

Pitch Deck Document Components

1. Cover Slide

Company name, tagline, logo, and contact information.

2. Problem Statement

Clearly define the problem or pain point your company addresses.

3. Solution

Explain your product, service, or platform and how it solves the problem.

4. Market Opportunity

Detail the target market size, segment, and potential growth.

5. Product

Showcase key features, advantages, and core technology or unique proposition.

6. Business Model

Outline how the company plans to generate revenue.

7. Traction

Provide evidence of progress: users, revenue, partnerships, or milestones.

8. Go-to-Market Strategy

Describe your plan for acquiring and retaining customers.

9. Competition

Analyze competitors and explain your differentiation.

10. Team

Highlight founders and key team members, with relevant experience.

11. Financials

Present key financials: projections, revenue, expenses, and key metrics.

12. Ask

State the amount of funding requested, use of funds, and terms (if any).

Important Notes

- Keep the pitch deck concise and visually clean; avoid information overload.
- Tailor the deck to your audience—investors value clarity, focus, and potential.
- Use data and metrics to support claims wherever possible.
- Tell a compelling story that connects emotionally and logically.
- Design consistency and professionalism enhance credibility.