Pitch Deck Template

A slide-by-slide worksheet for a startup or small business pitch deck: who the deck is for, a one-page outline of twelve slides, the questions each slide must answer, a numbers check, a checklist before you pitch and a filled-in example. Write the words here first, then build the slides in PowerPoint, Keynote, Google Slides or Canva. Fill in every [bracket] and delete the guidance in italics.

The slide order draws on the sections Sequoia Capital lists in "Writing a Business Plan" (sequoiacap.com/article/writing-a-business-plan), with Product, Traction and The ask added, and on Guy Kawasaki's 10/20/30 rule (guykawasaki.com/the-only-10-slides-you-need-in-your-pitch). Workspace369 is not affiliated with either. This template gives you a structure, not numbers: every figure in the example at the end is made up.

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1. Before you build: who is the deck for? (for you)

The same business needs a different deck for different rooms. Tick one and write the time you have.

- [ ] *Investors (angel or venture): lead with the problem, the market and why now, and end with the amount you are raising.*
- [ ] *A lender or a grant panel: lead with the business model, the numbers and how the money will be repaid or used.*
- [ ] *A pitch competition: follow the organiser's rules on time, slide count and judging criteria first.*
- [ ] *A partner or a first big customer: lead with the problem you solve for them and the proof that you can deliver.*

Who is in the room: [names or type of audience] **Time you have:** [__ minutes] **What you want them to do next:** [e.g. book a second meeting, invest $____, sign a pilot]

Kawasaki's rule of thumb is that a pitch "should have ten slides, last no more than twenty minutes" and use "no font smaller than thirty points". If you have less time, keep the same order and cut words, not slides.

2. The one-page outline

One line per slide. If you can't fill a line in one sentence, you aren't ready to design that slide. To get down to ten slides (Kawasaki's rule), combine Product with Solution and Why now with Market.

#	Slide	The question it answers	Your one line
1	**Title**	Who are you, and what do you do in one sentence?	[Company name: one declarative sentence]
2	**Problem**	What hurts, for whom, and how do they cope today?	[ ]
3	**Solution**	What do you do about it, and why is it better?	[ ]
4	**Why now**	What changed that makes this possible or urgent now?	[ ]
5	**Market**	Who are the customers, and how many are there?	[ ]
6	**Product**	How does it work for the customer?	[ ]
7	**Traction**	What proof do you have that people want it?	[ ]
8	**Business model**	Who pays, how much and how often?	[ ]
9	**Competition**	What else could the customer use, and why will you win?	[ ]
10	**Team**	Why are you the people to build this?	[ ]
11	**Financials**	What do the numbers look like now and next?	[ ]
12	**The ask**	What do you need, and what will it get done?	[ ]

3. What each slide must answer

Write two or three lines under each prompt. These become your speaker notes; the slide itself shows one idea, a number or a picture.

Slide 1: Title

Sequoia's advice is to "define your company in a single declarative sentence". Put that sentence, your name and your contact details on the slide.

[Company name] helps [customer] [do what] by [how].

Slide 2: Problem

- **The problem:** [What goes wrong for your customer, in their words]
- **Who has it:** [A specific group, not "everyone"]
- **How they cope today:** [Spreadsheets, a competitor, hiring someone, putting up with it]
- **What it costs them:** [Time, money or risk, with a source or a customer quote]

Slide 3: Solution

- **What you do:** [One or two sentences]
- **Why it is better than how they cope today:** [Faster, cheaper, simpler, safer: pick the one that matters most]
- *Don't disclose anything you plan to patent before you have advice on it.*

Slide 4: Why now

- **What changed:** [A new technology, a rule, a price drop, a change in how people buy]
- **Why the opportunity wasn't there five years ago:** [ ]

Slide 5: Market

Count it bottom-up: the number of customers you can really reach, multiplied by what each pays in a year. Note where each number came from and the date you checked it.

- **Your customer:** [type, size, place]
- **How many there are:** [number] (source: [ ], checked [date])
- **What each pays a year:** [$ _____]
- **Market you can reach:** [number] x [$ _____] = [$ _____] a year

Slide 6: Product

- **How it works, step by step:** [Show a screenshot, a short demo, a photo or a drawing of the customer experience]
- **What exists today and what is still planned:** [Be clear which is which]

Slide 7: Traction

Your strongest proof, with dates. Validation counts too: interviews, a waiting list, a pilot or letters of intent.

- **Customers or users:** [number, since when]
- **Revenue:** [$ ____ a month, or "not yet"]
- **Validation:** [e.g. 30 customer interviews, a pilot with ____]

Slide 8: Business model

- **Who pays:** [ ]
- **How you charge:** [subscription, per project, per unit, commission]
- **Price:** [$ ____ per ____]
- **What it costs to deliver one sale:** [$ ____]

Slide 9: Competition

Sequoia asks you to name "direct and indirect competitors" and "show that you have a plan to win". Never say you have no competitors: doing nothing is a competitor.

Option the customer has	Where it falls short	Why they would pick you
[Competitor or workaround 1]	[ ]	[ ]
[Competitor or workaround 2]	[ ]	[ ]
[Doing nothing]	[ ]	[ ]

Slide 10: Team

- **Founders and roles:** [name, role, the one fact that makes them right for this]
- **Advisers or key hires:** [name, what they bring]
- **What is missing and how you'll fill it:** [ ]

Slide 11: Financials

Sequoia's guidance is to include financials "if you have any". Show the last 12 months if you have them and the next 12 to 36 months as a plan, labelled as a projection.

- **Revenue now:** [$ ____ a month]
- **Monthly costs now:** [$ ____]
- **Projection:** [revenue and costs by year, with the two assumptions that drive them]

Slide 12: The ask

- **What you are asking for:** [$ ____ as investment, a loan, a grant, or a pilot or partnership]
- **What it pays for:** [three lines that add up to the total, from section 4]
- **What it gets done by when:** [the milestone, e.g. 100 paying customers by ____]
- **Closing line:** [What you will have built if it works, and your contact details]

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4. The numbers check

Investors and judges check the arithmetic. Make every number on your slides agree with this page.

Check	Your numbers	Result
Market you can reach	[customers] x [$ ____ a year each]	[$ ____]
Monthly revenue now	[paying customers] x [$ ____ a month]	[$ ____]
Use of funds adds up	[$ ____] + [$ ____] + [$ ____]	[$ ____], equal to the ask
Runway	[cash after the raise] / [monthly costs]	[__ months]

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5. Checklist before you pitch

- [ ] Every slide has one idea, and the title of each slide says what it proves.
- [ ] The text is big enough to read from the back of the room (Kawasaki's rule is 30 points or more).
- [ ] Every number on a slide matches section 4, and every market fact has a source and a date.
- [ ] The ask states an amount, what it pays for and the milestone it reaches.
- [ ] You have timed a run-through and finished inside the limit, with time for questions.
- [ ] You have backup slides for likely questions (detailed financials, the product roadmap, the competition).
- [ ] The file you send ahead is a PDF and reads clearly without you talking over it.

6. Filled-in example (fictional)

Rotabird is a made-up startup pitching angel investors for 15 minutes. The company, people and numbers are invented.

#	Slide	Rotabird's one line
1	Title	Rotabird builds staff rotas for independent cafés in five minutes a week.
2	Problem	Owners spend about three hours a week on rotas (30 owner interviews).
3	Solution	An app that builds the rota from staff availability and handles swaps.
4	Why now	All 14 pilot cafés already run their till on a tablet.
5	Market	2,400 independent cafés in our region x $1,188 a year = $2,851,200 a year.
6	Product	Owners set hours once, staff add availability, the rota goes out Thursdays.
7	Traction	14 cafés pay $99 a month in a pilot that started in March: $1,386 a month.
8	Business model	$99 a month per café, billed monthly.
9	Competition	Spreadsheets and group chats (slow) and big scheduling apps (built for chains).
10	Team	Ana Ruiz-Hale ran three cafés for 8 years; Ben Okafor-Lane built gym booking software.
11	Financials	$1,386 a month in revenue now; monthly costs of $13,800 after the raise.
12	The ask	$250,000 to reach 150 paying cafés in 18 months.

The numbers check:

- Market: 2,400 x $1,188 = $2,851,200 a year ($99 x 12 = $1,188).
- Revenue now: 14 x $99 = $1,386 a month.
- Use of funds: $125,000 product + $75,000 sales + $50,000 operations = $250,000.
- Runway: $250,000 / $13,800 a month = 18.1 months, so about 18 months.

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