THE PITCH DECK GUIDE

The pitch deck design guide.

A practical guide with real examples from pitch decks that actually raised funding.



BILAL RAZA — FOUNDER, SLIDEY — @DESIGNWITHBR

Why a deck matters.

Your deck is often the first thing an investor sees. Here is what it does for you.

01

Effective communication

Startups can clearly and concisely share their vision, value proposition, business model and strategy. It tells the company story and sparks interest.

02

Trust building

A deck shows you understand the market and your customers, and can handle challenges. Data, wins and progress build trust in what you are building.

03

Investment attraction

Decks are how you persuade investors the opportunity is worth backing. A well structured deck helps secure the funding you need to grow.

04

Strategic orientation

Building a deck forces clear thinking. It sharpens your vision, your priorities, your unique value and your market strategy.

INTRODUCTION

Why this guide exists.

For many founders and small business owners, this is the harsh reality.

One weak slide, one confusing message or the wrong data can turn investors away **instantly.**

01 Over the years, we have built 1,000+ pitch decks for startups at Slidey.

02 This guide is everything we have learned, slide by slide, with real examples.

03 Follow it and you will build a deck that grabs attention, explains your vision clearly and turns investors into partners.

04 Ready to avoid costly mistakes and secure the funding your business deserves? Let's get started.

The ideal pitch deck structure.

Twelve slides, in this order. Each one answers the question the last one raised.

01	**Cover page**	SLIDE 1
02	**Problem**	SLIDE 2
03	**Solution**	SLIDE 3
04	**The secret sauce**	SLIDE 4
05	**How it works**	SLIDE 5
06	**Business model**	SLIDE 6
07	**Market opportunity**	SLIDE 7
08	**Traction**	SLIDE 8
09	**Competitor analysis**	SLIDE 9
10	**Roadmap**	SLIDE 10
11	**Team**	SLIDE 11
12	**Ask and use of funds**	SLIDE 12

SLIDE 01

Cover page

Your first impression starts here.

Think of it as your opening handshake. It should be **clean, confident and unmistakably you.**

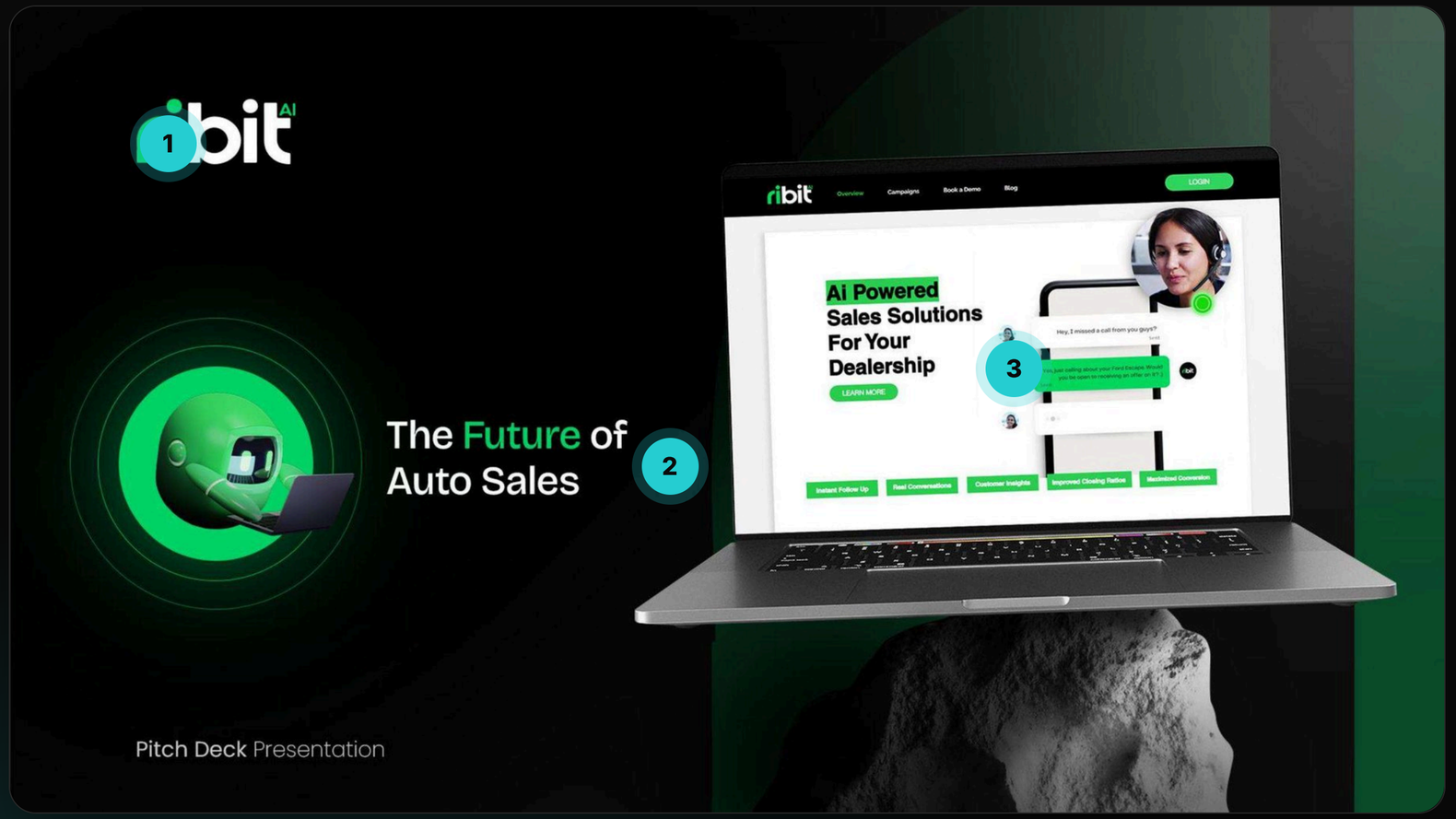
01 This slide sets the tone for everything that follows, so keep it sharp.

02 Include your startup's name, logo and a short slogan that captures your vision.

03 Add a polished product mockup or branded visual to hint at what's coming.

EXAMPLE · RIBIT AI

Cover slide, done right.



WHAT TO NOTICE

1. Company logo
2. A clear value proposition
3. A product mockup

SLIDE 02

Problem slide

Before you talk about your startup.

Your first job? Make the **problem** feel **huge.**

01 It should hit the investor right away: “Whoa, this is serious.”

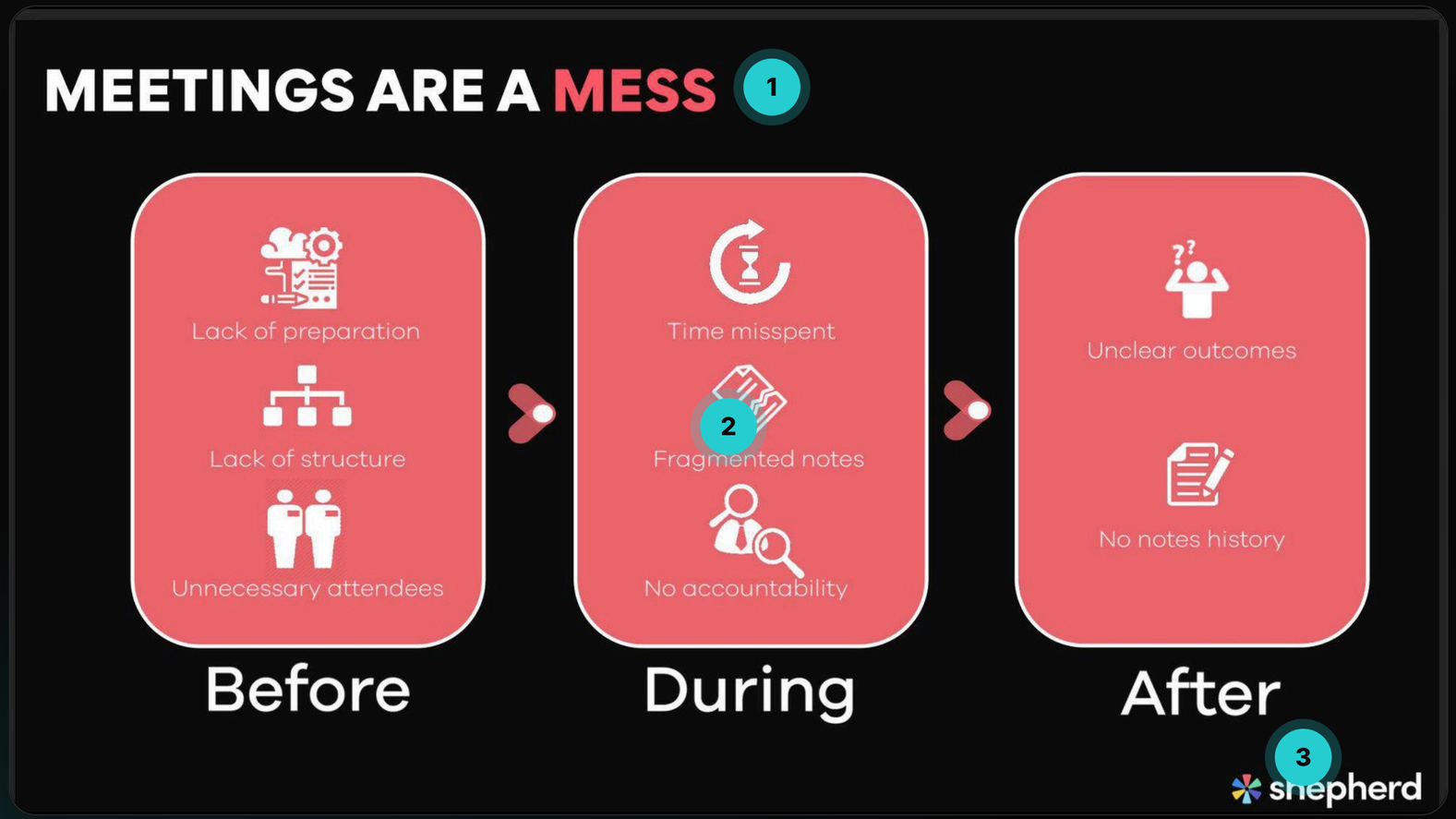
02 If the problem doesn't feel big, the solution won't feel needed.

03 Use real numbers, real pain and real urgency.

04 Make them care before you show how you fix it.

EXAMPLE · SHEPHERD

Problem slide, done right.



WHAT TO NOTICE

1. A clear, catchy title. You instantly know it's about meetings.
2. A clear story of the problems before, during and after meetings.
3. The company logo

SLIDE 03

Make the solution crystal clear

They know the problem. Now show them how you solve it.

And most importantly, **why** your solution.

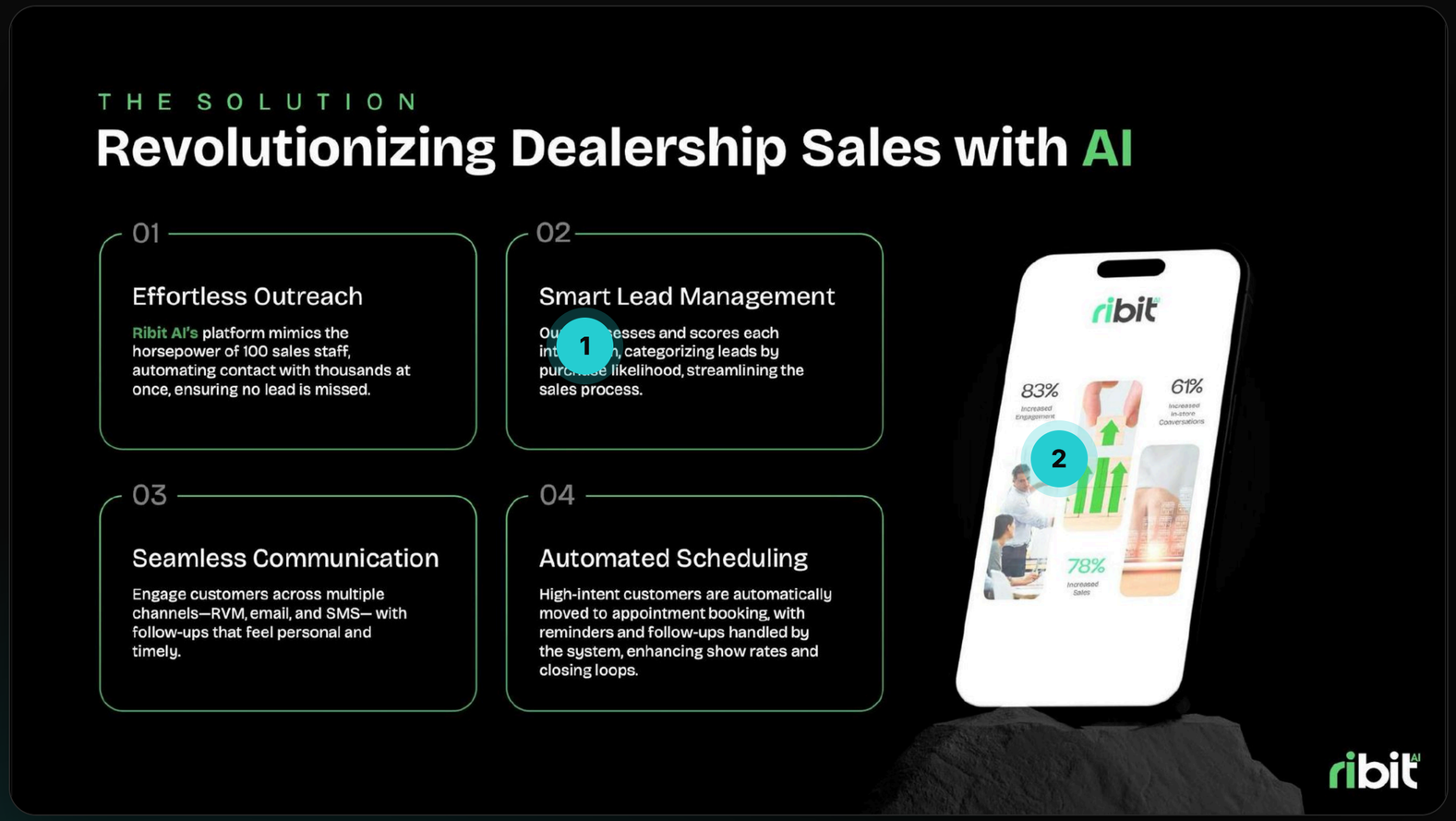
01 Focus on the outcome, not the tech.

02 Keep it visual.

03 Make it feel like the obvious fix.

EXAMPLE · RIBIT AI

Solution slide, done right.



WHAT TO NOTICE

1. The most important features, each written as the exact fix for the problem.
2. A sneak peek of your product.

SLIDE 04

The secret sauce

Most decks just explain the solution.

Winning decks compare it, and then they **win.**

01 Show how others are doing it, and why it's broken.

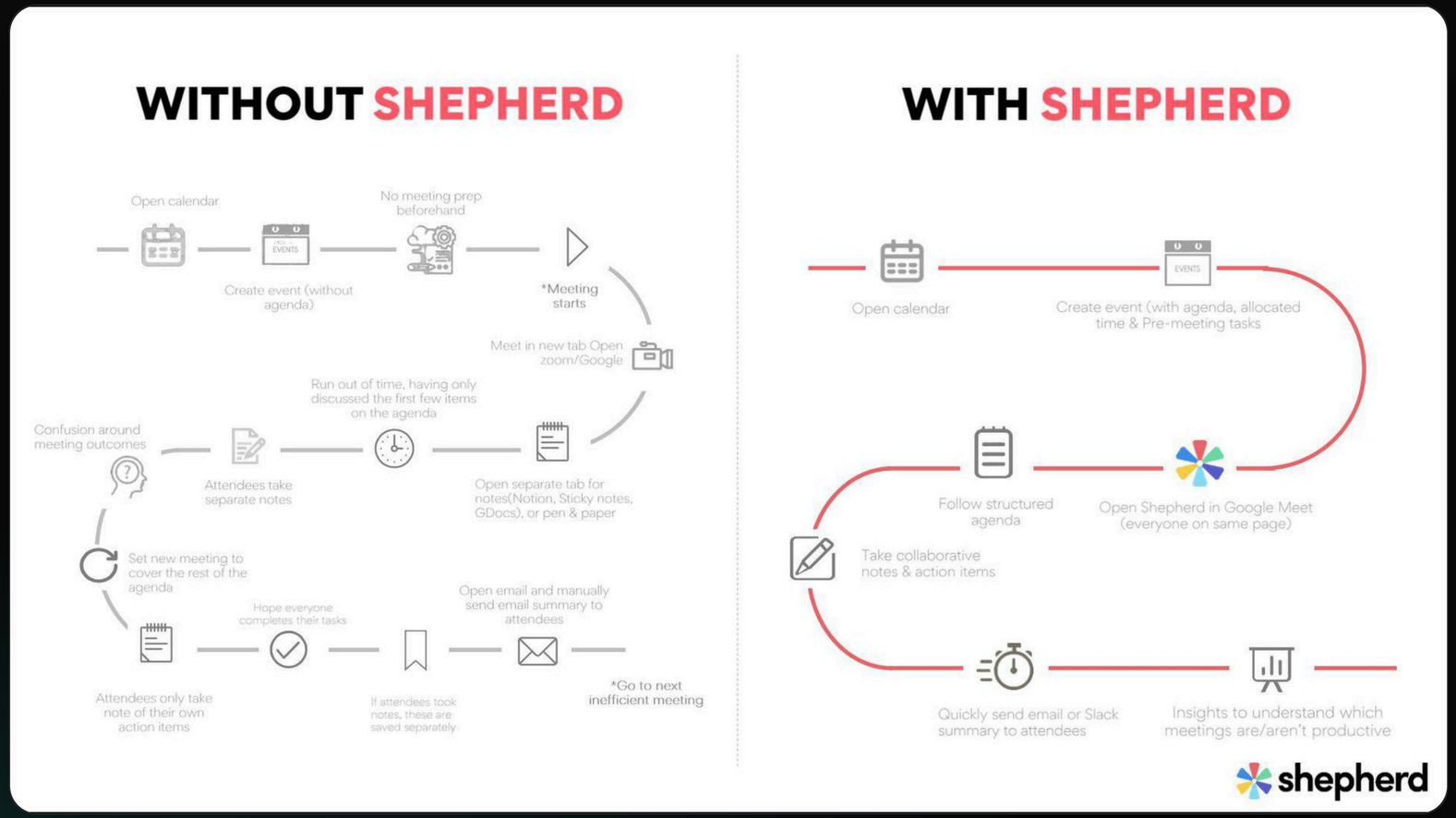
02 Now drop your solution right next to it.

03 Don't just say you're better. Prove it with visuals.

04 And that is your secret sauce.

EXAMPLE · SHEPHERD

Secret sauce, done right.



WHY IT WORKS

1. The way it's done today, and every step that breaks.
2. Your way, right next to it.
3. Proof by visuals, not claims.

SLIDE 05

How it works

Investors don't need every detail.

They just want to know it's **real and doable.**

01 Break it down into 3 to 4 simple steps.

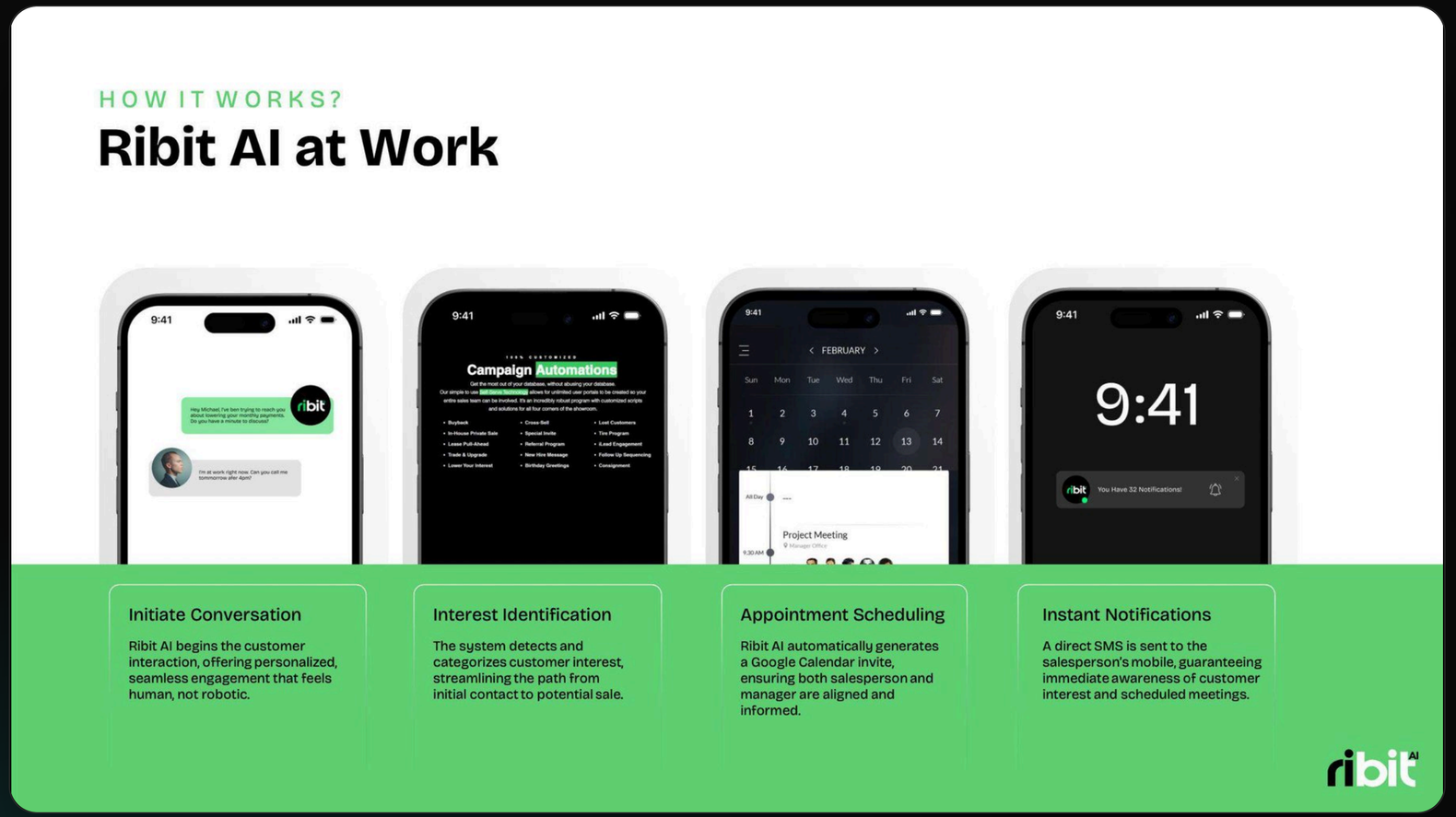
02 Keep it visual. Think flow, not paragraphs.

03 Show the journey from problem to solution.

04 Make it feel smooth, scalable and already working.

EXAMPLE · RIBIT AI

How it works, done right.



WHY IT WORKS

1. Four simple steps, left to right.
2. The product shown at every step.
3. One short line per step. No paragraphs.

SLIDE 06

Business model

Show how the money flows.

This slide can be a **deal breaker** or a **deal maker.**

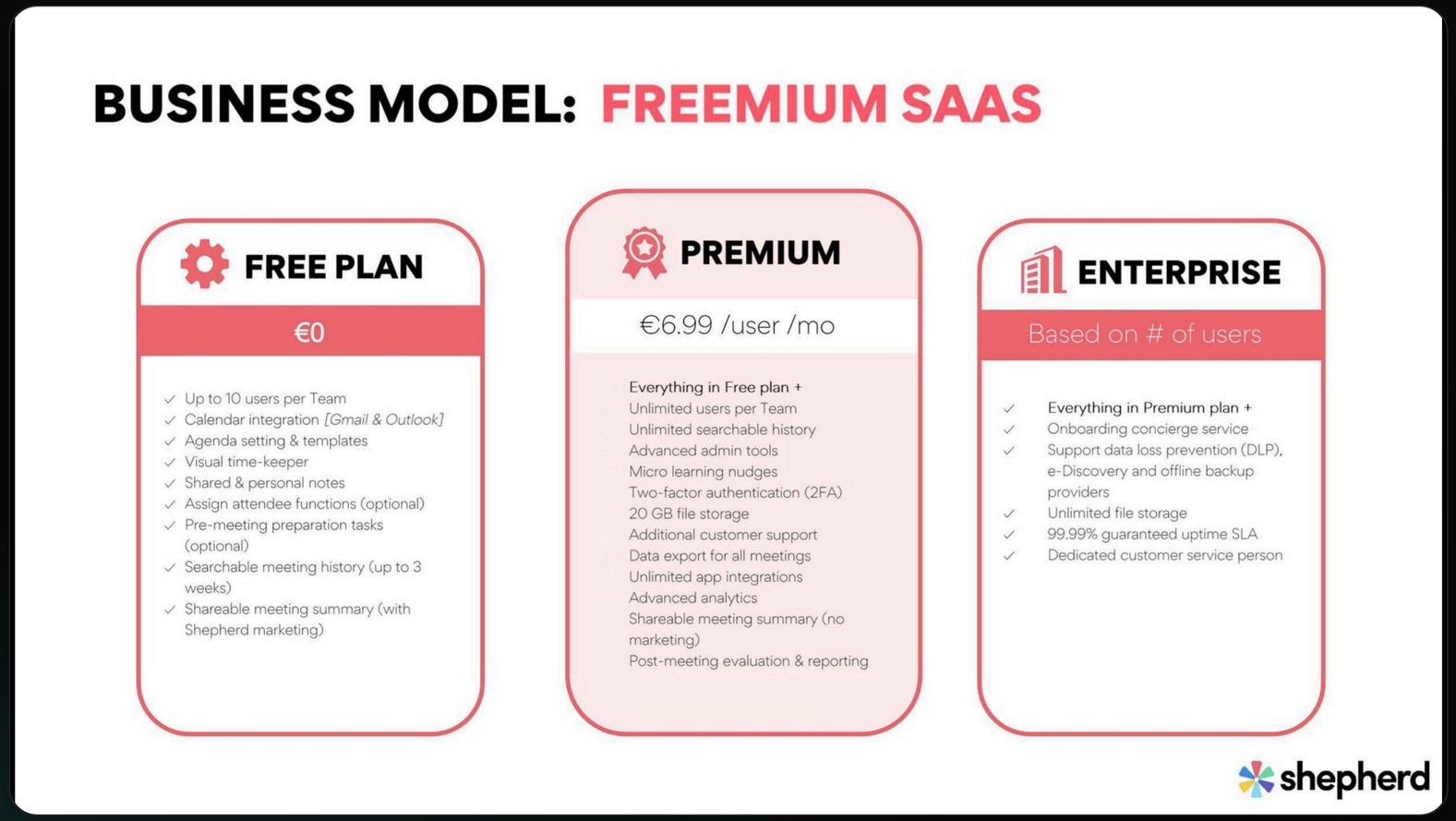
01 Make sure your business model makes sense.

02 Keep it simple: your pricing model, your revenue streams and the logic behind them.

03 Let investors see a business, not just a product.

EXAMPLE · SHEPHERD

Business model, done right.



WHY IT WORKS

1. The model named in the title: freemium SaaS.
2. Clear pricing for every tier.
3. The logic is easy to follow at a glance.

SLIDE 07

Market opportunity

Show the scale of the problem you're solving.

You're answering one big question: how **big** can this get?

01 Break down TAM, SAM and SOM.

02 Use clear numbers.

03 Back every number with a source.

EXAMPLE · SHEPHERD

Market slide, done right.



WHY IT WORKS

1. A title that frames the scale: a global problem.
2. Three big numbers, instantly readable.
3. One highlighted number to land the point.

SLIDE 08

Traction

Show what you've done. This is where momentum lives.

Share your **most meaningful metrics.**

01 Revenue

02 Users

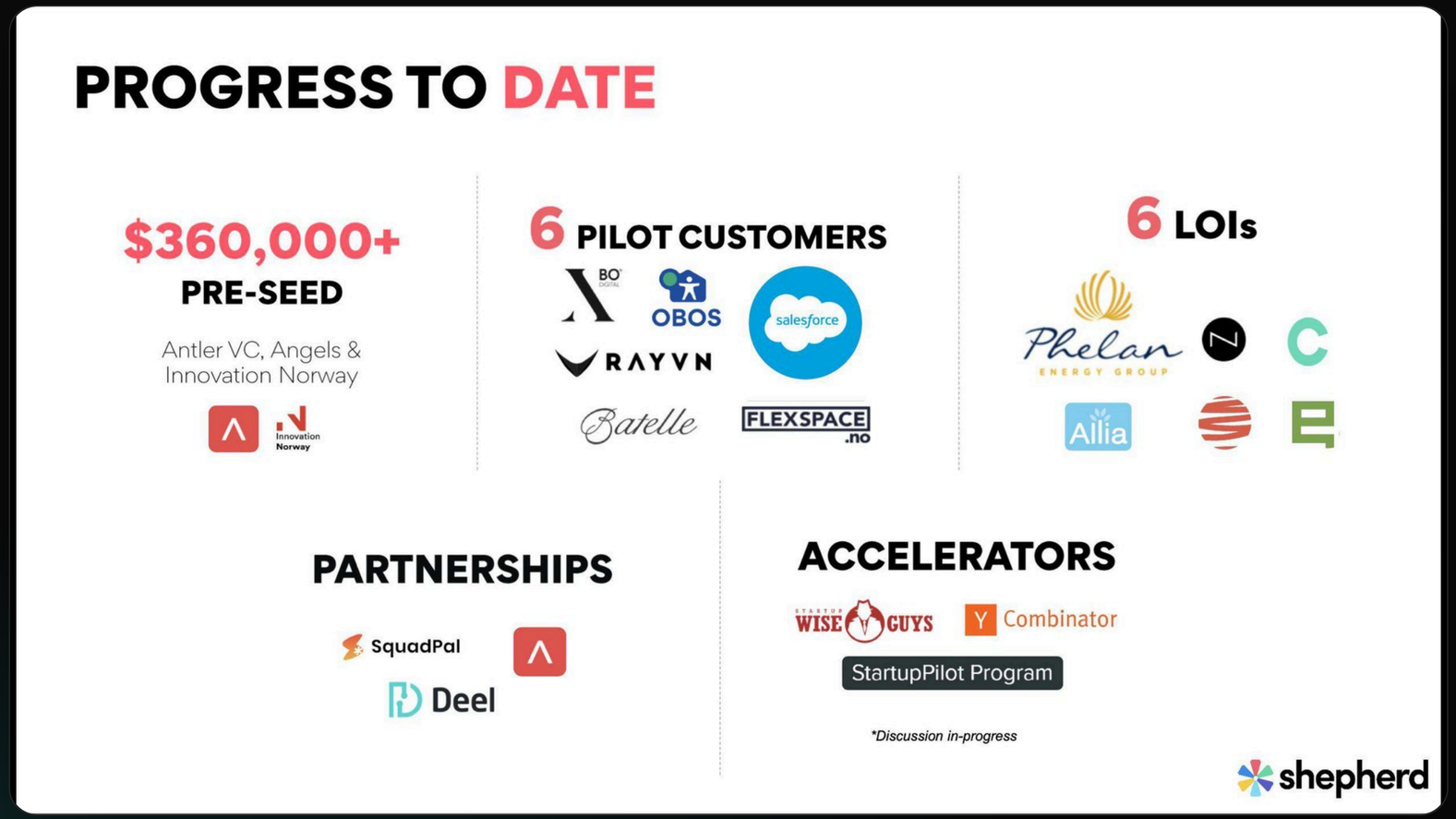
03 Retention

04 Partnerships

05 Waitlists

EXAMPLE · SHEPHERD

Traction slide, done right.



WHY IT WORKS

1. Funding raised, and from whom.
2. Pilot customers and LOIs, shown with logos.
3. Partnerships and accelerators as extra proof.

SLIDE 09

Competitor analysis

You're not alone, and that's a good thing.

Show who's in the space, **what they're missing** and **where you win.**

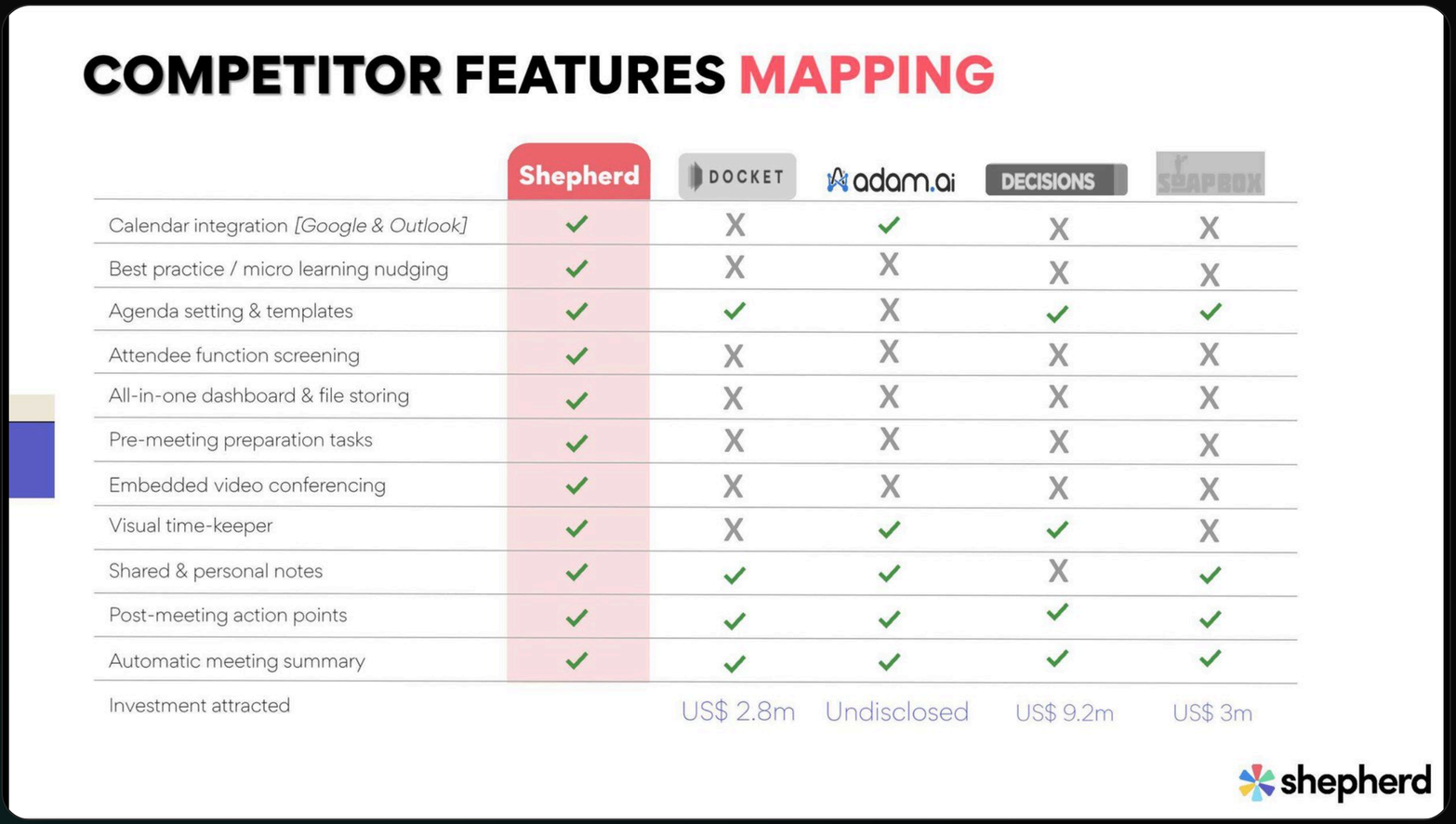
01 Map the landscape.

02 Show every serious player side by side.

03 Position yourself clearly.

EXAMPLE · SHEPHERD

Competitor slide, done right.



WHY IT WORKS

1. Every competitor mapped feature by feature.
2. Your column highlighted so it wins at a glance.
3. Funding raised by each player for context.

SLIDE 10

Product roadmap

What's coming next, and why it matters.

Lay out your **upcoming milestones** across product, team and market.

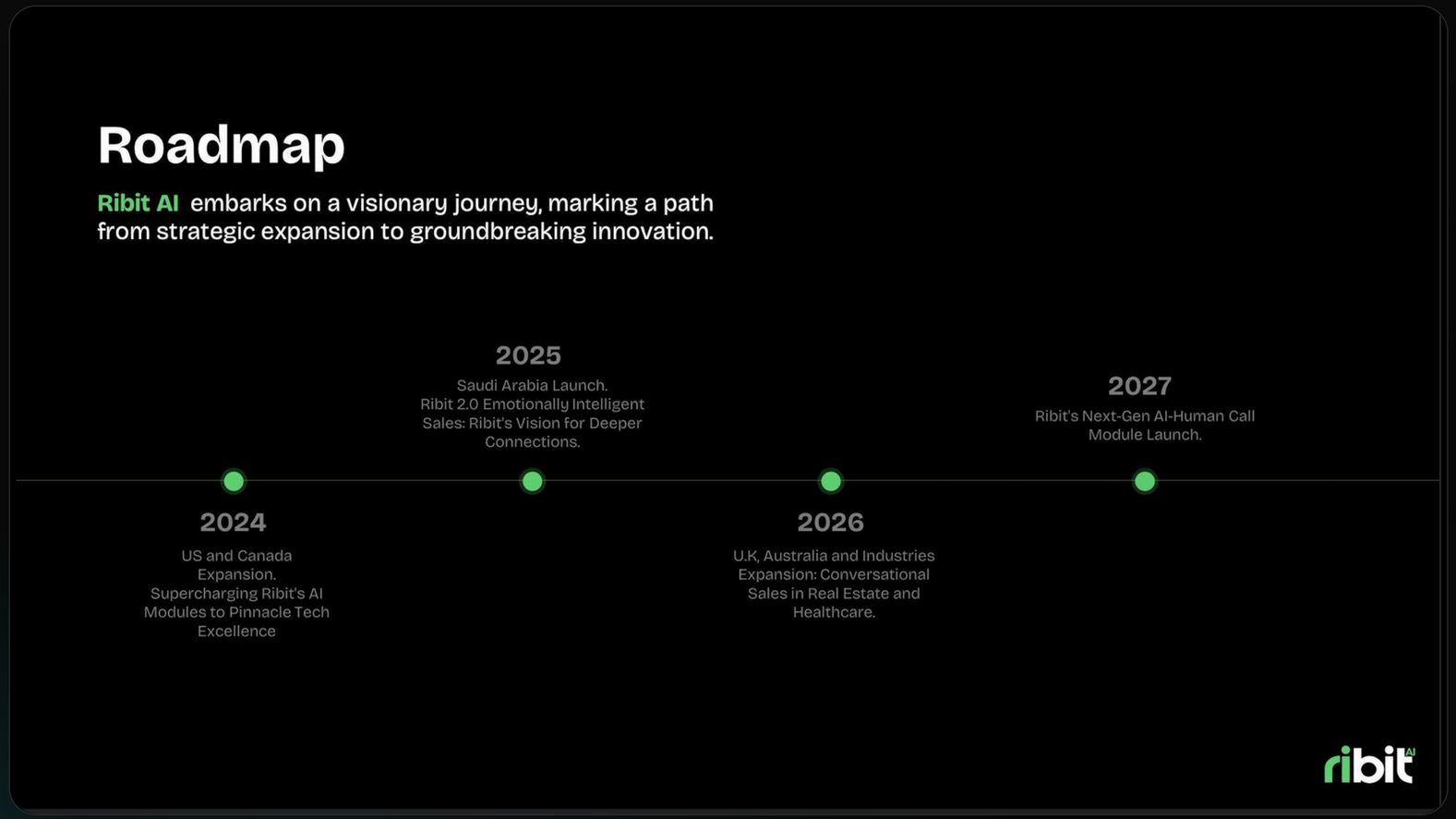
01 Treat this slide as your vision, laid out clearly for investors.

02 Keep it high level but clear.

03 Show this isn't a one feature wonder. It's a company with direction.

EXAMPLE · RIBIT AI

Roadmap, done right.



WHY IT WORKS

1. One line, four milestones.
2. A year on every step.
3. Expansion and product launches side by side.

SLIDE 11

Team slide

People build companies.

Investors bet on **people.**

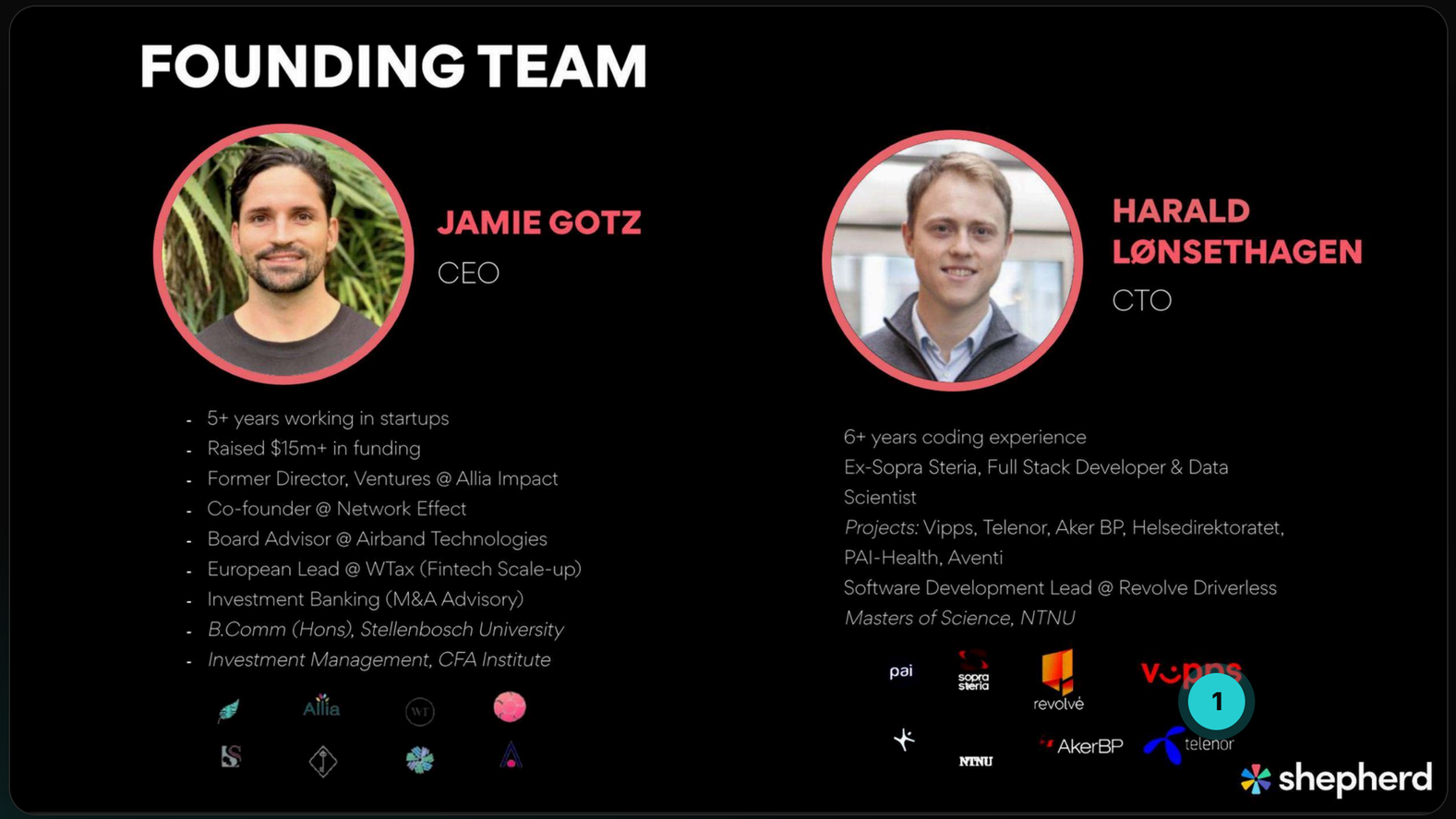
01 Introduce the team behind the mission.

02 Highlight backgrounds, strengths and the experience that makes you the right group to take this forward.

03 Keep it sharp, not resume heavy.

EXAMPLE · SHEPHERD

Team slide, done right.



WHAT TO NOTICE

1. Add the logos of their past companies. It builds trust fast.
2. Names and roles up front.
3. Short, sharp highlights for each founder.

SLIDE 12

Ask and use of funds

Here's what we need, and where it's going.

State how much you're raising and **exactly where it goes.**

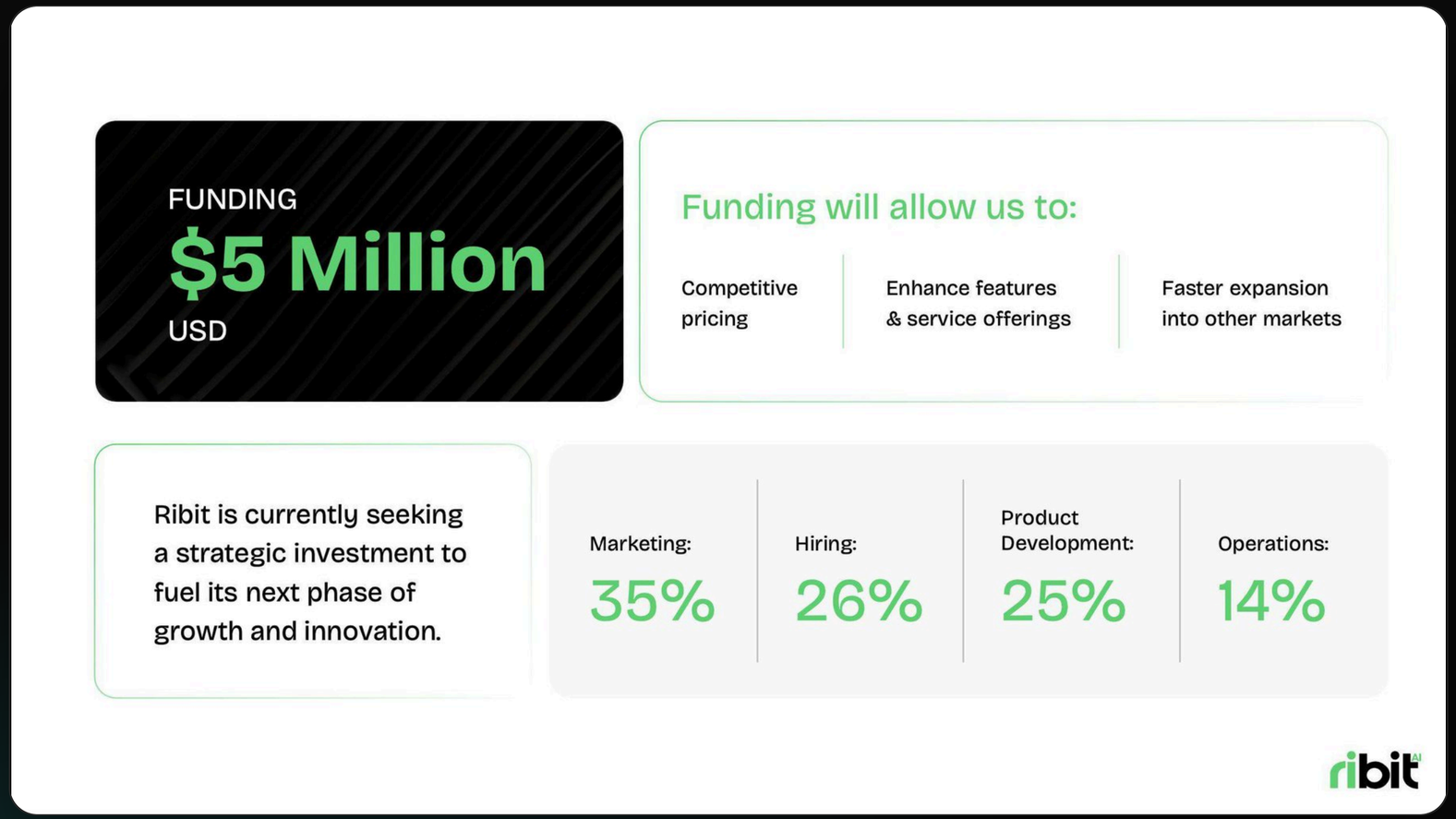
01 Break down the allocation clearly: product, hiring, growth and more.

02 Make the ask relevant to your stage.

03 Know exactly where you would spend every dollar.

EXAMPLE · RIBIT AI

The ask, done right.



WHY IT WORKS

1. The amount, big and clear.
2. What the funding unlocks.
3. A percentage split for every area.

Still think you might need some help?

If you're wondering how to pull all of this together into a clean, compelling, investor ready deck, that's exactly what we do.

Let's build together ↗



CASE STUDY

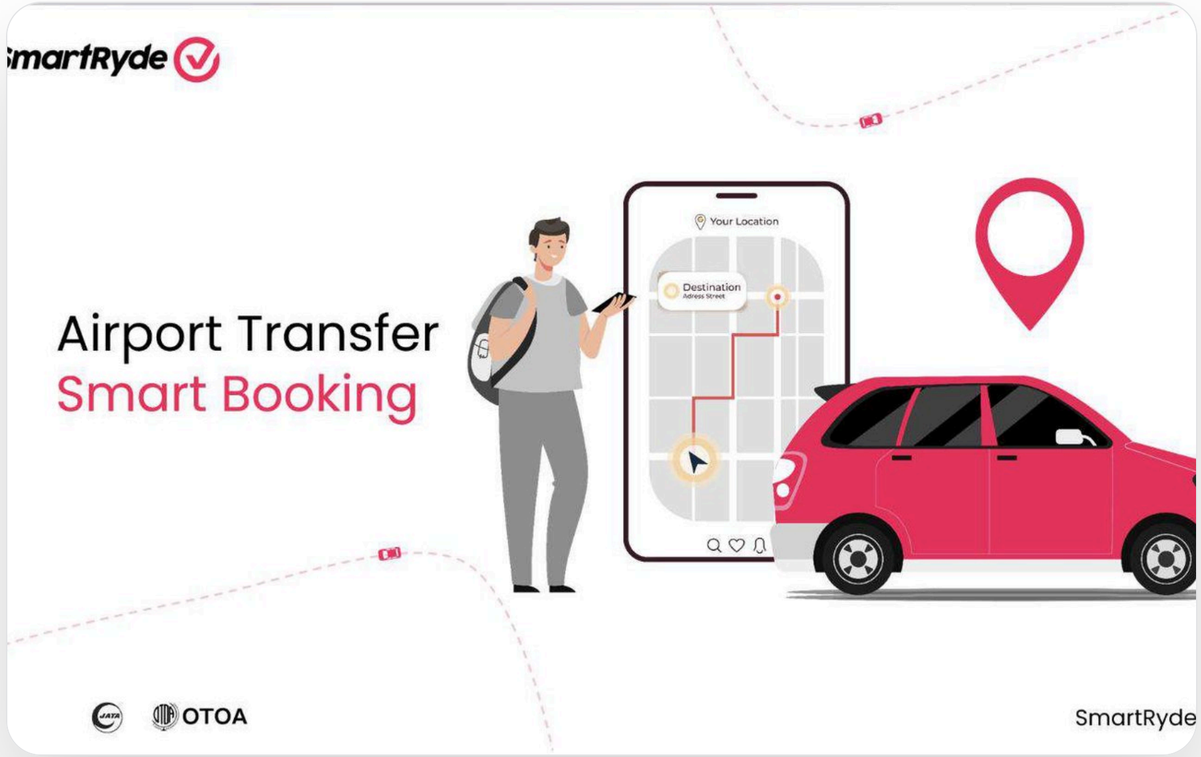
Real startups. Real success.

SmartRyde

Secured Series A funding

$3.4M

after a **Slidey makeover.**



CASE STUDY

Real startups. Real success.

upwage

Secured seed funding

$7.2M

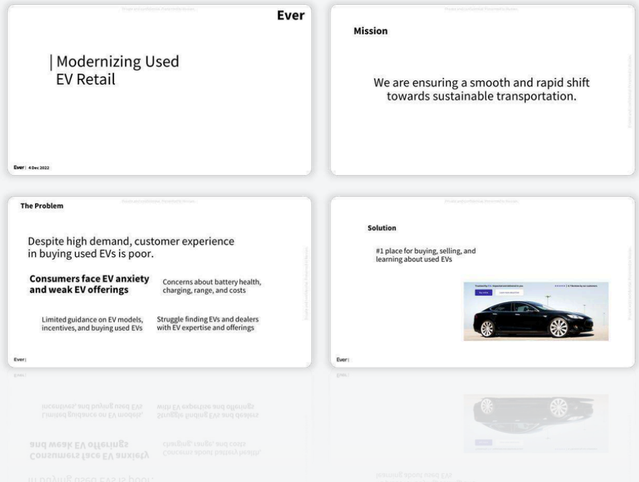
after a **Slidey makeover.**



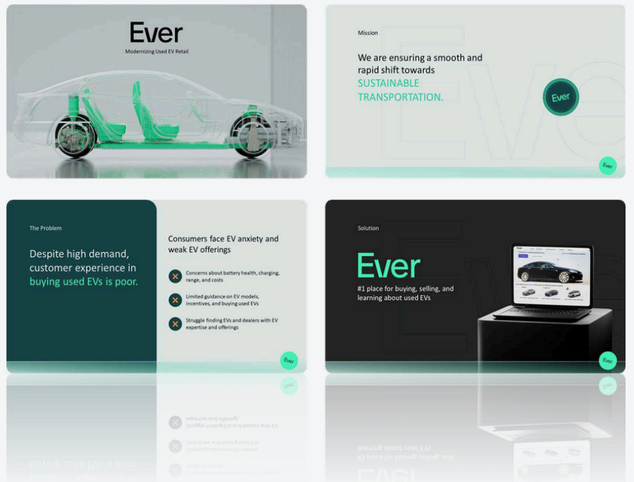
The Slidey revamp.

Cluttered content, turned into a clear story that captivates and converts.

BEFORE



AFTER



What clients say.

Jun 26, 2023

Slidey - The Pitch Deck Experts

Slidey worked on our Pre-Seed pitch deck and we managed to raise the funding! They did a great job with the flow of the deck and really helped us along the way and were happy to make the design revisions as per our requirements which we really appreciate. We will continue working with them on adhoc basis so if you're looking for someone who can really make your pitch decks compelling then look no further! Highly recommended.

Date of experience: June 15, 2023

Jack Pederson
1 review · US

Jun 26, 2023

Best Presentation Design Agency

Slidey's creation of a professional marketing deck for our brand was truly exceptional. With an acute understanding of our brand and industry, they expertly crafted a visually captivating and strategically compelling deck.The deck has already garnered praise and accurately represents our brand's unique advantages. I highly recommend them for any type of Presentation design projects.

Date of experience: February 16, 2023

Ilan Danieli
1 review · US

Apr 27, 2023

Fantastic job rebranding our investor deck

We use Slidey for investor deck design. They have a knack for turning a dull, stale PDF into an exciting and fun to read document. Their turnaround is fast and professional, and they understand the need to balance creativity vs message delivery, which is especially important in our line of work. I cannot recommend them highly enough.

Date of experience: January 20, 2023

Ally Tibbles
1 review · US

Apr 26, 2023

I recently worked with Slidey and was...

I recently worked with Slidey and was blown away by their exceptional presentation design skills. Their team of talented designers created a visually stunning and highly effective presentation that exceeded my expectations in a timely and professional manner. I highly recommend them to anyone in need of top-notch presentation design services!

Date of experience: March 03, 2023

Jake Nelson
1 review · US

Jun 23, 2023

By far the Best Design Agency I know

I have worked with Slidey on multiple occasions for my design stuff they've always surprised me with their creativity. They don't know that I hired multiple agencies when I started my business but their work was by far the best and the one I ended up selecting. Kudos to Slidey!

Date of experience: January 21, 2023

Jan 16, 2024

Top Rated Design Agency

As a designer myself Slidey LLC is my go-to design agency if I have an ample workload that I can't handle myself. I think the best part about them is that they easily understand my client's requirements and their design aesthetics are on point!

Date of experience: January 13, 2024

Solamon Cruz Estin · 1st
Co-Founder @ BiteLabs | Partnerships, Operations & Growth | First 300 @Uber | Ex-CloudKitchens | Ex-DoorDash
April 18, 2024, Solamon was Muhammad Bilal's client

Cannot recommend Muhammad enough. He is an expert designer who works at a very fast pace, with thorough attention to detail, and with great communication. Muhammad helped revolutionize a key deck for our company and has begun to be instrumental in our marketing efforts by also improving photo quality across our portfolio. I will happily continue to hire Muhammad.

TRUSTPILOT

Rated five stars by founders.

Brands we've designed for.



Thank you.



info@slideyllc.com

Let's build together

@designwithbr