Pitch Perfect.

A step-by-step guide to a successful pitch deck.



Outline the Problem

Clear & Concise Problem Statement

Avoid Jargon

Explain the Problem's Significance

Solution

01 Introduce your Product or Service

02 Explain HOW it solves the problem

03 Outline your **unique** Value Proposition

Business Model & Pricing

- Business Model Explanation
- Pricing Strategy
- Unique Monetization Methods



Product Overview

High-Level Overview

Key Features & Benefits

Visual Aids



Market Size

Target Market Explanation

Market Size & Growth Data

Untapped Opportunities

Competition



Competitor Identification

Differentiation

Market Share & Advantage

Go-To-Market Plan

Partnerships and Alliances

Strategy

Marketing and Sales Plan

Financial Projection Pro Forma



Financial Projections

Assumptions & Metrics

Risks & Challenges

Investment Ask

Funding Requirement

Valuation & Funding History

Exit Strategies

