

Standard Funding Pitch Deck Document Outline

1. 1. Cover Slide

- Company Name, Logo, Tagline
- Presenter's Name & Contact

2. 2. Problem Statement

- Clearly define the problem you are solving
- Highlight why it matters

3. 3. Solution

- Present your product/service as the solution
- Explain how it works and its benefits

4. 4. Market Opportunity

- Market size and growth potential
- Target audience and segmentation

5. 5. Product Overview

- Key features, demo or screenshots
- Unique selling proposition

6. 6. Business Model

- How you make money
- Pricing strategy

7. 7. Go-To-Market Strategy

- Customer acquisition plan
- Partnerships, distribution channels

8. 8. Traction & Milestones

- Progress, key metrics, and milestones achieved
- User/customer growth, major wins

9. **9. Competition**

- Competitive landscape
- Your advantages over competitors

10. **10. Financials**

- Revenue projections (next 3â€”5 years)
- Key assumptions and metrics

11. **11. Team**

- Key team members, backgrounds
- Advisors (if any)

12. **12. Funding Ask**

- Amount of funding being requested
- Use of funds and runway

13. **13. Closing & Call to Action**

- Thank you message
- Contact information

Important Notes:

- Be concise: Each section should be clear and to the point.
- Focus on data: Use credible numbers and evidence wherever possible.
- Customize: Tailor the pitch for your target investors.
- Visuals help: Charts, diagrams, and product images can enhance understanding.
- Storytelling is key: Connect emotionally as well as logically.