PROJECT UNDERDOGS FOUNDER LIBRARY · RAISING MONEY · R-24

PITCH DECK TEMPLATE

A slide-by-slide planner for your 12-slide pitch deck, with fillable boxes for every headline and key point.

TYPE: TEMPLATE REVIEWED: NOVEMBER 2026 TIME: 1 TO 2 HOURS LEVEL: BEGINNER

AT A GLANCE

- Plan your deck **here first**, then build the slides in any presentation tool.
- For each slide, write a **headline that states the point**, then the **2 to 4 key facts** that prove it.
- What goes on each slide is explained in **R-18 Building a Pitch Deck**.

How to use this template

1. **Fill in pages 2 and 3**, one box per slide. Keep each box short.
2. **Read only the headlines** from slide 1 to 12. They should tell your whole story on their own.
3. **Build the slides** in your presentation tool. Use one idea per slide, big numbers, and real photos.
4. **Test it** with a mentor who doesn't know your business.

Good and weak headlines

Slide	Weak headline	Strong headline
Problem	"The problem"	"Clinics lose 1 in 8 appointments to no-shows"
Traction	"Traction"	"120 clinics paying monthly, up from 15 a year ago"
Business model	"How we make money"	"$149 a month per clinic, 82% gross margin"
The ask	"Investment"	"Raising $750,000 to reach 500 clinics in 18 months"

TIP

Main-street businesses: put your strongest numbers up front: monthly sales, profit, repeat customers and what the money will buy. **Tech startups:** lead with growth, customer retention and the size of the opportunity.

Before you send it

- Numbers match your financial statements

- Every slide has a headline that states its point
- Your ask says how much, on what terms, and what it achieves
- Contact details are on the first and last slides
- It reads clearly on a phone screen

Where to go next

- **R-18 Building a Pitch Deck**
- **R-19 Telling Your Story: The Pitch**
- **R-25 Use-of-Funds Plan**

IMPORTANT
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PITCH DECK PLANNER

For each slide: a headline that states the point, then 2 to 4 key facts.

Slide 1 Title: name, one-line description, contact

Headline

Key facts

Slide 2 Problem: who has it, what it costs them

Headline

Key facts

Slide 3 Solution: what you do, why it's better

Headline

Key facts

Slide 4 Customer and market size

Headline

Key facts

Slide 5 Traction: your proof

Headline

Key facts

Slide 6 Business model: prices, margins

Headline

Key facts

PITCH DECK PLANNER (CONTINUED)

For each slide: a headline that states the point, then 2 to 4 key facts.

Slide 7 Go-to-market: how you reach customers

Headline

Key facts

Slide 8 Competition: why you win

Headline

Key facts

Slide 9 Team: why you

Headline

Key facts

Slide 10 Financials: past results and 3-year forecast

Headline

Key facts

Slide 11 The ask: amount, terms, what it achieves

Headline

Key facts

Slide 12 Close: vision and contact

Headline

Key facts