



2021 Pitch Deck Template

An aerial, black and white photograph of a city street. The street is lined with various buildings, including multi-story apartment blocks and commercial buildings. There are cars parked along the sides of the road and some cars in motion. The overall scene is a dense urban environment.

Flow

(Not to be included)

Company Purpose

The Pain

The Solution

Why Now?

Market Size

Competition

Product

Business Model

The Team

Financials

The Pain

Describe the customer's pain.

Outline how the customer currently addresses the issue.

The Solution

Demonstrate your value proposition to better customers' lives.

Provide use cases.

Why Now?

Set-up the historical evolution of your category.

Define recent trends that make your solution feasible.

Market Size

Identify your target customer.

Illustrate the market size:

Total Available Market - size of market niche.

Total size of the market based on the projected business model.

Competition

Competitors.

Competitive advantages.

Product

Product overview.

Include form factor, functionality, features, architecture, intellectual property.

Development roadmap.

Business Model

Revenue model.

Pricing.

Average account size / Lifetime value.

Sales & distribution model.

Customer/pipeline list.

The Team

Founders & Team.

Board of Directors (if any).

Advisors (if any).

Financials

Validation.

Cap Table. (Optional)

P&L Statement. (Optional)

Balance Sheet (Optional)

The Deal (Optional)