

# Sales Pitch Deck Structure Example

## 1. Cover Slide

- Company name / Logo
- Tagline or main message
- Date
- Presenter name & title

## 2. Problem Statement

- What problem are you solving?
- Who experiences this problem?
- Why is it important?

## 3. Solution

- Your product or service overview
- How it solves the problem
- Key benefits / value proposition

## 4. Market Opportunity

- Market size & growth
- Target customer segments
- Trends and insights

## 5. Product or Service Demo

- Core features (screenshots, diagrams, demo steps)
- Unique selling points

## 6. Business Model

- How do you make money?
- Pricing strategy
- Sales channels

## 7. Traction & Validation

- Key milestones
- Clients & case studies
- Partnerships / testimonials

## 8. Go-to-Market Plan

- Marketing & sales strategy
- Customer acquisition plan
- Key activities and timelines

## **9. Competitive Landscape**

- Key competitors
- What makes you different?
- Competitive advantage

## **10. Team**

- Founders and key team members
- Relevant experience & expertise
- Advisors (if any)

## **11. Financials & Projections**

- Revenue & growth forecasts
- Key metrics
- Funding required (if applicable)

## **12. Call to Action**

- Next steps
- Contact information
- Thank you!