



PITCHDECK TEMPLATES



Y Combinator

PITCHDECK TEMPLATE

Title
Company name, logo,
and one liner outlining
what you do

Problem
What's wrong with how
the world currently
works?

Solution
How do you solve the
problem you just
outlined?

Traction
Do you have PMF as
demonstrated by your
numbers (healthy unit
economics)

Market
Is there a large TAM
today or in the future?

Competition
Who are your
competitors and why
are you 10x better than
them?

Vision
How do you become a
gigantic company?

Team
Why are you the right
people to do this?

Use of funds
What will the business
look like and how much
money will it need

The logo consists of the number '500' in a bold, black, serif font, centered within a light beige square.

500

500 Startups

PITCHDECK TEMPLATE

Your logo & elevator pitch
No expert jargon, no buzzwords.
Explain it like you would to a 5 year old.

The Problem
Talk about the problem you're solving. Explain it from the point of view of your customer, rather than the global problem

Your Solution
It's important to introduce your product at this point, or you risk losing your audience's attention. Tell us about your product's key features and list the top benefits to your customer

How it works
Here you can go into more of the nitty gritty about the user experience and how the tech works.

Traction
The best way to get our attention is to show us user or revenue growth, so if you have it, put it right after your product explanation

Business Model
How are you making money? And if you aren't making money yet, how do you plan to in the future?

Competition
You can't avoid competition, whether direct or indirect, but you can show us how you're different from them

The market opportunity
We're looking for markets that are BIG, so there should be either a market size of >\$1bn or an expansion plan that will get there

Progress to date
Showing major milestones in your business tells us how much progress you've made so far, and where you are in the business

The team
Here's your chance to highlight your team's unfair advantage



Sequoia

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Company purpose

Define your company in a single declarative sentence. This is harder than it looks. It's easy to get caught up listing features instead of communicating your mission.

Problem

Describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions

Solution

Explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?

Why now?

The best companies almost always have a clear why now? Nature hates a vacuum—so why hasn't your solution been built before now?

Market potential

Identify your customer and your market. Some of the best companies invent their own markets

Competition / Alternatives

Who are your direct and indirect competitors? Show that you have a plan to win

Business model

How do you intend to thrive?

Team

Tell the story of your founders and key team members

Financials

If you have any, include and put in your 3 year financial forecasts

Vision

If all goes well, what will you have built in five years?



The logo consists of the text "Guy Kawasaki" centered within a light gray square border. The word "Guy" is in a bold, red, sans-serif font, while "Kawasaki" is in a bold, black, sans-serif font.

Guy Kawasaki

Guy Kawasaki

PITCHDECK TEMPLATE

Title

Company name, your name and title, address, email and cell phone number

Problem / Opportunity

Describe the pain that you're alleviating or the pleasure you're providing

Value Proposition

Explain the value of the pain you alleviate or the value of the pleasure you provide

Product

The underlying magic. Describe the product, secret sauce or magic behind your product. The less text and the more diagrams, schematics and flowcharts, the better

Business Model

Who has your money temporarily in his pocket and how you're going to get it into yours

Go To Market Plan

How you are going to reach your customer without breaking the bank

Competitive Analysis

Provide a complete overview of the competitive landscape. Too much is better than too little

Management Team

The key players of your management team, board of directors, and advisors, as well as your major investors

Financial Projections

A three year forecast containing not only dollars but also key metrics, such as customers and conversion rate

Use of Funds

Explain the current status of your product, what the near future looks like, and how you'll use the money you're trying to raise



Founders Institute

PITCHDECK TEMPLATE

Cover
Announce your big idea.
The one thing you do better
than anyone else

Summary
Summarize the highlights of
your business and
investment opportunity

Problem
The problem you solve, who
you solve it for, and the
reasons why your target
customer / users are
frustrated with current
solutions

Solution
How you solve the problem
and the benefits of your
solution

Product
Your product and how it
works. In three simple steps

Business Model
How you make money

Market Opportunity
How much money you
could make if you
dominate your target
market

Competition
Your competitors and
why your product is
better than theirs

Growth
How will you acquire and
retain customers, profitably,
at scale and keep your
product competitive

Traction
Tangible proof that your
customers love your
product and are happy
to pay for it

Financials
Your current best guess
of how much money
you will make in the
next 3 - 5 years

Team
The team that has the
experience and the
expertise to transform your
opportunity into a large,
profitable business

Funding
How much money you
need and what you will
do with it

Summary
Summarize the highlights of
your business and
investment opportunity as a
closer