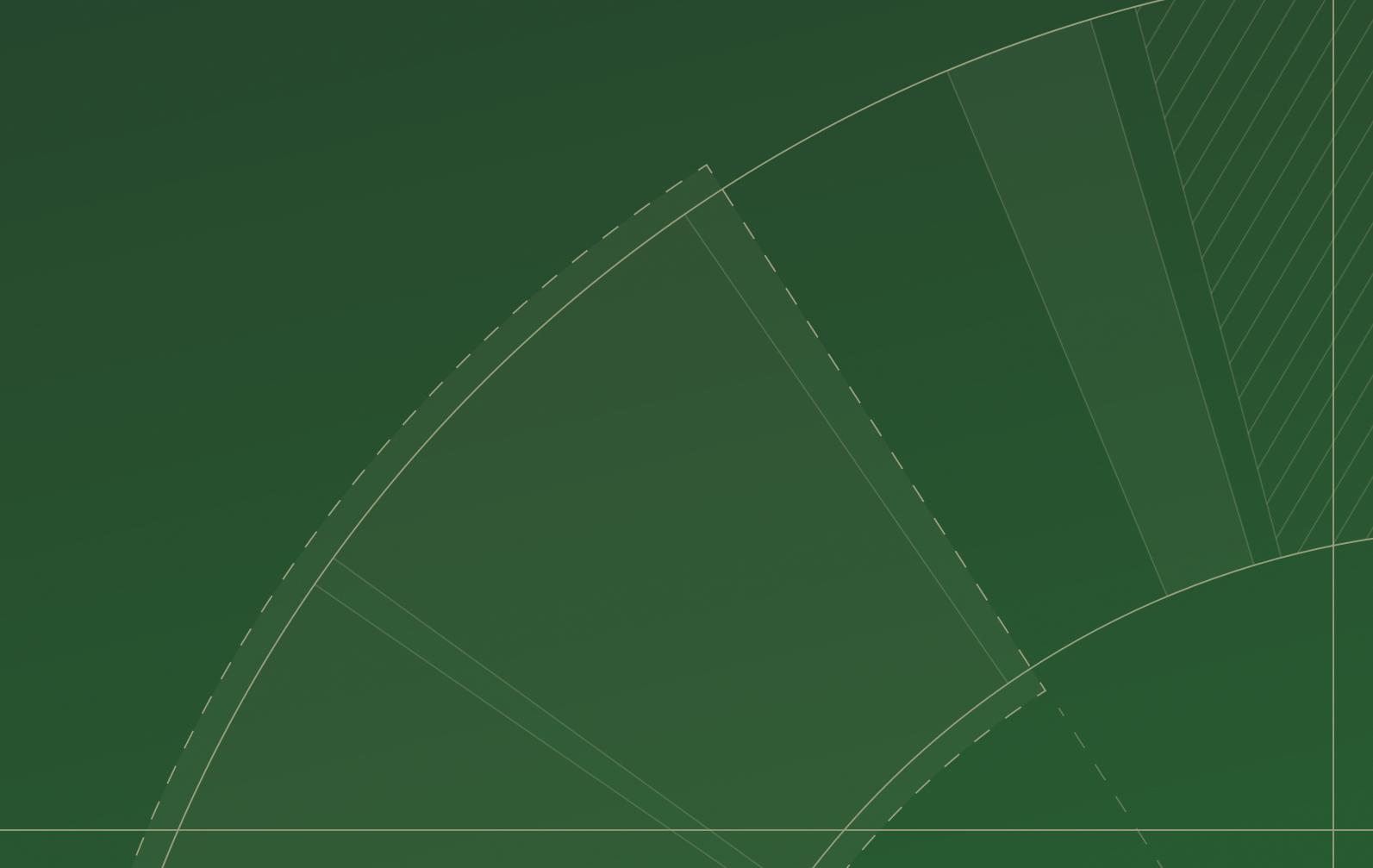
Startup pitch deck template





How to use this template

Each slide contains actionable advice. The design of these slides is not meant to be used for your own pitch deck's visual design. Your slides should be designed to fit your unique startup. Try tools like Pitch.com for pitch deck slide designs.

The slide titles are meant to be replaced. Your title replacements should give the reader the ability to move quickly through your deck without missing the most important info. What is the 5-word version of what the slide conveys? That's the title.



Early stage pitch decks should cover 5 topics

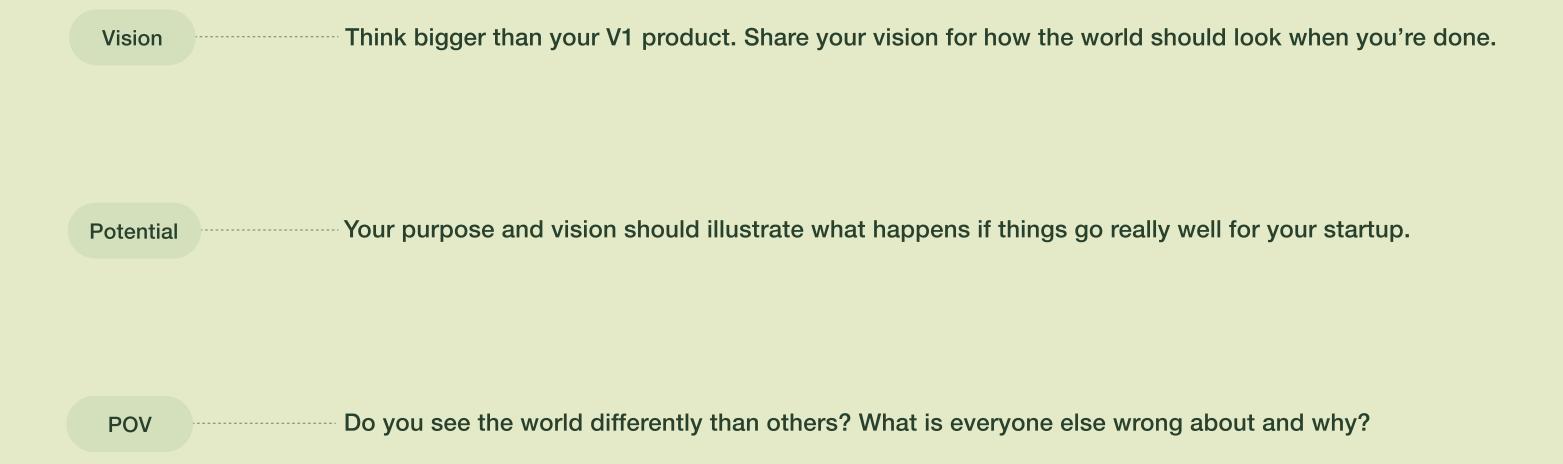
Your goal is to share your vision, then weave a cohesive narrative around it that covers the below topics in the order that best suits your unique startup.

Purpose / Vision	Your purpose and vision for how the world should look when you're done.
Problem	Describe your user/customers pain. How do they solve it today?
Solution	Show, don't only tell.
Market / Traction	Provide evidence that your target market agrees you have a solution to their problem.
Team	Brag about yourselves. Investors are mostly betting on the team at the early stage.

Pitch Deck Template / Early stage pitch decks should cover 5 topics Rollups.com

Replace this w/ 5-6 words about your startup's purpose & vision

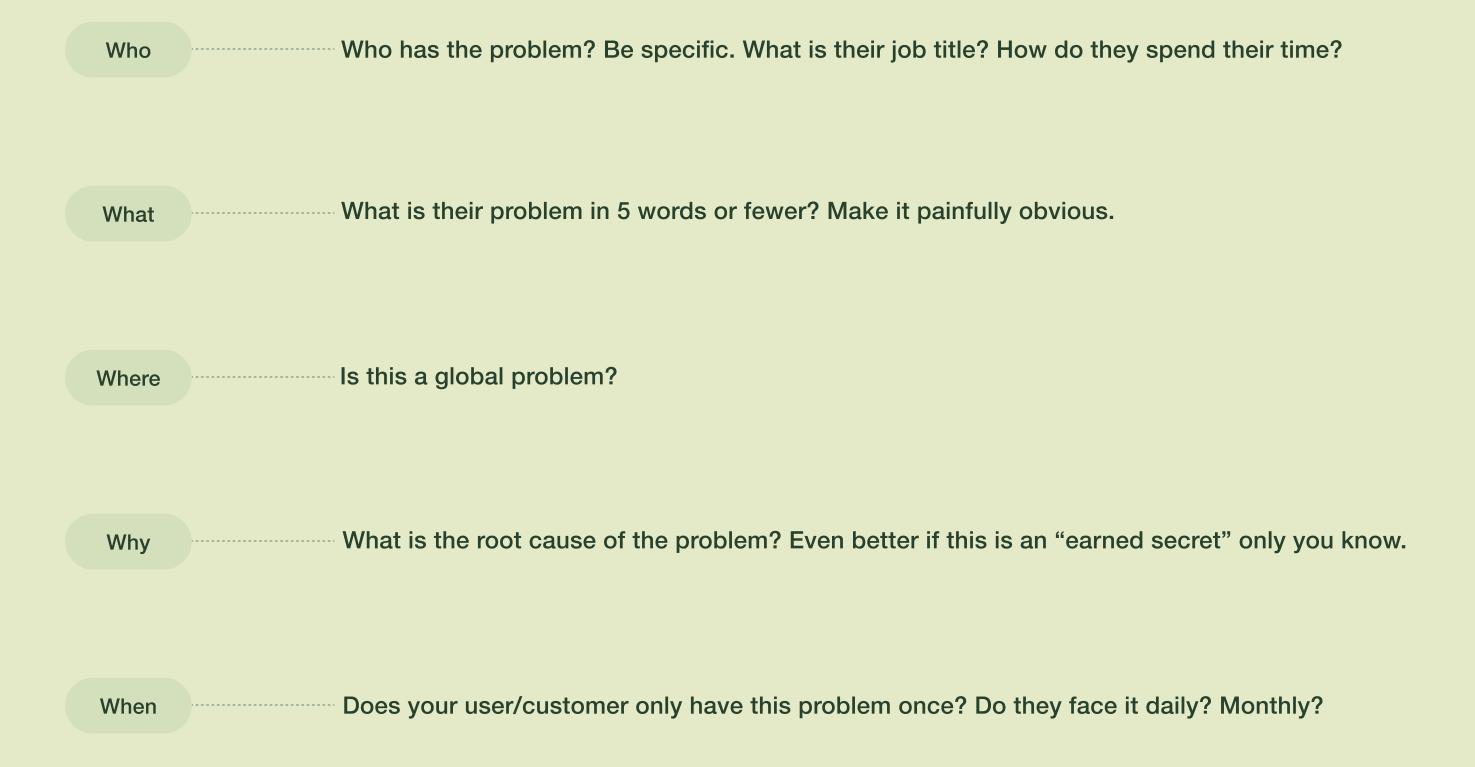
Purpose / Vision



Pitch Deck Template / Purpose / Vision Rollups.com

Replace this w/ 5-6 words about the problem you're solving

Problem



Pitch Deck Template / Problem Rollups.com

Replace this w/ 5-6 words about your solution

Solution

Demo > words	The title should say what your product does. Keep written descriptions to 10 words or fewer. Instead, rely on visuals/demo recordings/sandboxes.
Killer features	Pull the top 2-3 features out of the demo and list them on the page. Focus on the ones that makes users/customers use/buy your product.
Differentiation	Subtly show what makes your solution unique, but don't launch into a full competitive analysis (yet).
Sanity check	It is apparent to a new reader that the Solution slide solves the Problem slide?

Pitch Deck Template / Solution Rollups.com

Replace this w/ 5-6 words about your progress to date

Market / Traction

POV	Do you see the market differently than others? What is everyone else wrong about and why?
Timing	What has happened recently that makes now the right time for you to exist?
Path to \$1B	Show how a \$1B in revenue is possible.
Traction	Share data on first customers/users/pilots. Include testimonials. Have you won any big logos? Any evidence that you might unseat an incumbent?
GTM	What is your GTM/distribution strategy? Do you have evidence that it is a reliable machine?

Pitch Deck Template / Market / Traction Rollups.com

Replace w/ 5-6 words about what makes your team the right team

Team

Sources	Link to social profiles. Include press coverage.
Logos	Where has the team worked before?
Logos	Whole has the team worked select.
Impact	What impact did they have there?
Value	What unique value do they bring to your startup?
History	Does the team have a history of working together?

Pitch Deck Template / Team Rollups.com

Due diligence materials (this is not an actual slide in your deck)

Have these items ready to share in follow-up conversations.

Roadmap	What next milestone will this fundraise enable you to reach? What are the product release steps along the way?
Cap table	Detailed view of company ownership. Founder stock purchase and IP assignment agreement(s).
Customer roster	Investors may want to see where revenue is coming from. Can be de-identified (ie "customer #12").
Financials	Historical + forecasted P&L for next 1-2 years. Balance sheet / cash flow statement.
Competition	Competitive analysis table.
Ask	How much you're raising this round and high-level use of funds.

Pitch Deck Template / Due diligence materials Rollups.com

Make it easy for them to invest

Roll Up Vehicles are how the best startups raise capital:

- 1. Create your Roll Up Vehicle
 - a. app.rollups.com/get-started
- 2. Upload your new pitch deck and start raising in minutes.
- 3. Easily close many investors without the paperwork and finance headaches.

