



PITCH DECK CHECKLIST:

# What Investors Actually Want to See

## Your Guide to Building an Investor-Ready Pitch Deck

Knowing your audience is crucial. Tailoring your message to their specific goals and concerns can make the difference between securing funding and missing the opportunity. Don't just tell your story, make it impossible to ignore. Whether you're pitching to secure your first round of funding, or gearing up for Series A, this checklist will walk you through the essentials every winning pitch deck requires.

### How to Use This Checklist:

- o Conduct an audit of your existing deck.
- o Refer to it while building or refining your slides.
- o Share list with your team or co-founders.

### Key Insights:

- o Ensure your audience is clearly defined.
- o Structure the flow of slides to create a strategic story.
- o Keep wording concise and descriptive.
- o Use compelling visuals, like infographics, to replace text whenever possible.
- o Present data and financials visually to highlight key insights.

### Ready to Strengthen Your Pitch to Impress Investors?

I work with founders and startups to build pitch decks that captivate investors and secure capital.

- o Book a [free 30-minute call](#) to talk through your deck, your story, and what will set you apart.
- o Schedule [a pitch-deck audit](#) to see how we can improve upon your story.





# Investors Make Decisions Fast

This checklist gives you a strategic framework to build or refine your pitch deck so it tells a clear, confident story that will have your audience saying, “Tell me more.” Here are the 12 slides every pitch deck needs:

## 1. COVER SLIDE

- o Clear company name and logo.
- o Tagline or value proposition in one sentence.
- o Eye-catching visual or product image.

## 2. THE PROBLEM

- o A real, relatable problem.
- o Data or story to support why it matters.
- o Who experiences this problem and how often?

## 3. YOUR SOLUTION

- o Clear explanation of your product or service.
- o What makes your solution better/different?
- o A simple visual, if possible (mockup or flow).

## 4. MARKET OPPORTUNITY

- o Total addressable market (TAM).
- o Serviceable/obtainable market (SAM/SOM).
- o Sources cited for market data.

## 5. BUSINESS MODEL

- o How do you make money?
- o Pricing strategy.
- o Revenue streams (if more than one).

## 6. TRACTION / VALIDATION

- o Key milestones hit (launches, users, revenue).
- o Testimonials, pilots, or partnerships.
- o Early customer feedback or usage stats.

## 7. GO-TO-MARKET STRATEGY

- o How you plan to acquire customers.
- o Channels: organic, paid, partnerships, etc.
- o Sales cycle or funnel overview.

## 8. COMPETITIVE LANDSCAPE

- o Who else is out there?
- o Why you're different or better.
- o Simple comparison table or quadrant.

## 9. TEAM

- o Key team members: name, role, brief background.
- o Why this team is built to win.
- o Advisors, if applicable.

## 10. FINANCIALS (HIGH-LEVEL)

- o 3–5 year projection.
- o Key assumptions noted.
- o Burn rate & runway if you're early-stage.

## 11. THE ASK

- o How much are you raising?
- o What will it be used for?

## 12. CLOSING SLIDE

- o Thank you + contact info.
- o Call to action or next step.
- o **BONUS:** QR code or clickable link to demo or website.

