

The ten-slide deck outline

One message per slide, a number or a name on every slide, readable in two minutes.

The deck gets you the meeting; the meeting gets you the money. Fill the right-hand column for your company, then have two founders who have raised tell you the slide where they stopped believing.

#	Slide	It must answer	The common mistake	Ours
1	Problem	Who has it, how often, what it costs them - in their words	A problem stated as a market trend	
2	Solution	What changes for them, in one sentence and one picture	A feature list	
3	Why now	The change in rules, technology or behaviour that opened the door	Omitting it, or 'AI'	
4	Market	Bottom-up: count of customers times price, with the source	A consultant's trillion-dollar number	
5	Product	A real screenshot of the one job being done	A roadmap of future features	
6	Traction	Users, revenue, retention, the trend - honest numbers	Vanity metrics; cumulative charts	
7	Business model	Who pays, how much, how often; gross margin	Three models at once	
8	Competition	Today's alternatives and the specific reason customers switch	A quadrant with you top-right and no incumbents	
9	Team	Why these people: relevant things done, not logos	Advisors as team; titles with no achievements	
10	The ask	How much, what it buys, the milestone it reaches, runway it gives	An amount with no milestone	

Appendix slides (for the meeting, not the send)

- ☐ Detailed financial model and assumptions
- ☐ Unit economics: CAC, payback, gross margin per customer
- ☐ Retention cohorts
- ☐ Pipeline by stage
- ☐ Hiring plan against the raise
- ☐ Product roadmap for the next two quarters
- ☐ Cap table today and post-round
- ☐ Risks and what you are doing about each

Before you send

- ☐ Every slide has one message and a number or a name.
- ☐ Two experienced readers gave the 'stopped believing' slide; it is fixed.
- ☐ PDF under 10 MB; never a link that expires.
- ☐ Short version (ten slides) for cold sends; full version with appendix for meetings.
- ☐ File name: [Company] - [Round] - [Month Year].pdf

General information as of October 2026. Not legal, tax or investment advice; fees, thresholds and programme terms change - check the official page before relying on a figure, and use a qualified professional where the roadmap says so.