

YOUR PITCH DECK

TEN BASE SLIDES



sponsormatch

1

BILLBOARD SLIDE

Think of the 5 seconds you have when you drive down the highway and you see a billboard. What do you see? A logo, tagline and image. Be clear, concise and to the point. Less is more.

2

PROBLEM SLIDE

Clearly describe to your audience the problem your company is solving. Do you have data or statistics? Use them here. Charts or bold main points are best.

3

SOLUTION SLIDE

Directly following the problem slide, you should be answering those problems with your solution. Which is YOU! Or your companies services and products., explain how and WHY you are the solution.

4

TRACTION

What are your milestones so far? Is it revenue? If yes, then show your financial traction. Pre-revenue, then show your milestones as a business.

5

TAM/SAM/SOM

What's your market and what slice are you trying to get? This slide shows you have researched your industry and you know exactly what portion of it you plan to bring in as revenue.

6

COMPETITION

Who is your competition? Who else does what you are doing? What is your Value Proposition and what makes you better than them? Show that clearly here.

7

FINANCIALS

Do you have financials? Do you understand your projections and proformas? This is where you highlight all the good stuff!

8

TEAM

In business team is everything. Who is your team and what is their expertise? Why you and why now? Showcase your team and their strengths here.

9

ADVISORS

Advisors can fill the gaps of experience and expertise of team. Highlight your amazing advisors and community leaders here.

10

ASK/CLOSE

What's your ask? Is it a financial raise? Show that here and what you are willing to give up for that funding. Not ready for a funding raise? Maybe you need a CTO or Social Media advisor. Now is your time to ask!

FOR MORE PITCH DECK
RESOURCES