

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 way that they appear to be floating or overlapping.

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