

Pitch Deck Template

Investor Presentation for [Company Name]

Slide 1: Cover Slide

[Company Logo]

[Company Name]

[Tagline - One sentence describing what you do]

Presented by: [Your Name], [Title]

Date: [Date]

Contact: [Email] | [Phone]

Slide 2: Problem

The Problem We're Solving

[Describe the pain point your target customers face]

Key Statistics:

- [Stat 1 showing problem magnitude]
- [Stat 2 showing market need]
- [Stat 3 showing urgency]

Real-World Example: [Brief story illustrating the problem]

Slide 3: Solution

Our Solution

[Describe your product/service and how it solves the problem]

Key Features:

1. [Feature 1] - [Benefit]
2. [Feature 2] - [Benefit]
3. [Feature 3] - [Benefit]

Why Now? [Explain why this solution is timely and relevant]

Slide 4: Product Demo

How It Works

[Include screenshots, mockups, or demo video]

User Journey:

1. [Step 1]
2. [Step 2]
3. [Step 3]
4. [Result]

Key Differentiator: [What makes your solution unique]

Slide 5: Market Opportunity

Market Size

TAM (Total Addressable Market)

[\$X]B - [Description]

SAM (Serviceable Addressable Market)

[\$X]M - [Description]

SOM (Serviceable Obtainable Market)

[\$X]M - [Your realistic target in 3-5 years]

Market Growth:

- CAGR: [%](#)
 - Key Growth Drivers: [List 2-3 trends]
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Slide 6: Business Model

How We Make Money

Revenue Streams:

1. [Revenue Stream 1]

- Pricing: \$[Amount] per [unit/month/year]
- Target: [Number] customers

2. [Revenue Stream 2]

- Pricing: \$[Amount] per [unit/month/year]
- Target: [Number] customers

Unit Economics:

- Customer Acquisition Cost (CAC): \$[Amount]
- Lifetime Value (LTV): \$[Amount]

- LTV:CAC Ratio: [X]:1
- Payback Period: [X] months

Slide 7: Traction

Progress To Date

Key Metrics:

- [Metric 1]: [Number](#)
- [Metric 2]: [Number](#)
- [Metric 3]: [Number](#)

Milestones Achieved: ✓ [Milestone 1]

✓ [Milestone 2]

✓ [Milestone 3]

✓ [Milestone 4]

Customer Testimonials:

” *[Quote from satisfied customer]*”
— *[Name], [Title] at [Company]*

Slide 8: Competition

Competitive Landscape

Feature	Us	Competitor A	Competitor B	Competitor C
[Feature 1]	✓	x	✓	x
[Feature 2]	✓	✓	x	x
[Feature 3]	✓	x	x	✓
[Your Unique Feature]	✓	x	x	x

Our Competitive Advantages:

1. [Advantage 1]
 2. [Advantage 2]
 3. [Advantage 3]
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Slide 9: Go-to-Market Strategy

Customer Acquisition

Target Customer Segments:

1. [**Segment 1**] - [Size] - [Why them first]
2. [**Segment 2**] - [Size] - [Expansion plan]

Marketing Channels:

- [**Channel 1**]: [Strategy] - CAC: \$[Amount]
- [**Channel 2**]: [Strategy] - CAC: \$[Amount]
- [**Channel 3**]: [Strategy] - CAC: \$[Amount]

Sales Strategy:

- [Approach: Direct sales, partnerships, self-serve, etc.]

12-Month Roadmap:

- Q1: [Focus]
 - Q2: [Focus]
 - Q3: [Focus]
 - Q4: [Focus]
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Slide 10: Team

The Team Behind [Company Name]

[Photo] [Name], CEO/Founder

- [Previous experience]
- [Relevant achievement]
- [Education/expertise]

[Photo] [Name], CTO/Co-Founder

- [Previous experience]
- [Relevant achievement]
- [Education/expertise]

[Photo] [Name], [Title]

- [Previous experience]
- [Relevant achievement]
- [Education/expertise]

Advisors:

- [Name] - [Expertise/Company]
 - [Name] - [Expertise/Company]
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Slide 11: Financial Projections

3-Year Financial Forecast

Year	Revenue	Gross Margin	Operating Expenses	EBITDA	Customers
Year 1	[\$X]M	[%]	[\$X]M	\$\$([X])M	[X]K
Year 2	[\$X]M	[%]	[\$X]M	\$\$([X])M	[X]K
Year 3	[\$X]M	[%]	[\$X]M	[\$X]M	[X]K

Key Assumptions:

- Average Revenue Per Customer: \$[Amount]
- Churn Rate: [%]
- Gross Margin: [%]

Path to Profitability: [Explain when and how you’ ll become profitable]

Slide 12: Funding Ask

Investment Opportunity

Raising: \$[Amount]

Use of Funds:

- Product Development: [%] - \$[Amount]
- Sales & Marketing: [%] - \$[Amount]
- Team Expansion: [%] - \$[Amount]
- Operations: [%] - \$[Amount]

Milestones This Funding Will Achieve:

1. [Milestone 1]
2. [Milestone 2]

3. [Milestone 3]

Runway: [X] months

Next Funding Round: Series [A/B] in [timeframe] at \$[X]M valuation

Slide 13: Vision

Our Long-Term Vision

5-Year Goal: [Describe where you see the company in 5 years]

Impact: [Describe the broader impact your company will have on the industry/world]

Exit Potential:

- Comparable exits: [Company 1](#), [Company 2](#)
 - Potential acquirers: [List 3-5 companies]
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Slide 14: Contact & Next Steps

Let's Build the Future Together

[Your Name]

[Title]

[Email]

[Phone]

[LinkedIn]

Company Website: [URL]

Product Demo: [URL]

Next Steps:

1. Schedule follow-up meeting

2. Product demo
 3. Due diligence
 4. Term sheet
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Appendix: Additional Slides (Optional)

A. Detailed Product Roadmap

[12-24 month product development plan]

B. Customer Case Studies

[2-3 detailed success stories]

C. Market Research

[Supporting data and analysis]

D. Team Bios

[Extended backgrounds of key team members]

E. Financial Details

[Detailed P&L, cash flow projections]

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