

Essential Sections in Funding Pitch Deck

This sample outline covers the standard structure found in most investor pitch deck documents.

1. Cover Slide

Startup name, logo, tagline, and contact information.

2. Problem Statement

Clearly describe the problem you are solving and who faces it.

3. Solution

Concise overview of your product or service and how it addresses the problem.

4. Market Opportunity

Size and characteristics of the target market.

Highlight growth potential and market trends.

5. Product Overview

Key features, functionalities, and demo screenshots or visuals.

6. Business Model

How your company plans to make money.

Revenue streams, pricing strategy, and sales channels.

7. Traction

Milestones achieved, customer/user metrics, partnerships, or pilot results.

8. Go-to-Market Strategy

Plans for acquiring customers and scaling operations.

9. Competition

Key competitors, your differentiation, and competitive advantages.

10. Financial Projections

3-5 years of financial forecasts: revenue, expenses, profit, key assumptions.

11. Team

Founders and key team members, backgrounds, and relevant experience.

12. Funding Ask

Amount requested, how the funds will be used, and projected outcomes.

Important Notes

- Keep your slides visually clean and concise; avoid excessive text.
- Tailor your pitch deck to your specific audience and stage.
- Focus on compelling storytelling to engage investors.
- Use data and evidence to support your claims.
- Always update your deck as your business progresses.