

STYLE TIP:

The deck should be content light. Less than 10 words per page is ideal. Show graphics, charts, and screenshots, plus single word bullets. When you're f2f, you can wrap the full story around this framework in conversation, not on the slides.





<2-5 word company tagline>

<Quote from credible investor or thought leader about your business>



Vision

<Bold, declarative statement. Ambitious. Big. What's your guiding vision for what you're hoping to solve/enable/build.>



Massive Market

<Data/stats on market size,
existing proof points, etc.>



<Your Industry> Landscape

<Highlight competition, market dynamic, existing revenue flows, existing products/options, etc. + insights on these items>



Current Pain

<current frustration, i.e. what's broken. Why should your product exist? What's the opportunity?>



<Your product>

<Description of your product, including key differentiators/insights, screenshots, etc. Break to demo if it's short and worth emphasizing one or two key insights or features.>



This is Only Possible Now

<List why this is the time for your product and your business to succeed. What macro-trends, new enabling technologies, etc. give you a chance to succeed when others who tackled this pain point have failed.>



Traction

<List current stats on usage, traction, etc. or plans for getting initial users. Speak to roadmap and near + mid term plans.>



Business Model

<List the different ways you'll make money. Could be short term & long term or just one simple approach. Also list alternative ways to make money.>



Customer Acquisition

<List approaches/tactics you're going to use to get customers. Initial set plus over time.>



Who We Are

<Headline on the team>

<List pics + short bio on each founder / team member. Highlight relevant previous experiences + areas of ownership/responsibility in current venture.>



Summary

<List 3-5 key takeaways from deck. Recommendation: include market size, core insight on product/market, highlight any traction.>



Fundraising

<List amount raising as well as investors that are currently in the round.>





<Company tagline>

founders@YOURCOMPANY.com

<Quote from first slide>



Disclaimer

There are many different styles/formats to presenting your vision & potential. Above all, choose what's most authentic to you. The following slides are particularly relevant to a B2B or SaaS company.

