

# Pitch Deck

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



# 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.



# Utopia

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

## Solution 1

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

## Solution 2

Communicate big value conveniences and be truly straight forward.

## 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

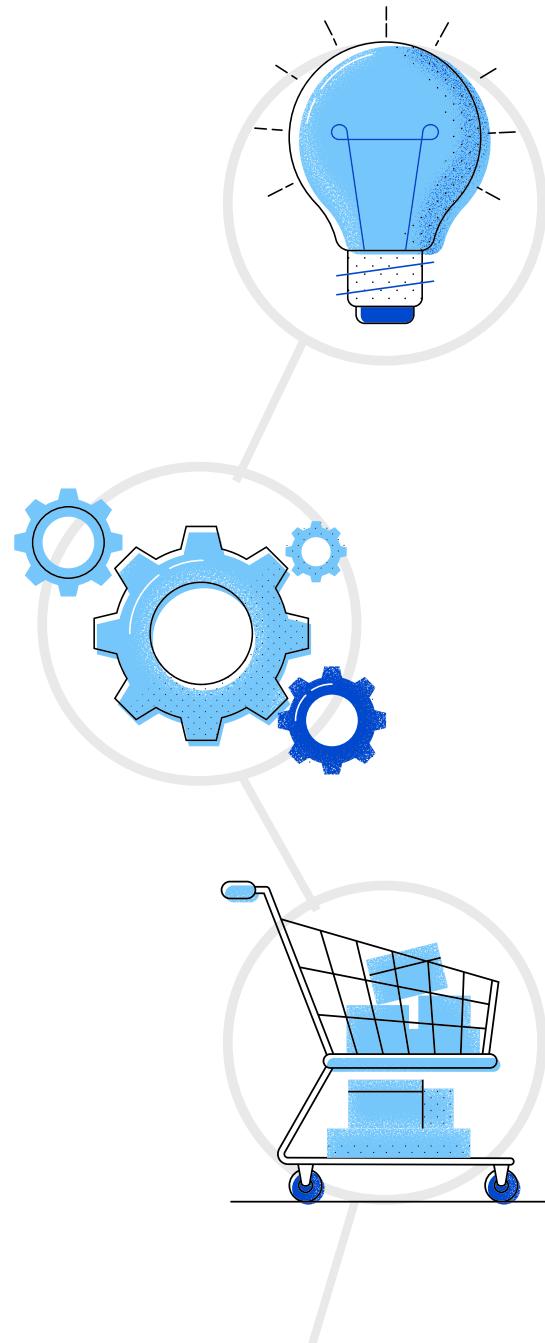
A simple timeline on how your company came to be is a helpful way of visualizing your origin story.

**Step 1**  
**2017**

**Step 2**  
**2018**

**Step 3**  
**2019**

**Next steps**



# Timing

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

## 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?

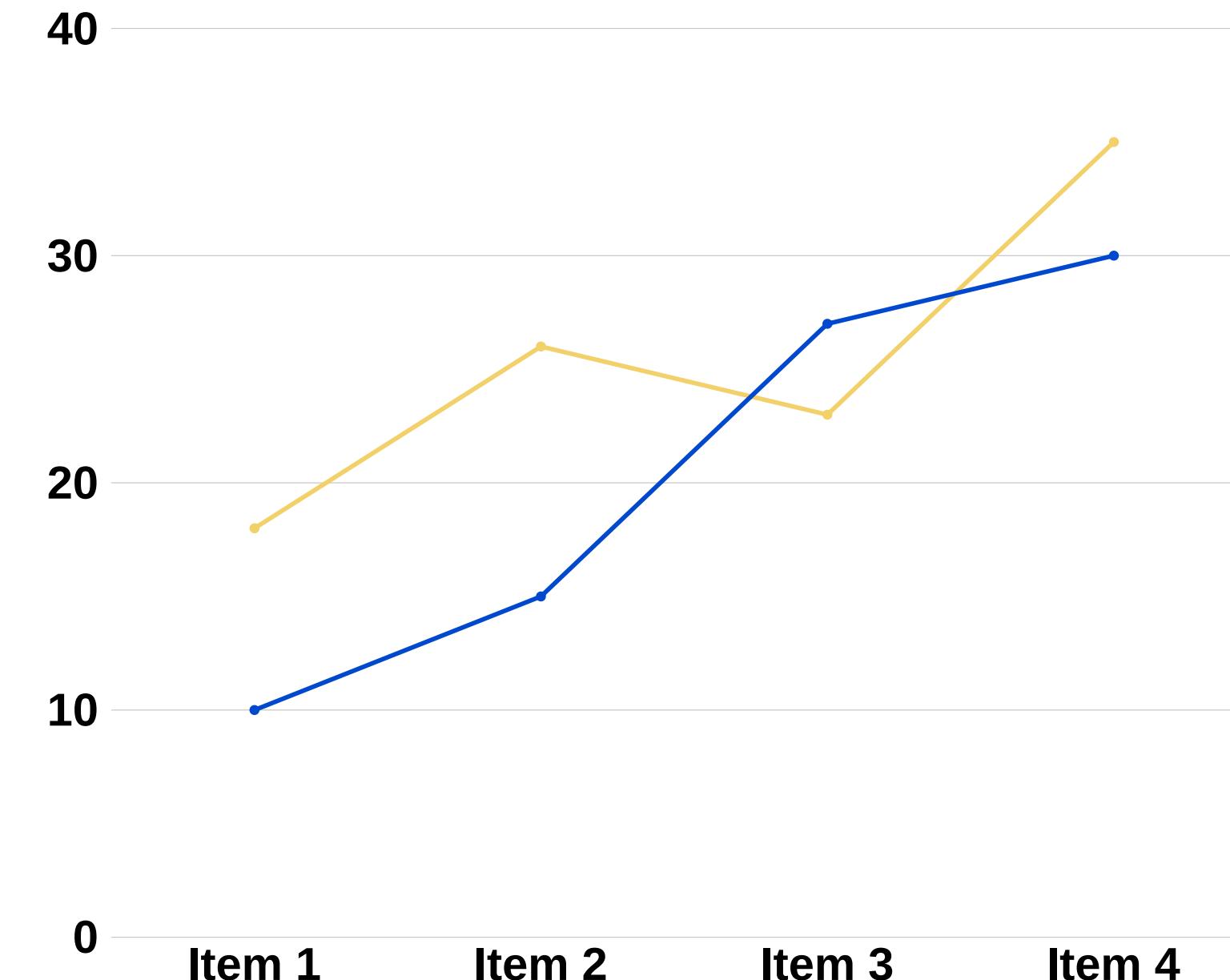
## Reason 3

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 important developments.

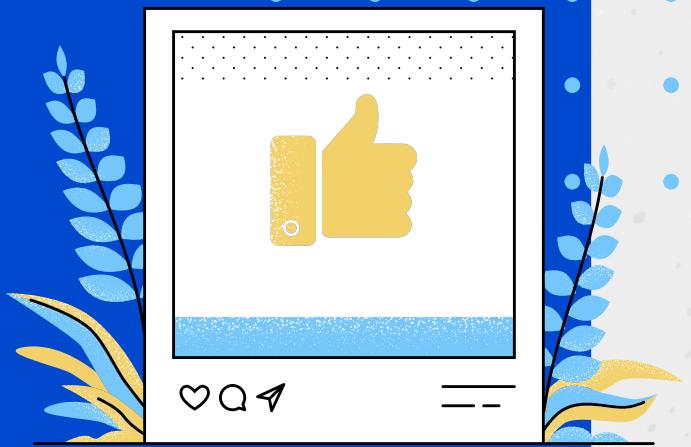


# Target Market

Who are the customers you want to cater to?

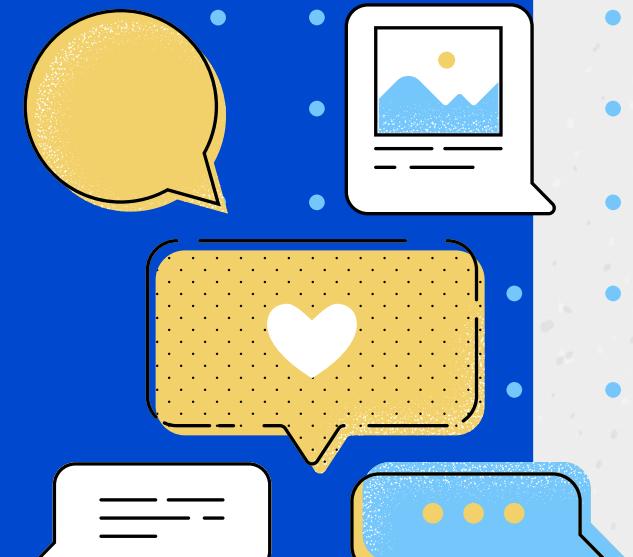
## Target Market 1

What are their profiles and visual personas?



## Target Market 2

Visualize the people who will turn to you for solutions.



# Size the Market

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

1.9 Billion

TOTAL AVAILABLE MARKET (TAM)

53 M

SERVICEABLE AVAILABLE MARKET (SAM)

10.6M

SERVICEABLE OBTAINABLE MARKET (SOM)

# Direct Competitors

# Indirect Competitors

Company name

Company name

Company name



Company name



Company name



Company name

# 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 are likely to survive in the long term.



# Competitor Approach

## 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, ads — list the effective ways to reach them.

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# 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 too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).



# The Team



**Team Member 1**

Title



**Team Member 2**

Title



**Team Member 3**

Title

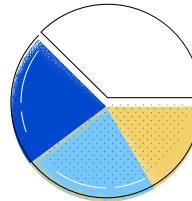
# Future Roadmap

What are your next steps and goals? How much support do you need from investors and what will it get you?



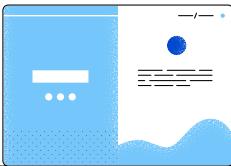
## Step 1

Q1 2020



## Step 2

Q2 2020



## Step 3

Q3 2020



## Step 4

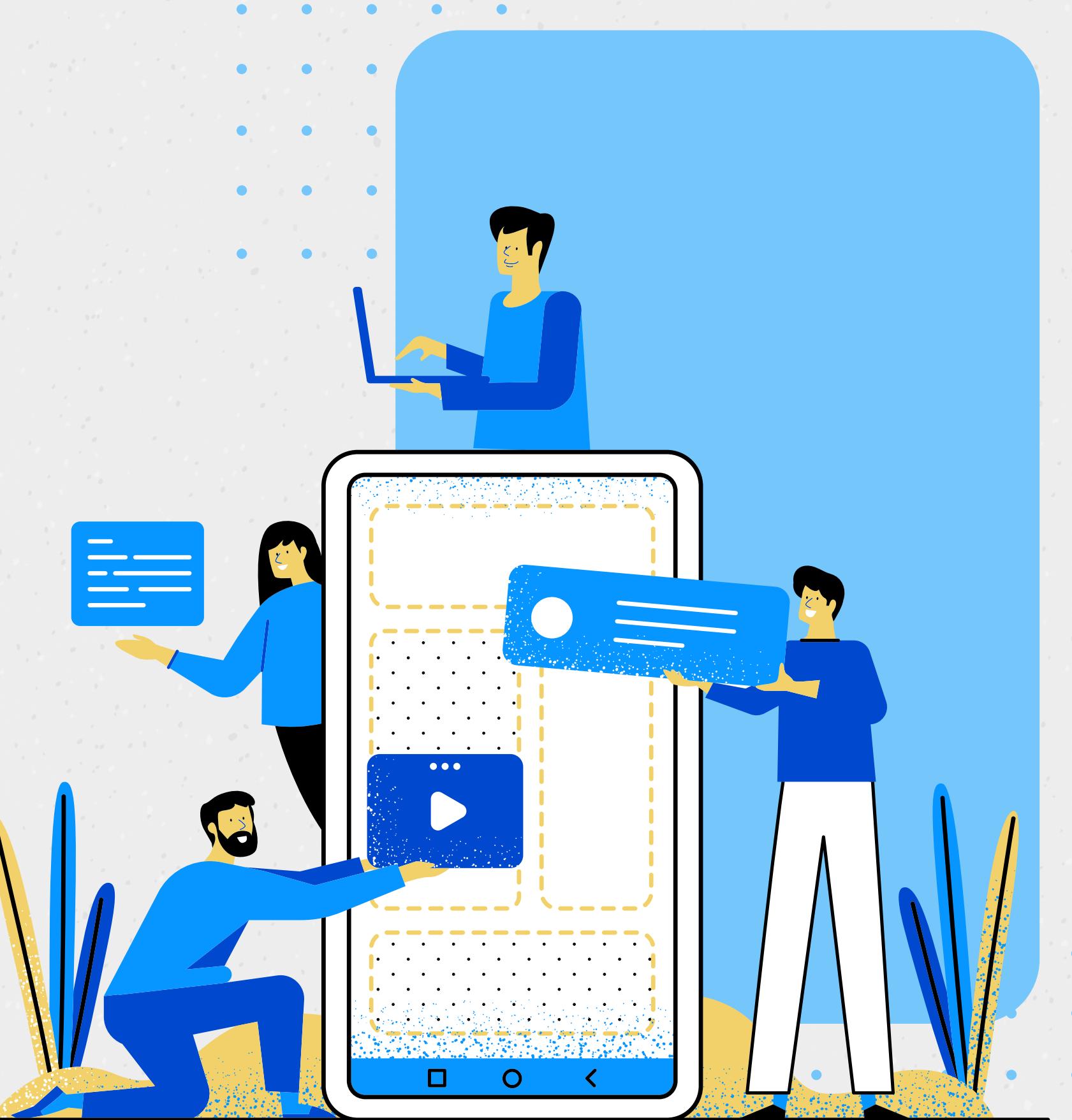
Q4 2020

# Contact Us

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# Free Resources

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

