

The "Universal Pitch Deck"

1. Introduction Slide

- Hero Image
- Mission statement/Tagline
- Logo
- Name & contact details

2. Problem Slide

- What is the problem you have identified?
- How does the customer experience the problem?
- What are the shortcomings of current solutions?
- Is it painful enough that people would pay to fix it?

3. Solution Slide

- How you are solving the problem?
- What is the value proposition?
- What are the benefits of your solution?
- What makes you different/special?
- Why now?

4. Product/Tech Slide

- How you are solving the problem?
- What is the value proposition?
- What are the benefits of your solution?
- What makes you different/special?
- Why now?

5. Market Slide

- What's the market demand for your solution?
- Is the market existing or emerging?
- Your TAM, SAM, SOM
- How is the market segmented?
- Is the market stable, growing or in decline?
- Are there other markets you could reach in the future?

6. Competition Slide

- How do you compare on price, features, availability, quality?
- How fast are competitors growing?
- Are they dominant players or is the market fragmented?

7. Business Model Slide

- How will you sell the product?
- What is your pricing?
- What are the unit economics?
- What are your sales channels?

8. Team Slide

- What is the experience of the founding team?
- What connects you to the problem?
- What are your roles & responsibilities?

9. Traction Slide

- Have you secured any customers or are you talking with customers?
- Any strategic partners?
- What stage is the product development at?
- Have you hired anyone?
- Have you won awards, grants, published a paper?
- How else are you generating momentum?

10. Ask Slide

- How much are you raising?
- What are the next milestones you hope to achieve?
- How else can people help you?

11. Closing Slide

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