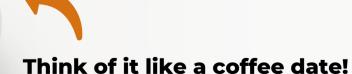
of the The deck A guide to developing pitch decks



WHATISAPICH 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.









How a pitch deck is DIFFERENT



Business Plan vs Pitch Deck

Long

Complex

Descriptive

Impartial

Detached

Short

Simple

Overview

Emotive

Personal









6 Competitive Landscape

2 Solution/Features

7 Strategy

3 Traction/Timeline

8 Revenue Model

4 Marketplace

9 Management/Founder

5 Customer/Marketing

Financial Projections







Before you can break the rules, KNOV 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!

CLARITY IS KEY

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

LET'S GET VISUAL

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

MAKE IT FUN

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



