of your company



A simple timeline on how your company came to be is a helpful way of visualizing your origin story.

# 2017

Explain the milestone your company achieved in this particular year.



# 2019

Explain the milestone your company achieved in this particular year.



# 2021

Explain the milestone your company achieved in this particular year.



# Timing



## Reason 1

Why is “now” the best time for your company to rise and go to the next level?

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## Reason 2

What are the trends these days that make your product or service possible?

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List the reasons that it's the right time for your product or service.

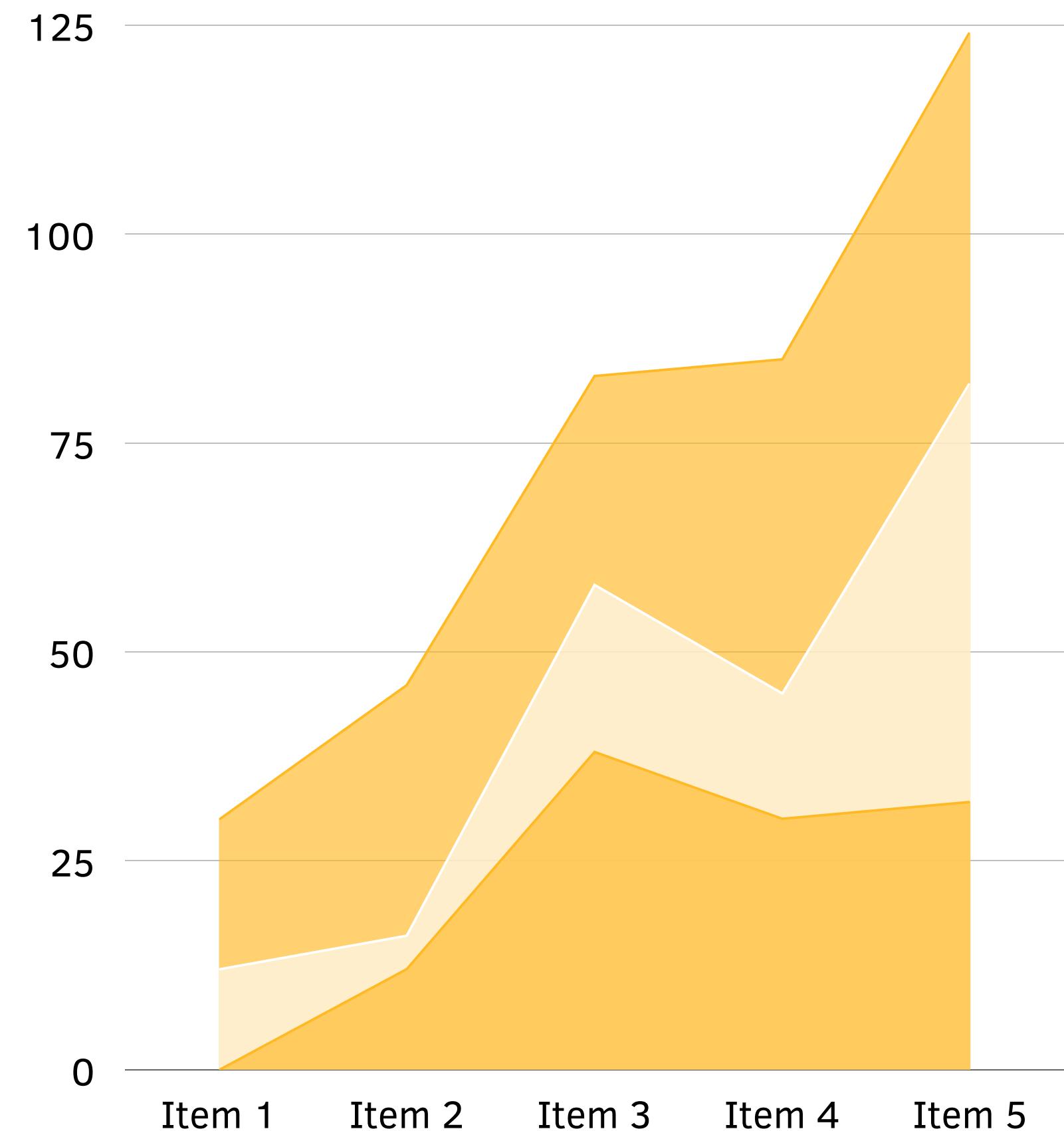
## Reason 3

Detail the opportunities in the market that have arisen that will make this possible.



# Traction

Where is your company currently at?  
Visualize with a graph to highlight  
significant developments.





# Target Market

Who are the customers you want to cater to?

## ■ Target Market I

What are their profiles and visual personas?

## ■ Target Market 2

Visualize the people who will turn to you for solutions.



# Size the Market

Apply the two ways to size the market - top-down or bottom-up.  
Sizing jargon includes TAM, SAM, and SOM.

**1.9 Billion**

Total Available Market (TAM)

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**53 M**

Advanced Plan

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**\$40**

Premium Plan

# Direct Competitors



Write a company name here



Write a company name here



Write a company name here

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# Indirect Competitors



Write a company name here



Write a company name here



Write a company name here

# Competitive Advantages

Introduce the competitive  
landscape in your market.





## **Advantage 1**

Visualize your competitive advantages using a quadrant for easy scanning.



## **Advantage 2**

How is the landscape differentiated, and what makes you different.



## **Advantage 3**

What can you do better than your competition? How will you outperform them?



## **Advantage 4**

A company with strong competitive advantages is likely to survive in the long term.



# Competitor Approach

## Approach 1

How will you set your company apart from the competition?

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## Approach 2

What's your path to reach your customers?

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## Approach 3

Events, partnerships, ads — list the effective ways to reach them.

# Business or Revenue Model

Show the ways your company plans to make money.

- Through a graph, timeline, or chart, present the viability of your product or service and tell how your company will make money and achieve goals.
- If you have plenty of ways to make money, focus on one main method, such as subscription or ads.
- Touch upon key metrics here, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).

# Meet the Team



**STELLA ORNELAS**  
Chief Executive Officer



**BRYAN COOK**  
Chief Finance Officer



**BLAISE MARTINS**  
Director

# Future Roadmap

What are your next steps and goals?

How much support do you need from investors, and what will it get you?



**STEP 1**

Q1 2025

**STEP 2**

Q2 2025

**STEP 3**

Q3 2025

**STEP 4**

Q4 2025



# Contact Us

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# Resource Page

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 D for a drumroll

 O for bubbles

 Q for quiet

 X to close

 Any number from 0-9 for a timer

# Resource Page

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- Click 'Go to recording studio' where you can choose the video and audio source for your video presentation.
- Feel free to choose the 'No camera' option and record your voice only.
- Start recording, and press pause in between takes if you have to.
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- You can also record a video inside the editor! Go to 'Uploads' and click on 'Record yourself'.