

COMPANY PITCH DECK STRATEGIC STRUCTURING

Standard 10-Slide Structure for VC Fundraising and Investor Presentations

Slide 1: Cover & Vision

State the company name, logo, and a simple 1-sentence tagline describing what the business does and for whom.

Slide 2: The Problem

Describe a painful, urgent problem that your target customers face today. Frame it in terms of market size or loss of revenue.

Slide 3: The Solution

Showcase your product or service. Explain how it solves the pain point described on the previous slide and why it is 10x better than existing solutions.

Slide 4: Market Size (TAM, SAM, SOM)

Define your addressable markets. Show Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM) with credible sources.

Slide 5: Product & Technology

Highlight key features, proprietary IP, patent applications, or unique workflows that create defensive advantages.

Slide 6: Business Model

Explain how you make money. Describe pricing tiers, transaction fees, customer acquisition cost (CAC), and lifetime value (LTV) projections.

Slide 7: Go-To-Market Strategy

Outline your customer acquisition loops, marketing channels, and strategic partnerships that will drive scale.

Slide 8: Competition & Moat

Map the competitive landscape. Explicitly highlight your competitive advantages (network effects, technology barriers, cost structures).

Slide 9: Team

Introduce the founders and key members. Detail prior exits, industry experience, and why this is the perfect team to execute the plan.

Slide 10: The Ask & Financials

Define the fundraising target, milestones it will unlock (e.g., product launch, scale), and current investor syndicates.