

The Ultimate **PITCH DECK** Cheat Sheet

The Perfect Pitch Deck Template – by Pitch Hero

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1. Start Strong: Grab Attention

What's your key message? What's Your Vision? What is the Future?

2. The Problem

Describe the current situation. Tell the story. Make it human, relatable, and urgent.

3. The Market

Prove the opportunity is significant. Show market size and demand.

4. Your Solution

Explain clearly how your product fixes the problem. Keep it simple.

5. Business Model

How do you make money? Include pricing and realistic growth potential.

6. Secret Sauce

What is your USP and why that gives you an unfair advantage. What's your tech, IP, partnerships, or insights.

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7. Competitive Landscape

Map your position in the market now and in the future with clarity.

8. The Dream Team

Introduce your team. Identify experience, expertise and how you work together.

9. Traction

Show growth with numbers—show your users, sales, clients, milestones.

10. Future Projections

Forecast your next 2–3 years with realistic ambition.

11. The Ask

State how much you're raising and tell the investors exactly how you'll use the funds.

Pro Tip:

Close strong – if your audience was to hear only one thing and take it away – what would it be?

Quick Reminder:

Investors fund people, not just ideas. Let your energy, passion and proof be seen.

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