



Pitch Deck Storytelling Template

A while ago, the writers at Pixar shared their [22 Rules of Storytelling](#). Among them, was the arc of a successful Pixar story. “*Once upon a time there was _____. Every day, _____. One day _____. Because of that, _____. Because of that, _____. Until finally _____.*”

Creating an investor pitch is all about telling a good story. Though it’s tempting to get pulled in, remember that your pitch isn’t a series of individual slides. Before you get caught up in visuals and design, we’ve created a template that follows the classic arc to help you build your own story.

Take time to reflect on your audience, the impression you want to make, and the story that will leave a lasting impact. Consider each section and write down your thoughts *before* you create slides. Read through several times and tweak to make sure the story flows (and leaves investors begging to be part of your company!).

Once you’ve created your outline, then move on to [designing your pitch deck](#).

Once Upon a Time...

Create the setting.

Slide 1-2: Title & Agenda

Set the scene.

Slide 3: The Hook

Here’s why you should be interested.

- Create a compelling setup to grab attention.



- What is the vision for your company?
- How will it change the world 10 years from now?

Slide 4-5: Who

Meet the characters.

- Who are the founders?
- What uniquely qualifies them to build this startup?
- Are their backgrounds and strengths complementary?
- Are there any advisors?
- What value do they add to the founders (industry experience, network, etc.)?

Every Day...

Something isn't working.

Slide 6: Problem

Showcase the conflict.

- What problem does your customer face?
- Why is it a “searing pain”?
- What is wrong with the current solution? Why is it broken?

One Day...

We found a way to fix it.

Slide 7: Your Solution

Why your solution is transformative.

- Articulate your value proposition.
- What is the product that solves the customer's problem?
- How does the solution impact the customer?
- Can you quantify the impact of your solution?



Because of that...

We have a big business.

Slide 8: Market

A lot of people need our solution.

- Showcase your market size.
- Describe your target customer persona.
- What are the market forces / drivers?

Slide 9: Business Model

We can make a lot of money.

- How does your company make money?
- How is your product or service priced?
- What are the unit economics that allow this business model to work?

Slide 10: KPIs

And, we know it's working.

- How much does it cost to acquire a customer (CAC)?
- What is the lifetime value of your customer (LTV)?
- What is the ratio of CAC:LTV?
- What is your retention rate? What is your churn rate?
- What is your average order or contract value (AOV / ACV)?

Because of that...

We're able to beat others in the market.

Slide 11: Competition

We're the best, clearly.



- Who are the key players in the market?
- Why are you better than other solutions?
- How are you differentiated?

Slide 12: Go-to-Market

Here's how we'll do it.

- Who is your target customer?
- What is your customer acquisition approach?
- What are the key drivers and potential milestones?
- Have you run any tests to validate your assumptions?

Until Finally...

You have a chance to invest in the next billion dollar company!

Slide 13: Financing

You should invest in us.

- How much have you raised to date?
- How much are you seeking to raise in this round?
- What will you do with the funds? Key hires? Product improvements?
- Traction and milestones?
- How long will your funds last?