The Pitch Deck

Business & Management

The slides investors expect, in the order they expect them.

The conventional structure. Deviating from it costs attention.

The story

- 1. Problem — specific, and someone's
- 2. Solution — how it works
- 3. Why now — what changed
- 4. Market size — bottom-up, not top-down
- 5. Product — show it

The business

- 6. Business model — how you make money
- 7. Traction — the slide they read first
- 8. Competition — honestly
- 9. Team — why you
- 10. Ask — how much, and for what

> Top-down market sizing — 'a 1% share of a £10bn market' — signals that you have not thought about it. Build it bottom-up.