

RESOURCES · FOR FOUNDERS

# Investor-Ready Pitch-Deck Structure

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The handful of slides every investor expects, in order. One idea per slide. Aim for 10–12 slides; the deck gets you the meeting, not the cheque.

## The slides, in order

1. **Title** — company, one-line description, your name & contact.
2. **Problem** — the pain, in the customer's words. Make it felt.
3. **Solution** — how you remove that pain. Keep it concrete.
4. **Why now** — what changed that makes this possible/urgent.
5. **Market** — size it bottom-up, not '1% of a huge number'.
6. **Product** — show it. Screens, not adjectives.
7. **Traction** — the slide investors read first. Proof over promise.
8. **Business model** — how you make money; unit economics.
9. **Go-to-market** — how you acquire customers repeatably.
10. **Competition** — honest landscape; your durable advantage.
11. **Team** — why you are the ones to win this.
12. **The ask** — amount, use of funds, milestones it buys.

## Common mistakes

- Burying traction past slide 5
- Numbers in the deck that don't match the model
- A market sized top-down with no path to it
- No clear ask

*A Senior Intern who has raised before can pressure-test your deck in an afternoon. — theseniorintern.com*