

Standard Funding Pitch Deck Document Outline

1. Cover Slide

- Company Name, Logo, Tagline
- Presenterâ€™s Name & Contact

2. Problem Statement

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

3. Solution

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

4. Market Opportunity

- Market size and growth potential
- Target audience and segmentation

5. Product Overview

- Key features, demo or screenshots
- Unique selling proposition

6. Business Model

- How you make money
- Pricing strategy

7. Go-To-Market Strategy

- Customer acquisition plan
- Partnerships, distribution channels

8. Traction & Milestones

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

9. Competition

- Competitive landscape
- Your advantages over competitors

10. Financials

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

11. Team

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

12. Funding Ask

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

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.