

# 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.