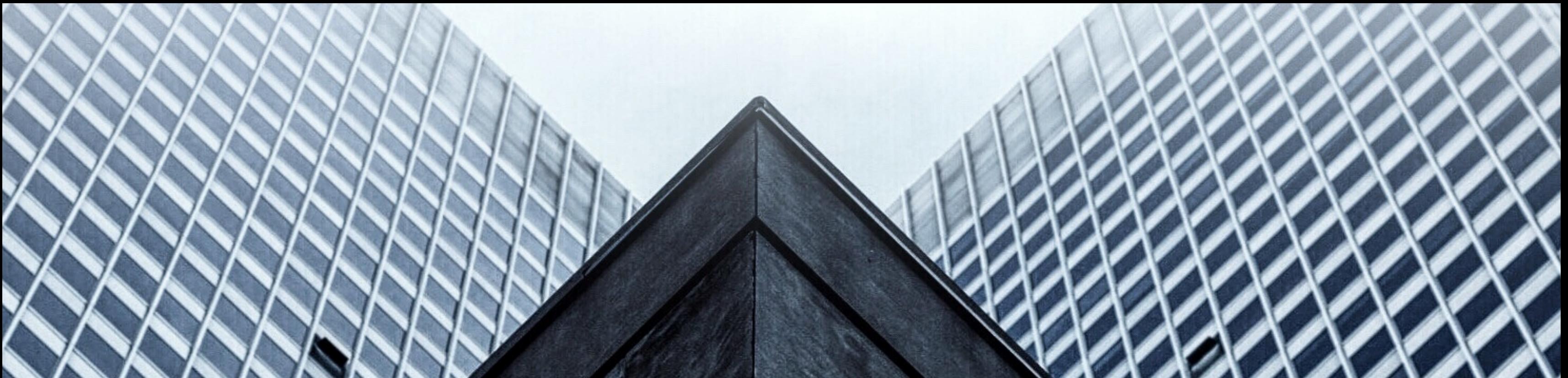


01

Write your company name above  
and an intriguing summary of  
what your company does here.

# Pitch Deck



02

# 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 of your entire pitch.

03

## Solution 1

Describe how you envision to solve the problems you previously shared.

## Solution 2

Communicate big value conveniences and be truly straight forward.

# THE UTOPIA

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

## Solution 3

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

# 04

## Product or Service

Introduce your company's product or service  
as the ultimate solution to these problems.



05

**Step 1**

2017

**Step 2**

2018

**Step 3**

2019

## **Birth of Product or Service**

A simple timeline on how your product or service came to be is a helpful way of visualizing your origin story. What frustrations or ideas led to this?

# TIMING

## Reason 1

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

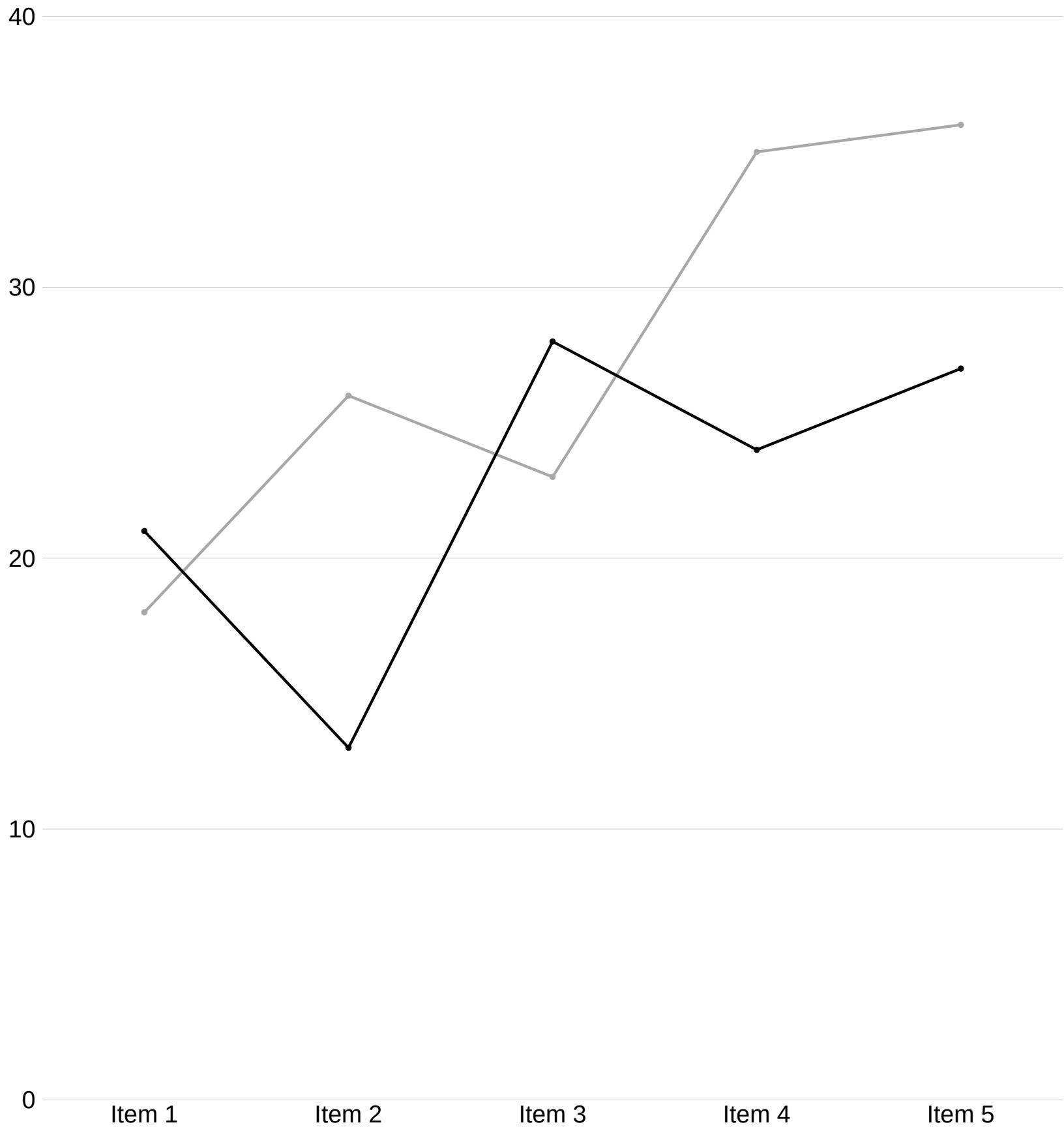
## Reason 2

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



# TRACTION

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



07



08

# TARGET MARKET

Who are the customers you want to cater to?

## Target Market 1

What are their profiles and visual personas?

## Target Market 2

Visualize the people who will turn to you for solutions.

# 1.9 Billion

Total Available Market (TAM)

# 53 M

Serviceable Available Market (SAM)

# 10.6M

Serviceable Obtainable Market (SOM)

## Size the Market

Apply the two ways to size the market - top down or bottom up. Some sizing jargons are TAM, SAM, and SOM.

Indirect  
Competitors



Direct  
Competitors

# Competitive Advantages

## 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

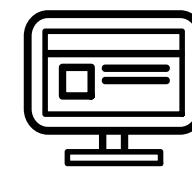
A company with strong competitive advantages are likely to survive in the long term.

# Competitor Approach

12

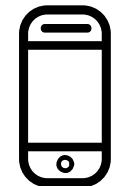
## APPROACH 1

How will you set your company from the competition?



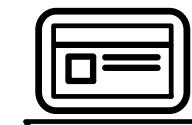
## APPROACH 2

What's your path to reach your customers?



## APPROACH 3

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



**13**

Whether through a graph, timeline, or chart, present the viability of your product or service and tell how your company will operate, make money, and achieve goals.

If you have plenty of ways to make money, focus on one main method, such as subscription, ads, and transactions.

## **Business or Revenue Model**

Show the ways your company plans to make money.

Touch up on key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).

14



Team Member 1

Title

Team Member 2

Title

Team Member 3

Title

# The Team

# 15

## 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 2020

**STEP 2**

Q2 2020

**STEP 3**

Q3 2020

**STEP 4**

Q4 2020



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# Free Resources

Use these free, recolourable icons and illustrations in your Canva design.

