

The background of the slide is a dark red color with a pattern of lighter red, 3D-style geometric shapes (cubes and hexagons) that create a sense of depth and movement. The shapes are arranged in a somewhat chaotic but rhythmic pattern, with some appearing to recede and others to come forward.

# STARTUP HUB

Pitch Deck Template

# Flow

FYI Only - NOT a slide for your deck

Company  
Purpose  
Problem  
Solution  
Why Now  
Market Size  
Competition  
Product  
Business  
Model  
Team  
Financials

# Company Purpose

Define the company/business in a single declarative sentence

# Problem

Describe the pain of the customer (or the customer's customer)

Outline how the customer addresses the issue today

# Solution

Demonstrate your company's value proposition to make the customer's life better

Show where your product physically

sits Provide use cases

# Why Now

Set-up the historical evolution of your category

Define recent trends that make your solution possible

# Market Size

Identify/profile the customer you cater to

Calculate the TAM (top down), SAM (bottoms up) and SOM

# Competition

List competitors

List competitive advantages



# Product

Product line-up (form factor, functionality, features, architecture, intellectual property)

Development roadmap

# Business Model

Revenue model

Pricing

Average account size and/or lifetime value

Sales & distribution model

Customer/pipeline list

# Team

Founders & Management

Board of Directors/Board of  
Advisors

# Financials

P&L

Balance

sheet Cash

flow

Cap table

The deal