

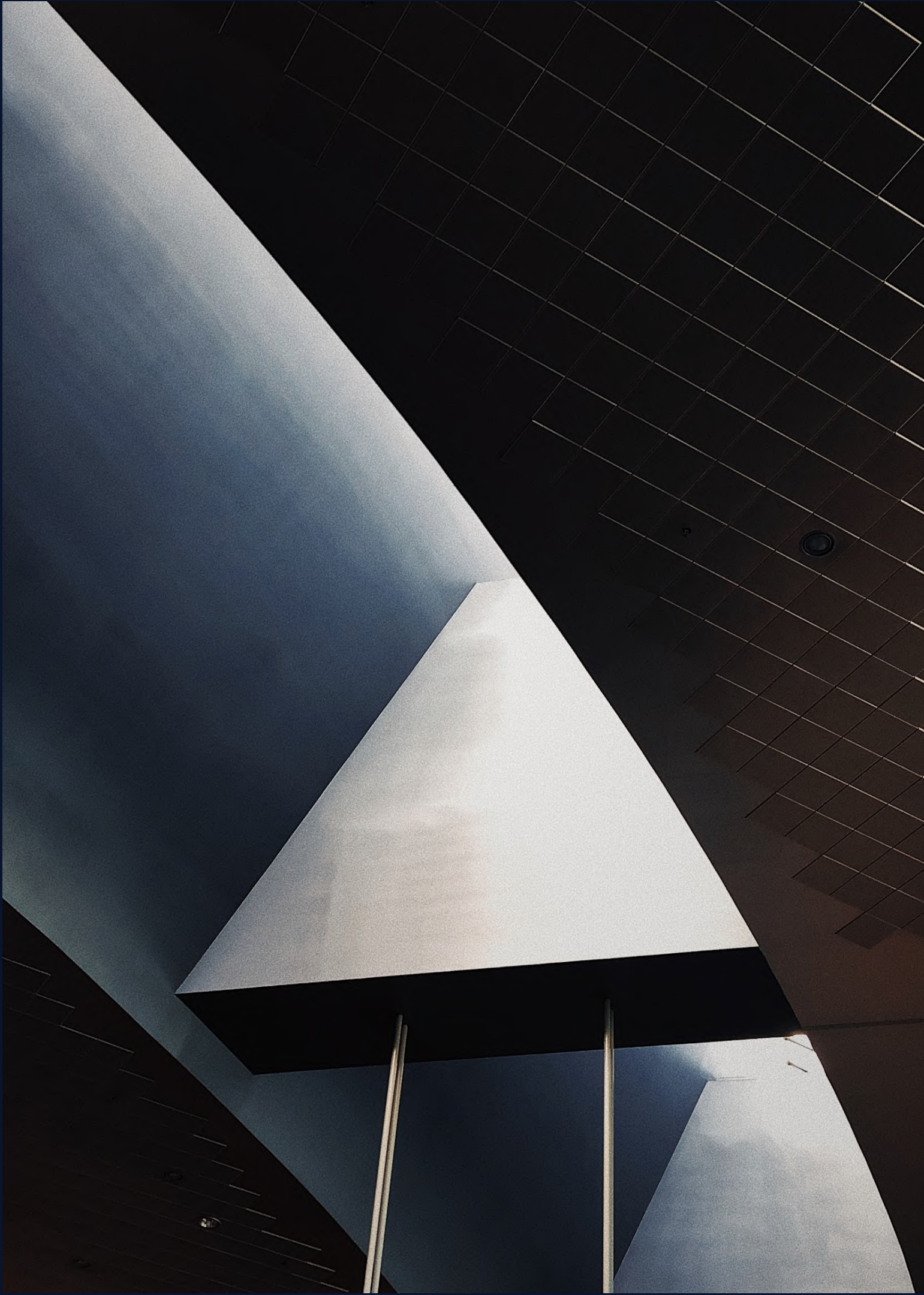
Company Name

Pitch Deck

January 2077

contact@email.com

Try Pitch



1. Introduction

Include your company mission or product tagline here to put the rest of your presentation in context.

Welcome Back, Jane

Username

Password

2. Problem

Put your problem statement here.
Make it short and crisp.

92%

of all humans have this problem

53%

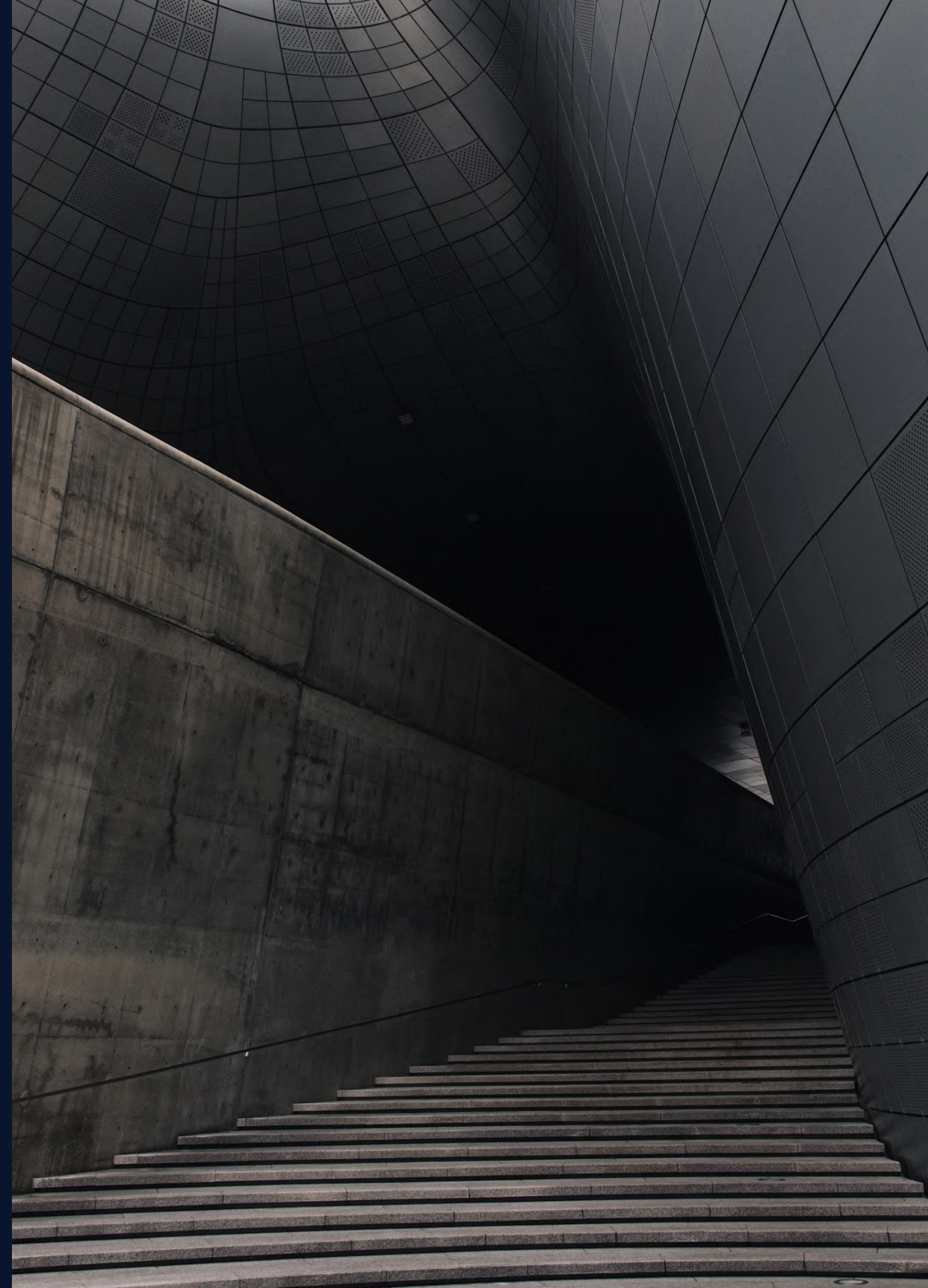
are actively looking for a solution

89%

feel existing solutions don't meet
their needs

3. Value proposition

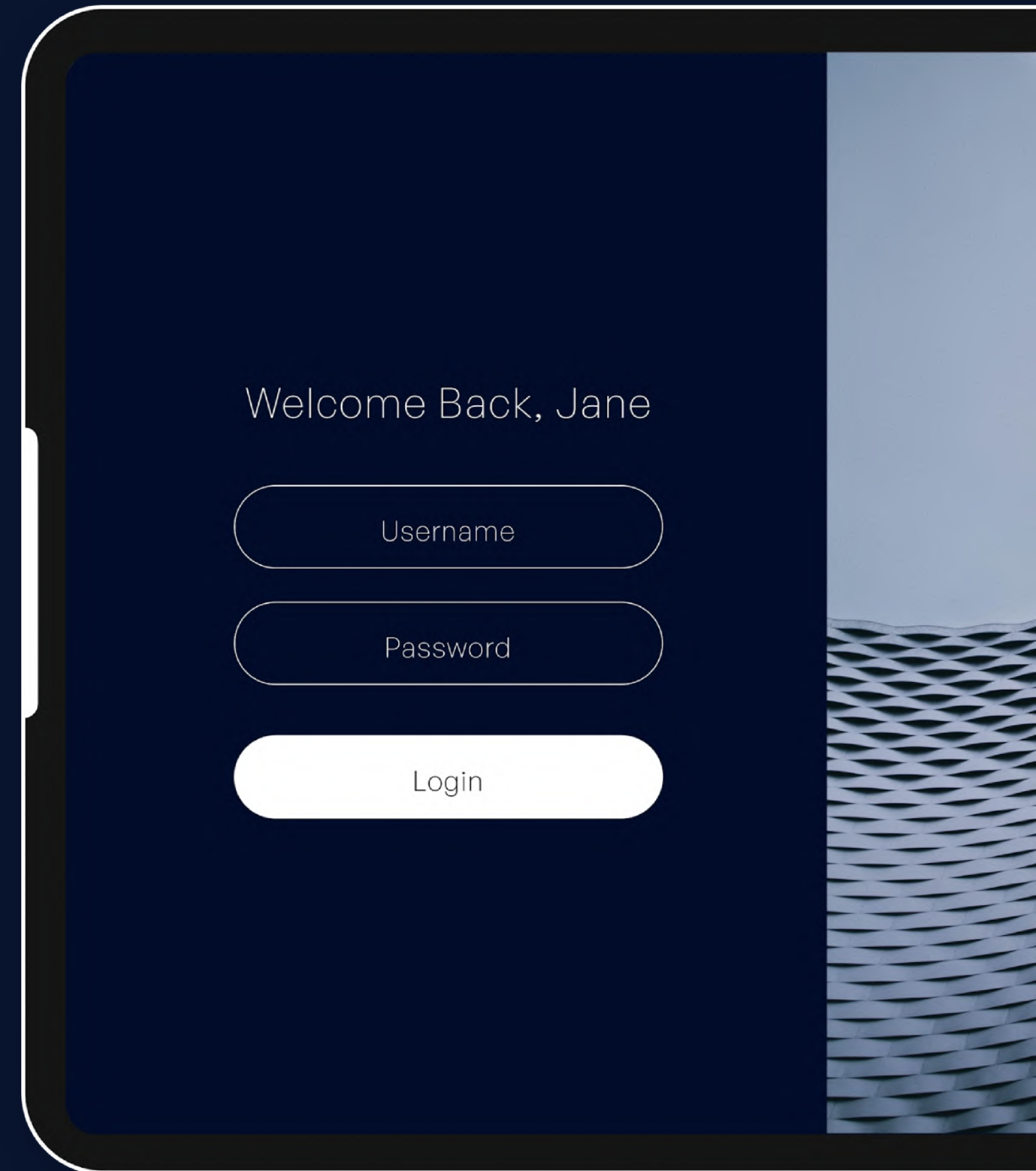
Describe how you will solve the problem in one sentence. (Okay, you can make it two if you absolutely have to.)



4. Underlying magic

You've explained what you're building, but what makes it special? Tell your audience about your secret sauce, your biggest differentiators, or — as Guy Kawasaki puts it — your underlying magic.

- Differentiator 1
- Differentiator 2
- Differentiator 3



5. Business model

How are you going to make money and what are your unit costs? Describe your high-level business model here and talk about the customer segments you'll be targeting. How willing are your customers to pay, and what pricing tiers will you offer?



Individuals

Free



Teams

\$\$



Enterprise

\$\$\$

6. Go-to-market plan

Ideal customer

Describe your target customers here. Who are they, where do they live, what are their pain points and jobs to be done?

Acquisition

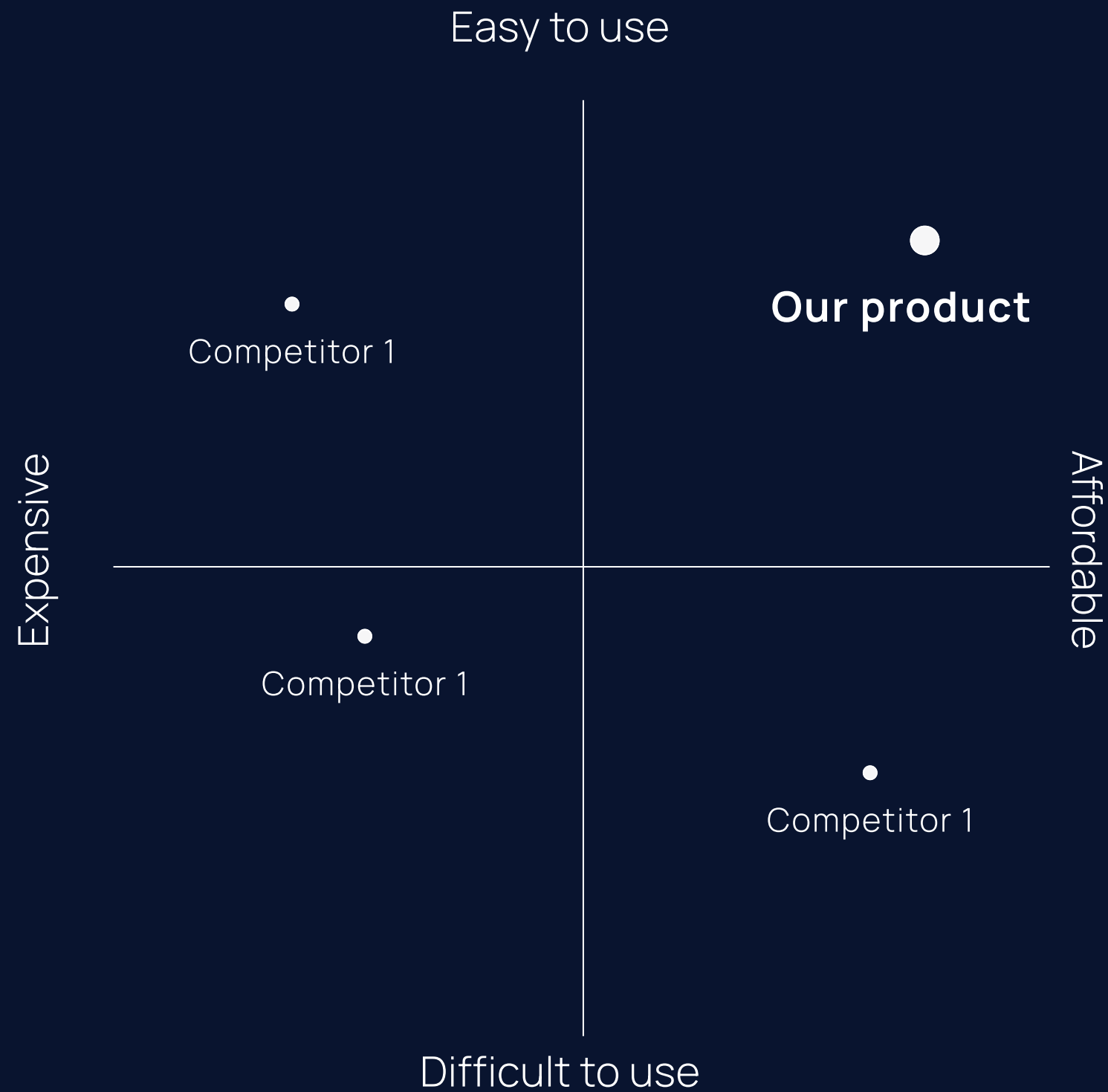
Explain how you are going to acquire users. What channels will you focus on at every stage? What is the CAC for each channel?

Scale

How will you scale the product? Talk about your plans to expand to new markets, enter new market segments by introducing enterprise features, or reach more customers any other way.



7. Competitor analysis



Competitive advantages

Show investors that you know the competitive landscape well and explain how (and why) you'll be able to become a market leader.

1. What makes you unique?
2. How will you be able to outperform your competitors?
3. What makes you confident these differentiators matter for consumers?

8. Management team

A lot of the time, VCs don't invest in products — they invest in teams. Convince your audience your team is capable of tackling the challenge, and explain what makes each team member a perfect fit for the job.



Jane Lee
CEO



Patrick Patel
CFO

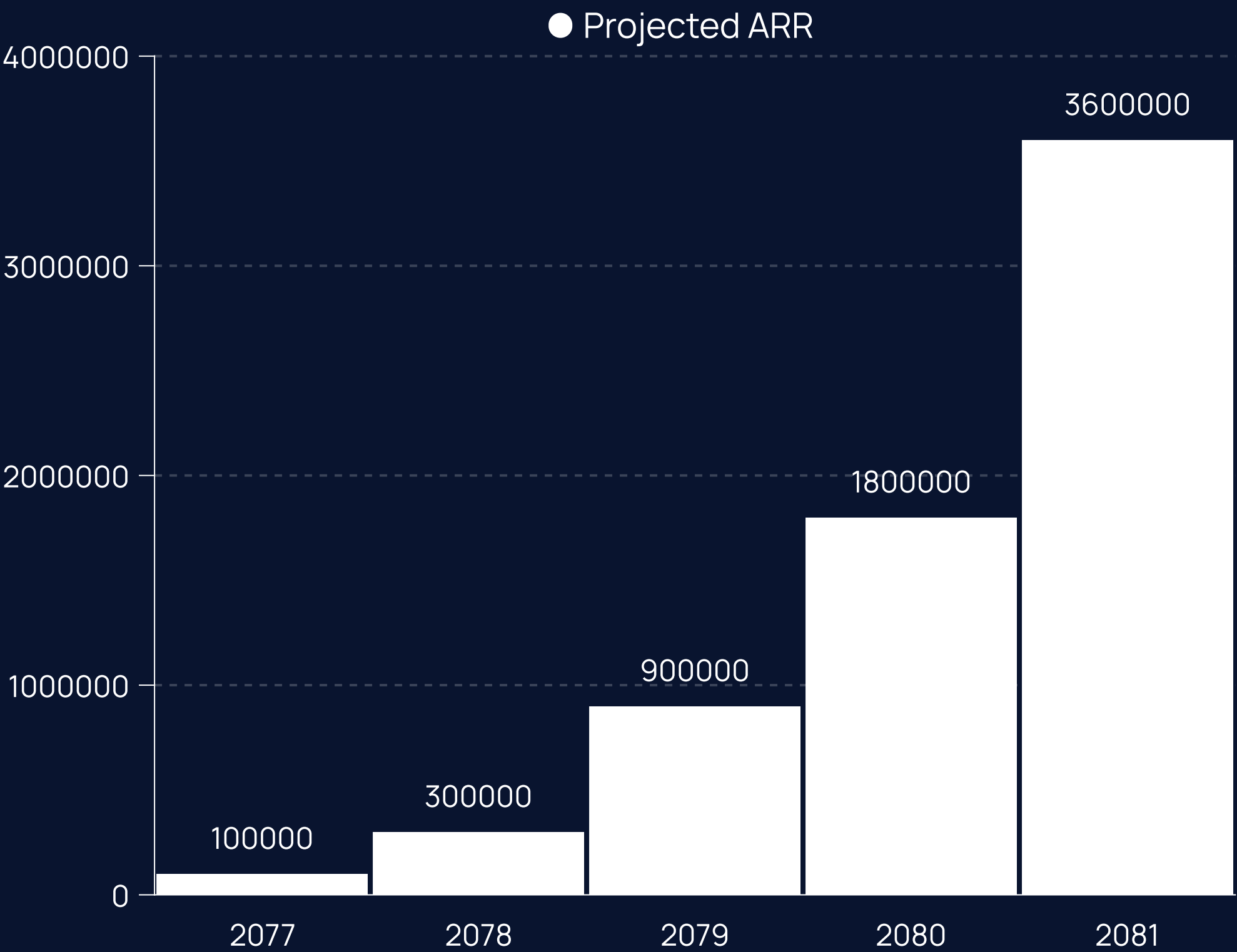


Erica Smith
CMO



Jacob Mac
CPO

9. Financial projections & key metrics



Marketing

- Website visitors: 100,000
- Signups: 25,000
- Conversion rate: 25%

Product

- Activation rate: 15%
- Week 1 retention rate: 20%

Revenue

- Conversion rate: 25%
- Customer lifetime: 17 months
- Customer lifetime value: \$500
- Churn rate: 70%

10. Current status, accomplishments & use of funds

Current status

What is the current status of your product?

- **Aug**
Open beta
- **Sep**
New features
- **Oct**
Public launch

Accomplishments

What have you been able to accomplish so far?

- **1.**
YoY user growth: 7%
- **2.**
YoY MRR growth: 33%
- **3.**
Notable customers: Pear, Doodle, Nile

Use of funds

Finally, talk about how you'll use the money you raise.

- **1.**
Product marketing
- **2.**
Sales
- **3.**
Engineering

Company Name

Thank you

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