

The **art** of the
pitch deck

**A guide to
developing
pitch decks**

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WHAT IS A PITCH DECK?

A pitch deck is a presentation for entrepreneurs or businesses to provide a streamlined but informative overview of their company or startup to potential investors.



Think of it like a coffee date!

How a pitch deck is **DIFFERENT**

Business Plan **vs** Pitch Deck

Long

Short

Complex

Simple

Descriptive

Overview

Impartial

Emotive

Detached

Personal



Like business plans, pitch decks are very **STRUCTURED**

- 1** Problem/Opportunity
- 2** Solution/Features
- 3** Traction/Timeline
- 4** Marketplace
- 5** Customer/Marketing
- 6** Competitive Landscape
- 7** Strategy
- 8** Revenue Model
- 9** Management/Founder
- 10** Financial Projections



Before you can break the rules, **KNOW THE RULES**

NO BIG TEXT BLOCKS

People can either read or listen, but not both. The best thing to do is to make a deck with visuals and notes that work well together

This is 27 words!

LET'S GET VISUAL

Diagrams, icons, charts, graphs and large numbers are a good way to communicate visually

CLARITY IS KEY

A deck must answer the who, the what, the when, where, why and the how. Also important: why now?

MAKE IT FUN

Don't be afraid to try playful headlines or call-outs. It's a great way to make a presentation memorable