



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

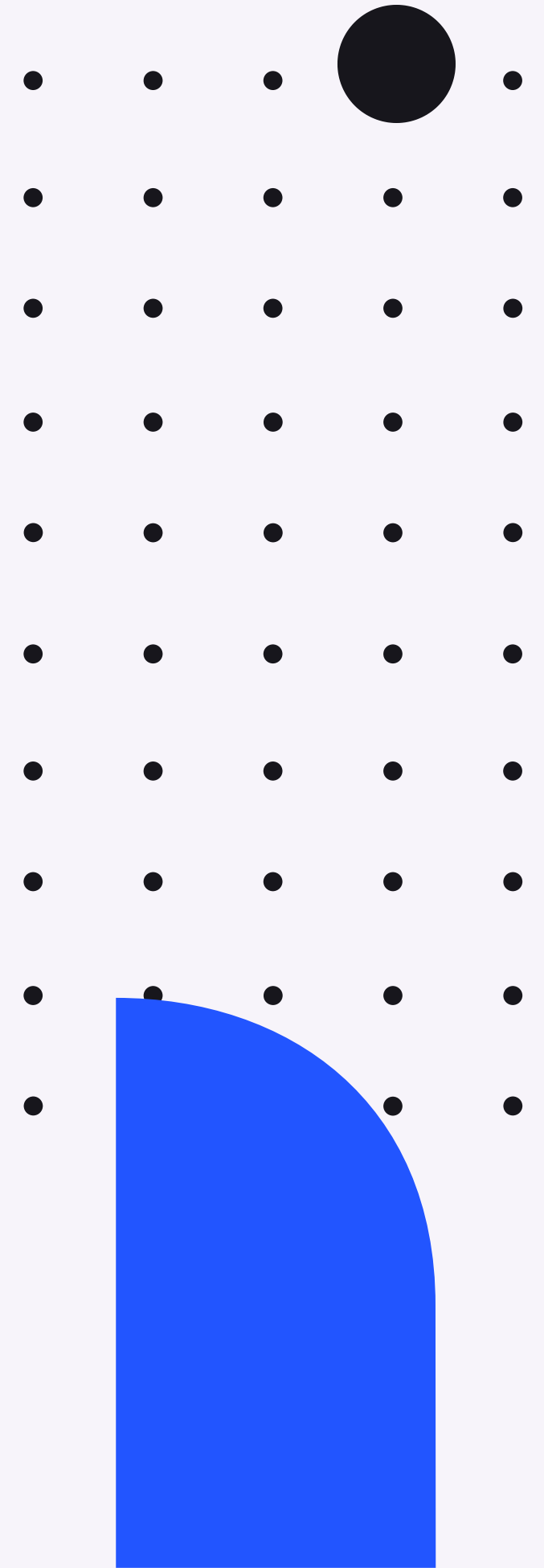
Give a striking overview of the problem and explain it briefly.

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.



Solution 1

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

Solution 2

Communicate big value conveniences and be truly straight forward.

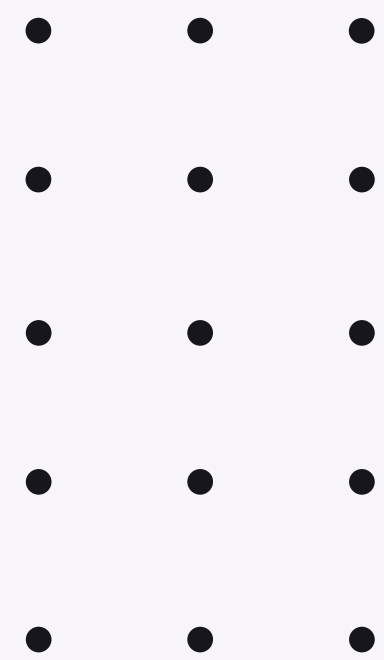
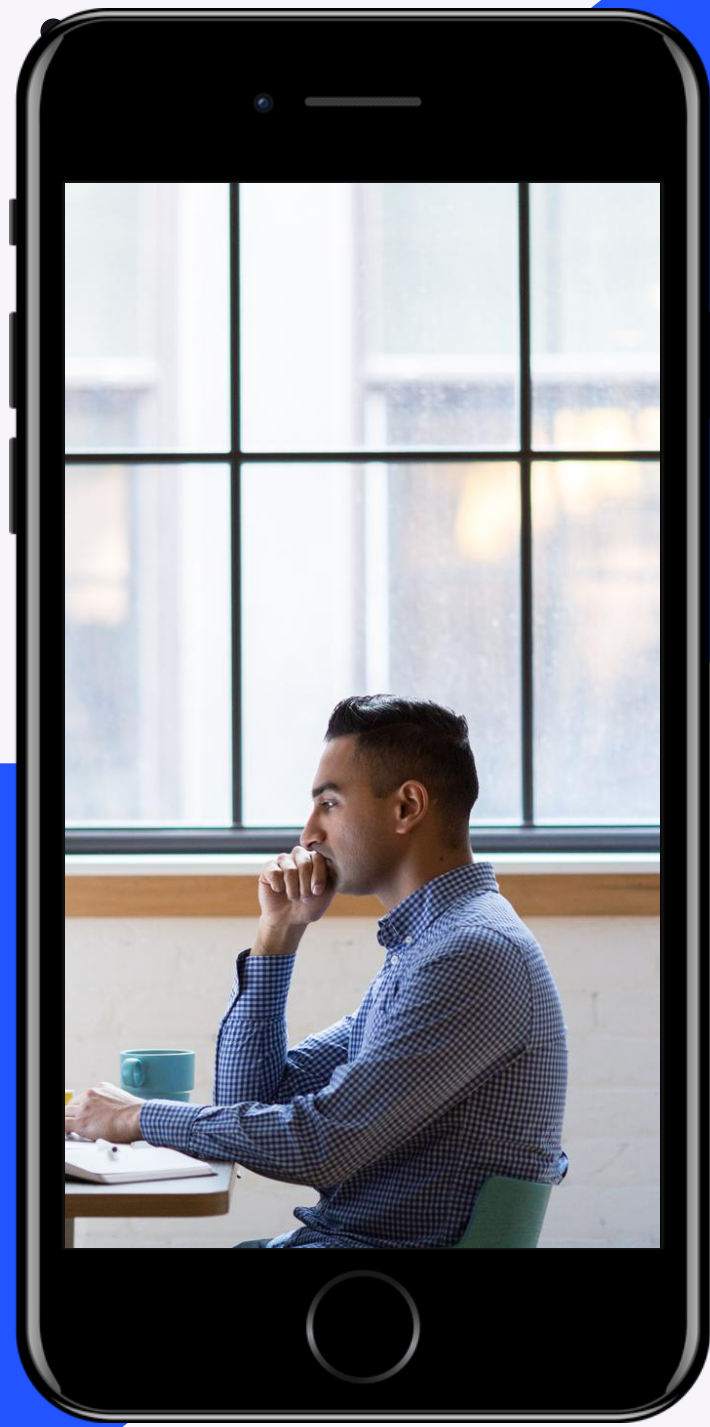
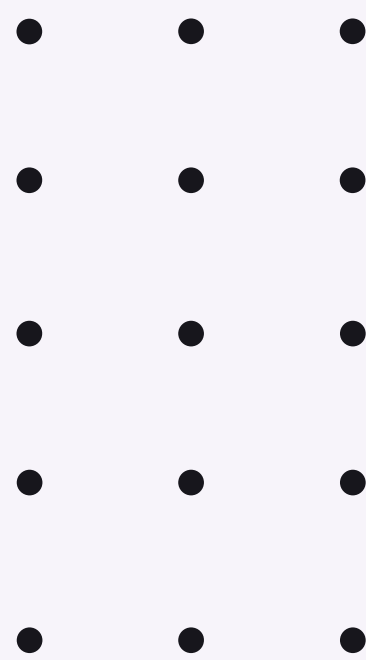
Solution 3

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



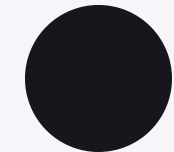
The Utopia

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



Product or Service

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





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?

1

Step 1

2017

2

Step 2

2018

3

Step 3

2019



Timing



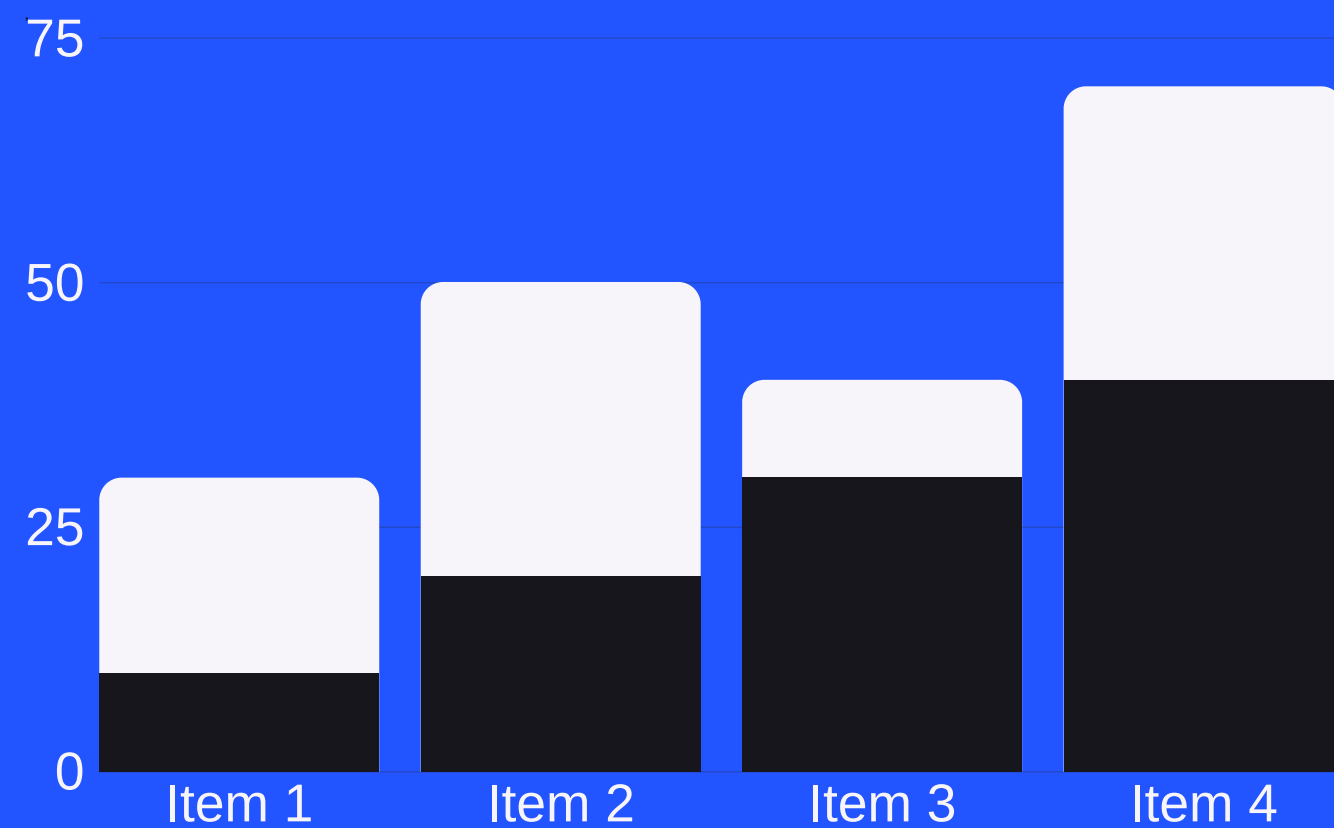
Reason 1

Why is “now” the best time for your company to 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.



Target Market

Who are the customers you want to cater to?

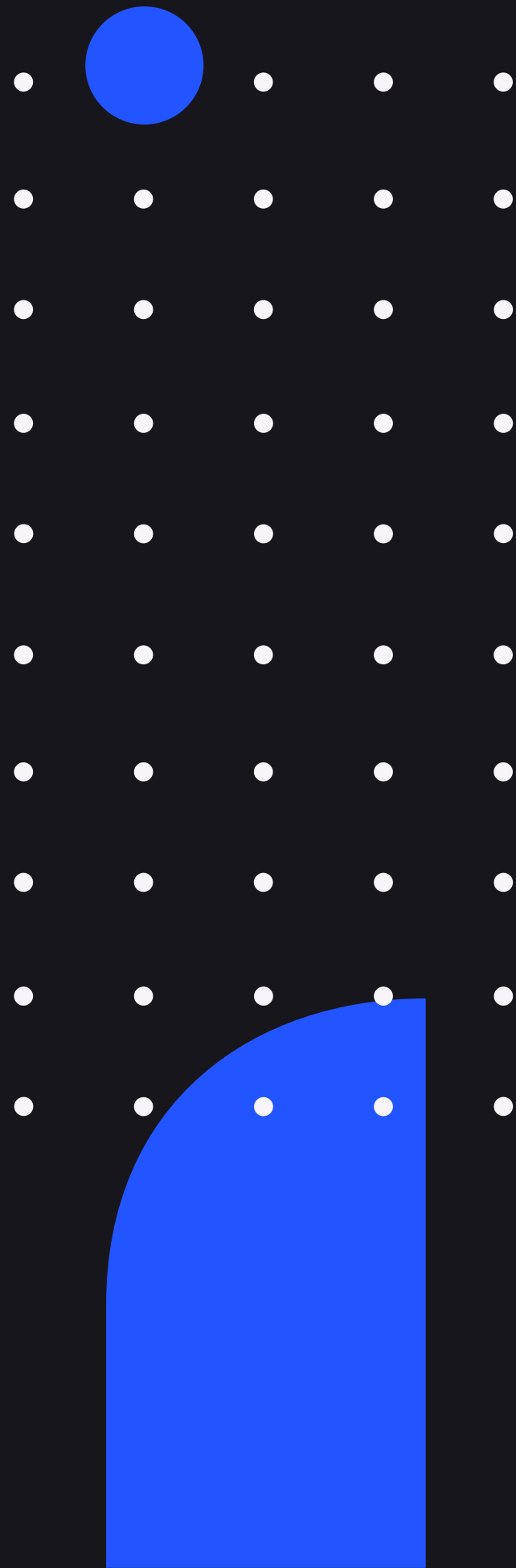
Target Market 1

What are their profiles and visual personas?

Target Market 2

Visualize the people who will turn to you for solutions.

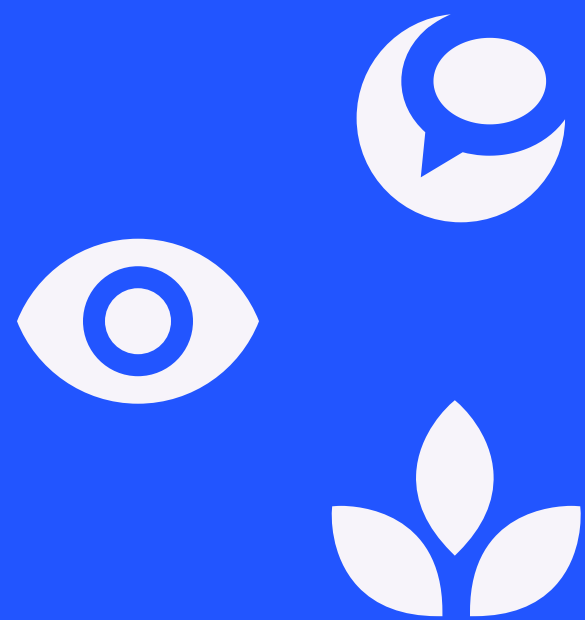




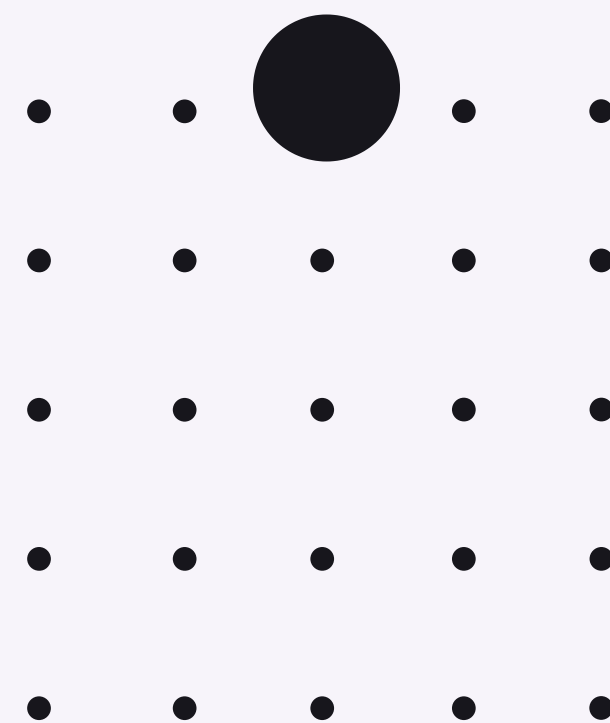
Size the Market

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

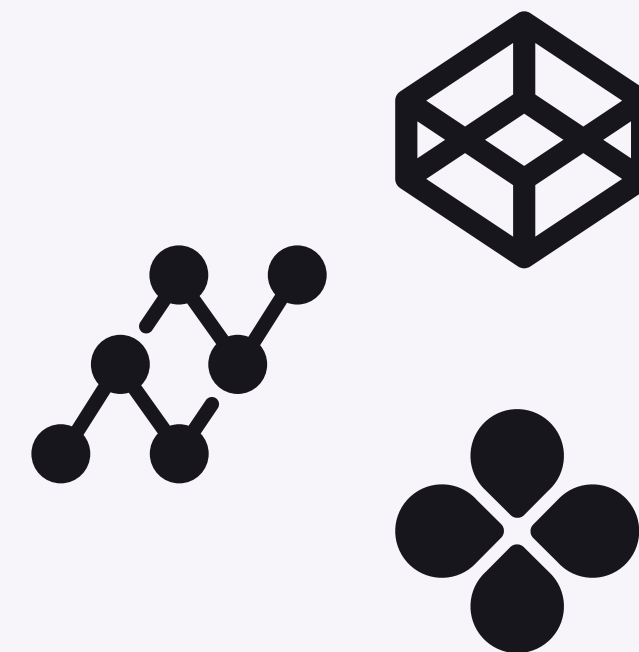
- **1.9 Billion**
Total Available Market (TAM)
- **53 M**
Serviceable Available Market (SAM)
- **10.6M**
Serviceable Obtainable Market (SOM)

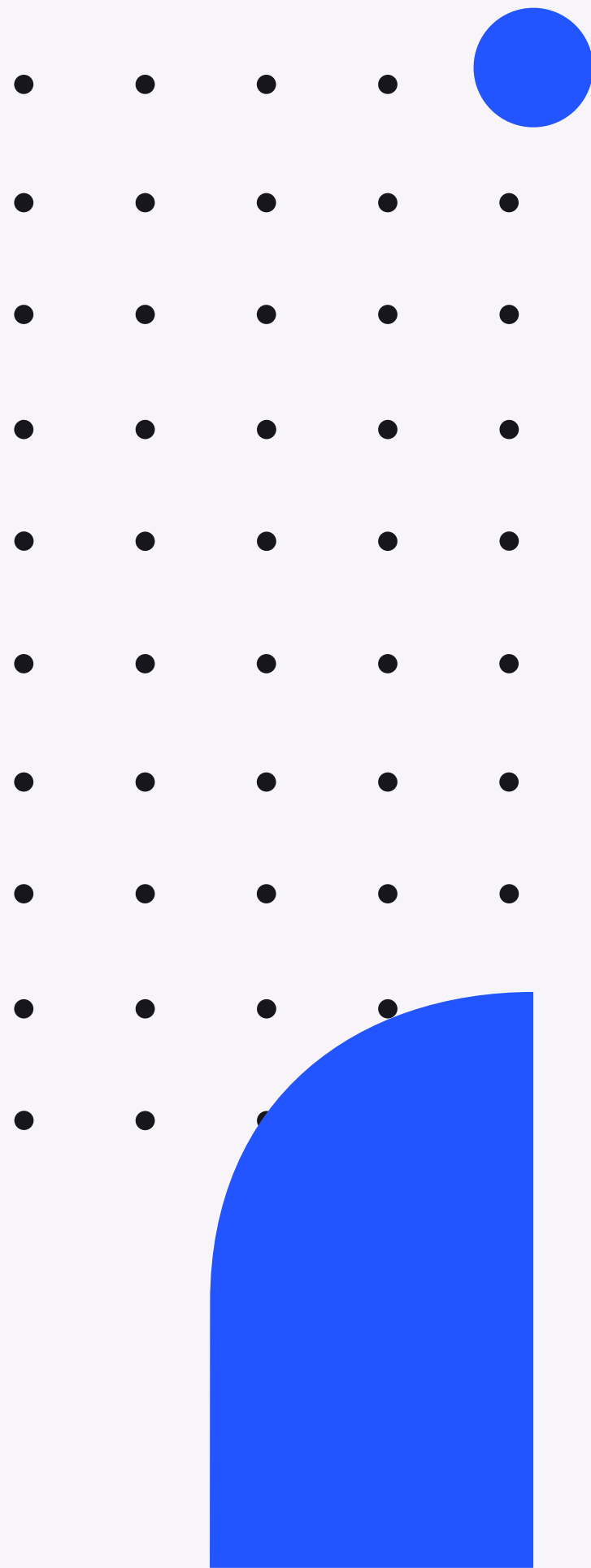


**Indirect
Competitors**



**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

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.



Size the Market

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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.

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





Step 1

Q1 2020



Step 2

Q2 2020



Step 3

Q3 2020



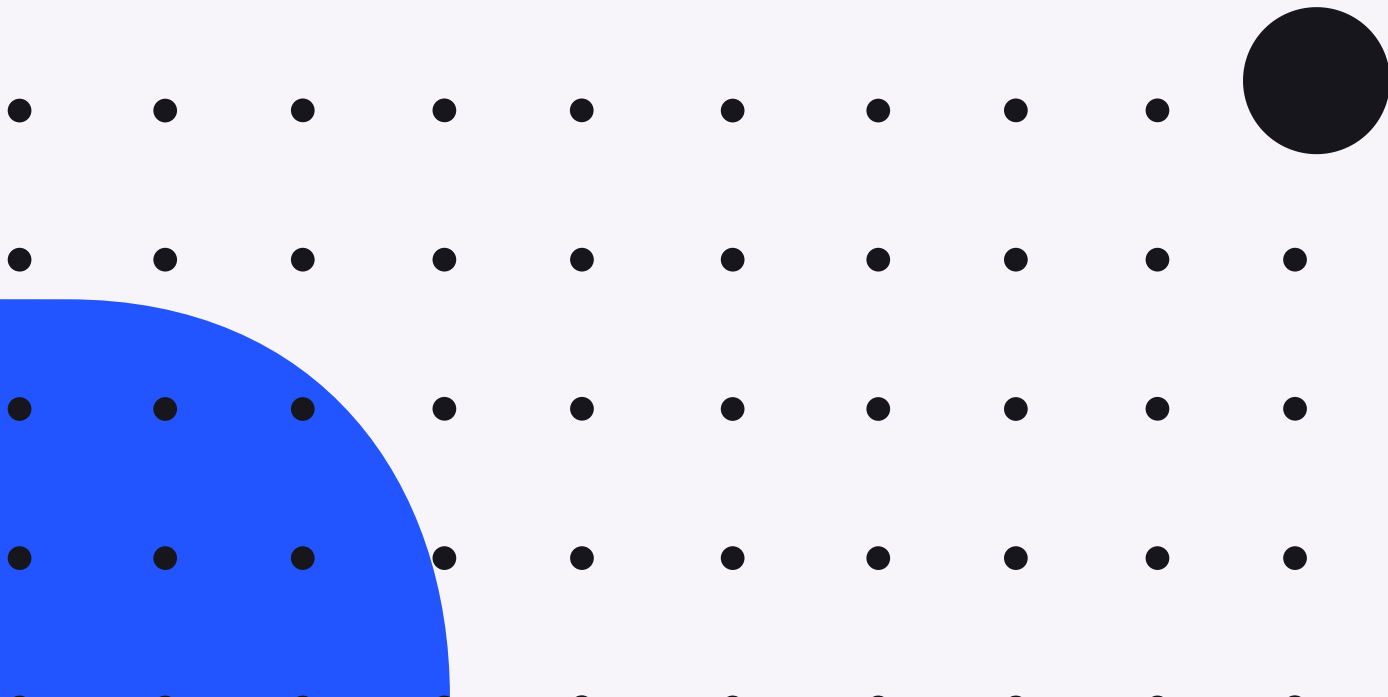
Step 4

Q4 2020

Future Roadmap



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





Contact Us

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Free Resources

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

