

Example Pitch Deck

Write your company name
above and an intriguing
summary of what
your company does here.





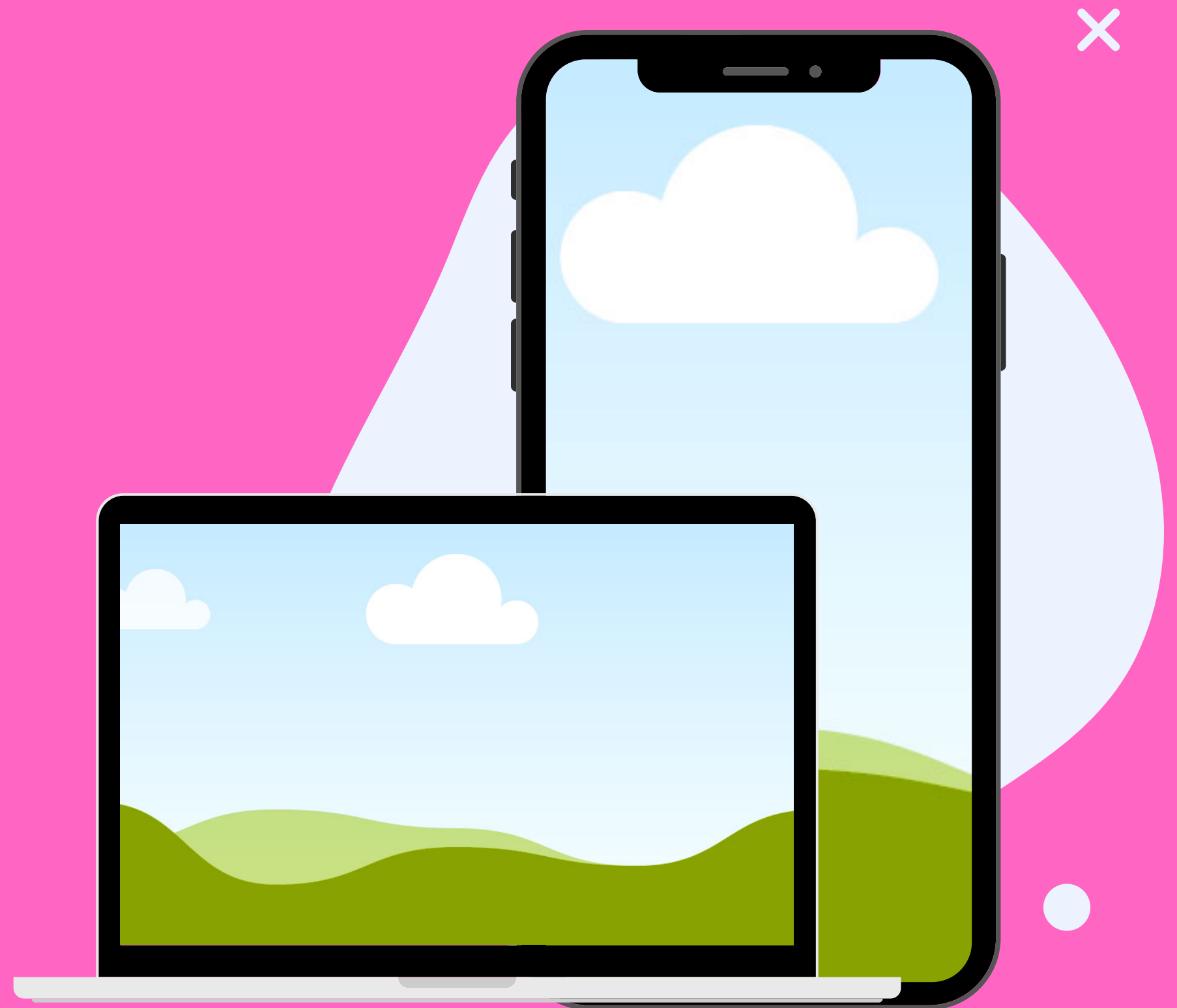
Problem

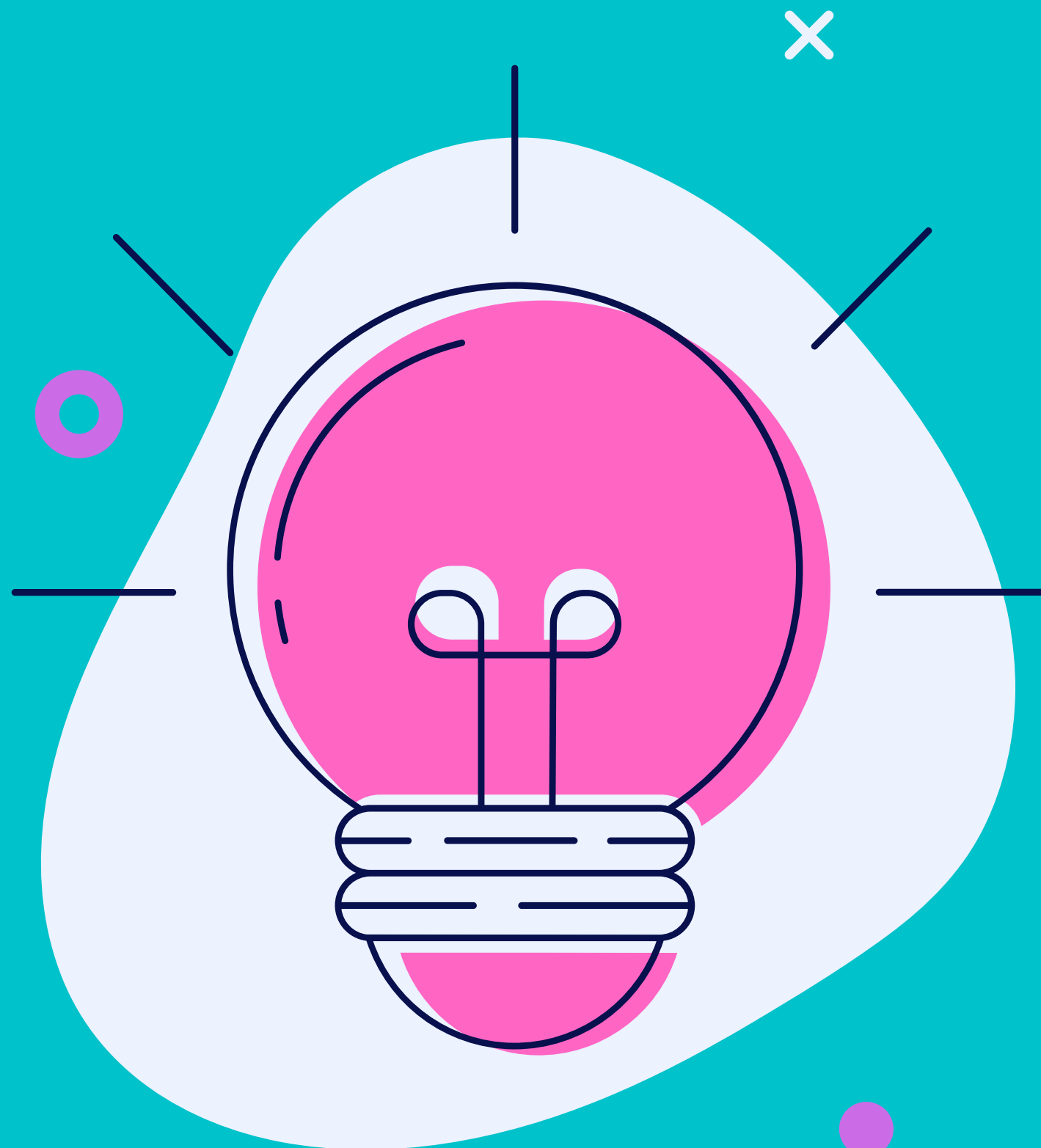
List 3-5 problems your company observes and wants to solve.



Product or Service

Introduce your company's product or service as the ultimate solution to these problems.



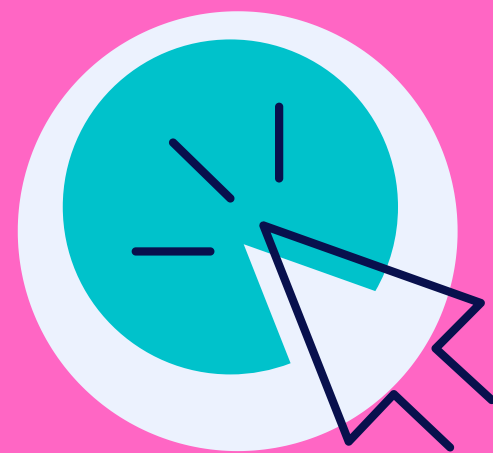


The Solution

List 3-5 ways your company proposes to solve them.



The Why Now?



Reason 1

Why is “now” the best time for your company to rise and go to the next level?



Reason 2

What are the trends these days that make your product or service possible?



Business or Revenue Model

Show the ways your company plans to make money.

Whether through a graph, timeline, or chart, present the viability of your product or service and tell how your company will operate, make money, and achieve goals.

If you have plenty of ways to make money, focus on one main method, such as subscription, ads, and transactions.

Touch up on key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).



Target Market



Target Market 1

What are their profiles
and visual personas?

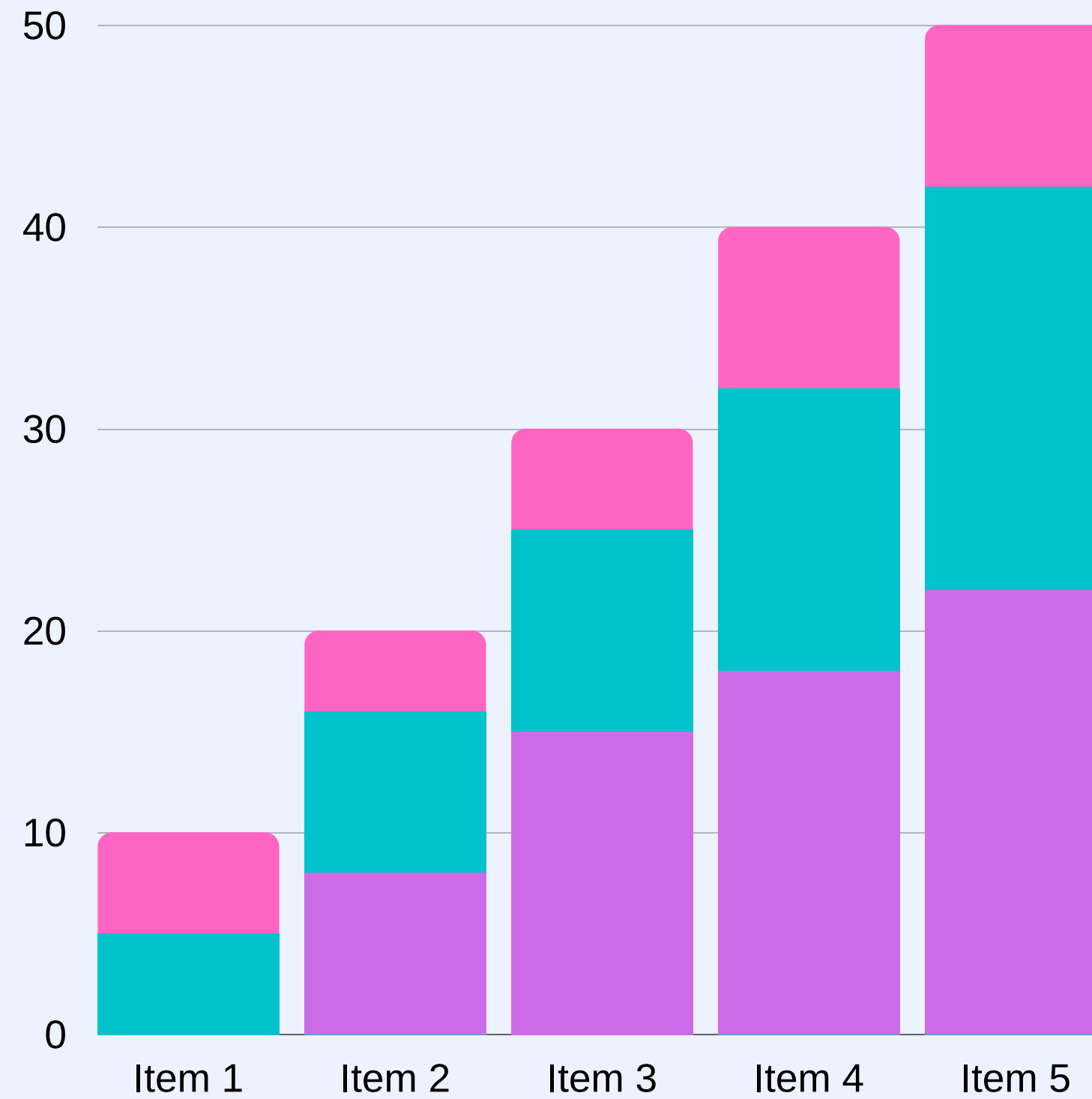


Target Market 2

Visualize the people who will turn to
you for solutions.



Traction



Revenue growth?
Customer growth?
Subscription growth?
CAC:LTV?



Size the Market

Apply the two ways to size the market - top down or bottom up.

1.9 Billion



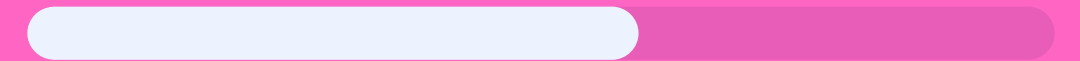
Total Available Market
(TAM)

53 M



Serviceable Available Market
(SAM)

10.6M



Serviceable Obtainable Market
(SOM)



Competitor Landscape

PERCEPTUAL MAP for COMPETITIVE ANALYSIS

Identify key attributes that are relevant for your market and set them as axis on the map below. For a single brand you may have multiple perceptual maps on varying axis. Another good idea is to put the competing brand logos here next to the dots instead of the <brand X> text. You can also show where you want your brand to move or map others brand movements with this tool.



Competitive Advantages

✗ Advantage 1

Visualize your competitive advantages using a quadrant for easy scanning.

✗ Advantage 3

What can you do better than your competition? How will you outperform them?

○ Advantage 2

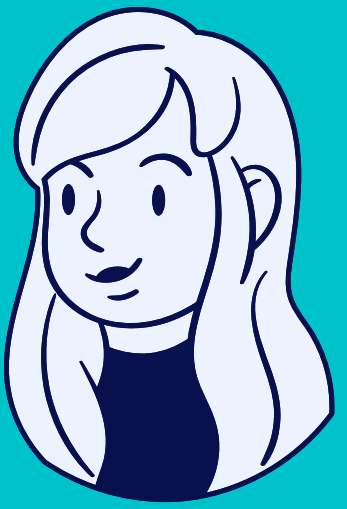
How is the landscape differentiated and what makes you different.

○ Advantage 4

A company with strong competitive advantages are likely to survive in the long term.



The Team



Team Member 1

Title

Experience



Team Member 2

Title

Experience



Team Member 3

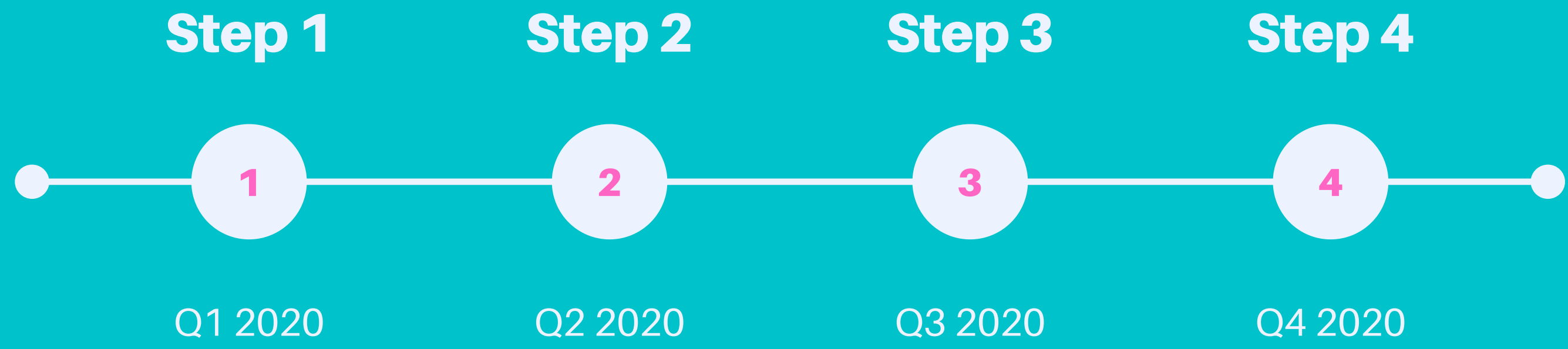
Title

Experience



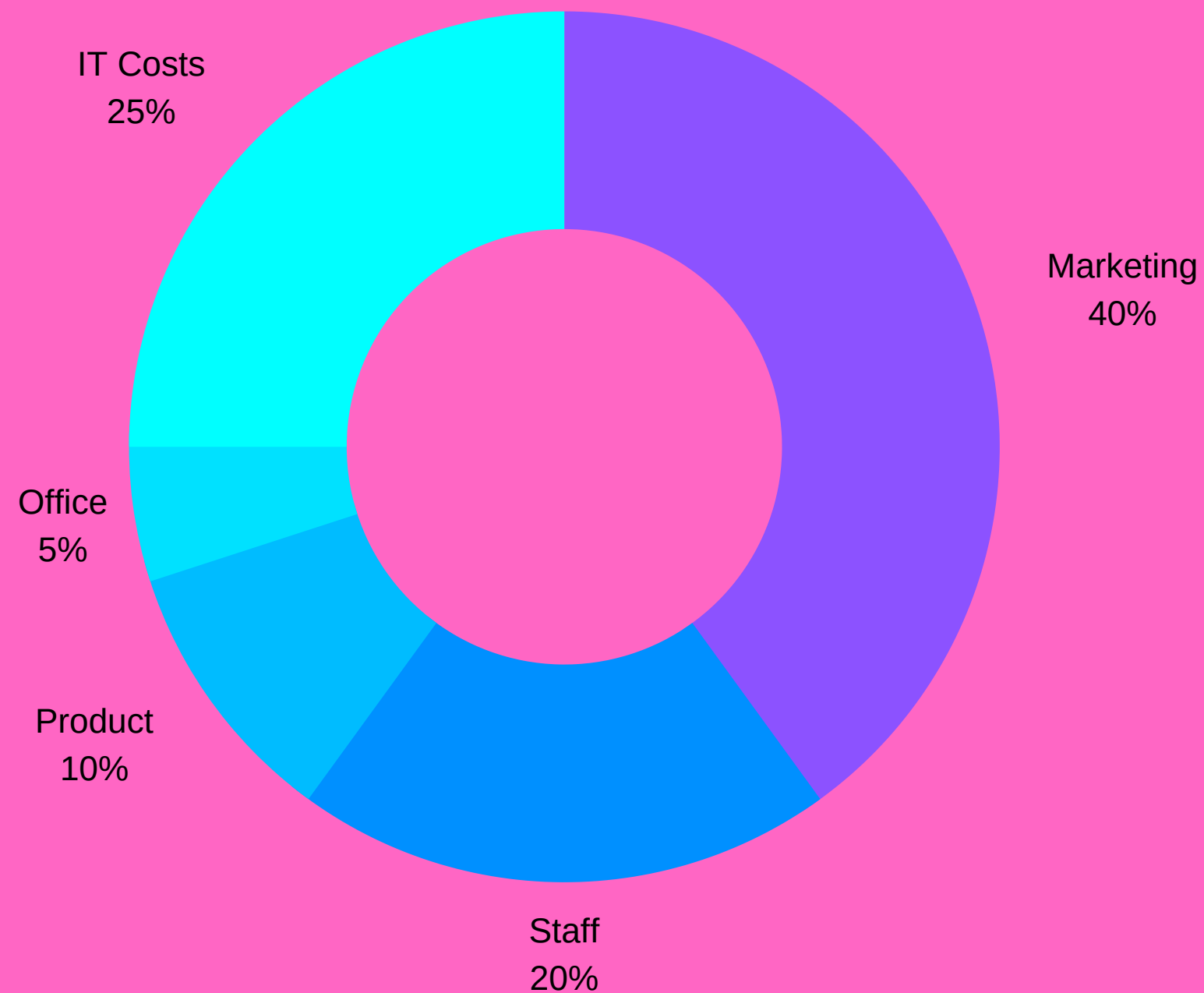
Future Vision

What are your next steps and goals?



The Raise

How much are you raising?
What is the pre-money valuation?
Do you have any commits?
What will you spend the investment on?



Raising £500'000

Pre-Money Valuation £1.5m

Committed £200'000

horseplay

V E N T U R E S



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hear from
you**

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