

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](https://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.

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

Purpose / Vision

Vision

Think bigger than your V1 product. Share your vision for how the world should look when you're done.

Potential

Your purpose and vision should illustrate what happens if things go really well for your startup.

POV

Do you see the world differently than others? What is everyone else wrong about and why?

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

Problem

Who

Who has the problem? Be specific. What is their job title? How do they spend their time?

What

What is their problem in 5 words or fewer? Make it painfully obvious.

Where

Is this a global problem?

Why

What is the root cause of the problem? Even better if this is an “earned secret” only you know.

When

Does your user/customer only have this problem once? Do they face it daily? Monthly?

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?

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?

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?
- 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?

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.

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.



“The Roll Up Vehicle allowed us to smoothly get angel investors onboard for our Series A, without the usual overhead.”

- Matias Salonen, Finance & Ops, Lovable