

# Pitch Deck Template (10 slides)

Free template from **Unbuilt Lab** — <https://unbuiltlab.com/free>

## Slide 1 — Cover

Your company name, one-line positioning statement, and a single hero image.

— *Company name + 'We help [audience] do [outcome] without [pain].'*

## Slide 2 — Problem

Make the pain concrete. Three bullets. One real customer quote.

— *The status quo costs your audience X hours / dollars / sanity per Y unit time.*

— *A real customer quote you've collected (Reddit / interview / support ticket).*

## Slide 3 — Solution

Your one-line solution + a screenshot or product mock. Don't oversell — let it speak.

— *We do [verb] for [audience]. Today, that means [specific feature].*

## Slide 4 — Why Now

What changed in the world that makes this possible / urgent today?

— *Technology shift, regulatory shift, behavioural shift, or cost-curve shift?*

## Slide 5 — Market Size

TAM / SAM / SOM in dollars with source year. Be ready to defend the bottom-up math.

— *TAM = \$X (source, year). SAM = \$Y. SOM 3-year = \$Z.*

## Slide 6 — Product

Live screenshots OR a 20-second loom embed. Less marketing copy, more product.

— *Screenshot 1: the core 'aha' moment. Screenshot 2: the daily-use surface.*

## Slide 7 — Business Model

How you make money. Pricing tiers in a table. Payback and unit economics if you have them.

— *Pricing: \$X/mo for [tier 1], \$Y/mo for [tier 2]. ARPU today: \$Z.*

## Slide 8 — Traction

Hard numbers. Revenue, MAU, NPS, retention curve — whichever is your best-looking metric.

— *3 metrics, real numbers, with month-over-month growth %.*

## **Slide 9 — Team**

Why YOU. Each founder: name, prior shipped thing, why-you-care-about-this-problem.

— *Founder 1: <name>, prior thing shipped, why this problem.*

## **Slide 10 — The Ask**

How much, at what valuation, what the money buys (specific milestones not 'hire / runway').

— *Raising \$X at \$Y pre-money for 18 months runway and these 3 specific milestones.*

Tip: write the deck once, then iterate it weekly against feedback. The best pitch deck is one that has survived 30 conversations.