THE 10 SLIDE PITCH DECK

A pitch deck template built from investor screening criteria

Ten slides, in the order an investor reads them. Each placeholder tells you what to put there, and the line at the bottom of every slide is what a screening analyst checks on it. Replace, delete this page, and send. Or score the result first, free, at academy.bizznote.com.

SLIDE 1

Title and one liner

[Company name]

[One sentence a stranger understands: who you help and with what]

WHAT THE SCREEN CHECKS

Could a reader repeat your one liner after five seconds? No taglines that fit any company.

SLIDE 2

Problem

[Whose pain? Name the customer]

[How painful? A number: hours lost, money wasted, risk taken]

[How do they cope today?]

WHAT THE SCREEN CHECKS

Urgent and specific, with sourced evidence of who it hurts and how much. Vague phrases score low.

SLIDE 3

Solution

[What you built, in one sentence]

[Product screenshot here. A screenshot beats an abstract diagram]

[What changes for the customer]

WHAT THE SCREEN CHECKS

Clearly differentiated against the alternatives, with a defensible advantage. Not a feature list.

SLIDE 4

Market

[TAM with source]

[SAM with source]

[SOM: the wedge you serve first, bottom up]

[Why now?]

WHAT THE SCREEN CHECKS

Sourced numbers with bottom up logic. Investors cross check them; one inflated number costs every slide credibility.

Business model

[Who pays?]

[How much, how often?]

[Unit economics: CAC, LTV, payback, margin, estimates are fine]

WHAT THE SCREEN CHECKS

Price and cost logic that repeats credibly. One of the most read sections at pre seed. Adjectives here are a red flag.

SLIDE 6

Traction

[Your strongest evidence: revenue, retention, usage, pilots, letters]

[Chart it. Every number with its period and customer count]

[No traction yet? Waitlist, pilots starting, LOIs, and say that is what it is]

WHAT THE SCREEN CHECKS

Quantified proof with growth or retention, clearly visualized. Anecdotes score low.

SLIDE 7

Competition

[The real alternatives, including spreadsheets and doing nothing]

[Why customers switch to you]

WHAT THE SCREEN CHECKS

Short and honest. Never claim no competitors; it reads as not having looked.

Team

[Founders: relevant experience and domain insight, not titles]

[Why this team wins this market]

[Who covers what; address single person dependencies]

WHAT THE SCREEN CHECKS

95 percent of VCs rate team as important, 47 percent as the most important factor. The most read slide.

SLIDE 9

Financials

[18 month view: revenue, costs, burn]

[Estimates are fine. The point is that you run the company with numbers]

WHAT THE SCREEN CHECKS

70 percent of funded pre seed decks had financials versus 45 percent of unsuccessful ones. Include this slide.

SLIDE 10

The ask

[Amount, one currency, same everywhere in the deck]

[Use of funds]

[Milestones it buys and months of runway]

[How it connects to the next round]

WHAT THE SCREEN CHECKS

Amount, use of funds, milestones, runway. An ask that contradicts the financial plan is the fastest pass.

Filled it in?
Find out how it scores before an investor does.

Upload your deck at academy.bizznote.com and get an honest, scored analysis on the criteria investors use. Free, no account. Decks that clear the bar go directly in front of a real investor.