

Comprehensive Company Pitch Deck

An In-Depth Overview of Problem, Solution, Market, Product, Business Model, Traction, Competitive Edge, Go-To-Market Strategy, and Team



Pitch Deck: Company Overview



Company Name and Tagline

Company Name and tagline that states who you serve and what outcome you drive



One-line Elevator Pitch

One-line elevator pitch that summarizes the customer pain, your solution, and measurable value



Presenter Information

Presenter info including name, role, and relevant credibility signal (traction, domain expertise, prior exits)

The Problem: Urgent, Painful, Quantified



Define the customer segment experiencing the problem and the moment when it becomes urgent

Define the customer segment experiencing the problem and the moment when it becomes urgent



Quantify the impact using cost, time loss, revenue leakage, churn risk, or compliance exposure

Quantify the impact using cost, time loss, revenue leakage, churn risk, or compliance exposure



Explain why current alternatives fail

Explain why current alternatives fail (manual work, legacy tools, high switching costs, poor outcomes)

The Solution: Product That Delivers Clear Value



Your Product in One Sentence

What it does, for whom, and the primary outcome it improves



Key Value Proposition

With a bold before-and-after statement (faster, cheaper, safer, higher conversion)



Core Features

3–4 features mapped to the problem drivers they eliminate

Market Opportunity: TAM, SAM, SOM



TAM Definition

TAM definition that captures total spend or total addressable adoption across the broader category



SAM Definition

SAM definition that narrows to your reachable customer segment, geography, and buying criteria



SOM Definition

SOM definition that reflects realistic near-term capture based on distribution and sales capacity

Product & Tech Showcase: How It Works



Product Demo Moment

High-fidelity screenshot or workflow mockup framed like a product demo moment



User Flow Overview

Step-by-step user flow that shows input, processing, and the final output customers care about



Technical Differentiators

Technical differentiators stated simply (data pipeline, model approach, integrations, security, reliability)

Business Model & Unit Economics



Revenue Streams and Pricing Strategy

Subscription tiers, usage-based, seats, or enterprise contracts



Customer LTV Drivers and Retention Assumptions

Gross margin, churn, expansion, contract duration



CAC Model and Payback Logic

Sales motion assumptions and expected conversion rates

Traction & Key Metrics: Proof of Demand



MoM Growth Highlights

Single primary chart showcasing revenue growth month-over-month.

Chart also highlights active usage and retention improvements.

Key takeaway: consistent upward trajectory in all three metrics indicating strong market demand.



Active Users and Engagement Metrics

Active users defined as customers logging in at least once per week.

Engagement metrics include average session duration and feature adoption rates.

Clear definitions provided ensure transparency and accurate performance assessment.



Customer Logos and Named Pilots

Featuring top customers such as TechCorp and HealthSolutions.

Named pilots demonstrate successful industry applications and outcomes.

Short credibility notes highlight reduced time-to-value and positive feedback from pilot participants.

Competitive Advantage & Moat

How well you solve the core job-to-be-done

- Positioning grid axis 1: how well you solve the core job-to-be-done compared to alternatives

Defensibility over time

- Positioning grid axis 2: defensibility over time (data advantage, workflow lock-in, distribution, cost curve, switching costs)

Go-To-Market Strategy: Win the First Customers



Acquisition Channels Ranked by Expected Impact

Outbound, inbound, partnerships, marketplaces, content, communities



Distribution Strategy Overview

Explains how you reach buyers and how you land and expand within accounts



Sales Process and Funnel Metrics

Lead to demo, demo to close, onboarding to activation with targets

The Team & The Ask

Founding Team Bios and Strengths

Founding team bios with 1-line strengths per person and domain or execution credibility tied to the product

Funding Ask Details

Funding ask including amount, round type, and target runway with what milestones the capital will unlock

Capital Allocation Breakdown

Capital allocation breakdown across product, engineering, go-to-market, and operations with a clear priority order