

STYLE TIP:

The deck should be content light. Less than 10 words per page is ideal. Show graphics, charts, and screenshots, plus single word bullets. When you're *not*, you can wrap the full story around this framework in conversation, not on the slides.





<2-5 word company tagline>

<**Quote from credible investor or thought leader about your business**>



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Vision

<Bold, declarative statement.
Ambitious. Big. What's your
guiding vision for what you're
hoping to solve/enable/build.>



Massive Market

<Data/stats on market size,
existing proof points, etc.>



<Your Industry> Landscape

<Highlight competition, market dynamic, existing revenue flows, existing products/options, etc. + insights on these items>



Current Pain

<current frustration, i.e. what's broken. Why should your product exist? What's the opportunity?>



<Your product>

<Description of your product, including key differentiators/insights, screenshots, etc. Break to demo if it's short and worth emphasizing one or two key insights or features.>



This is Only Possible Now

<List why this is the time for your product and your business to succeed. What macro-trends, new enabling technologies, etc. give you a chance to succeed when others who tackled this pain point have failed.>



Traction

<List current stats on usage, traction, etc. or plans for getting initial users. Speak to roadmap and near + mid term plans.>



Business Model

<List the different ways you'll make money. Could be short term & long term or just one simple approach. Also list alternative ways to make money.>



Customer Acquisition

<List approaches/tactics you're going to use to get customers. Initial set plus over time.>



Who We Are

<Headline on the team>

<List pics + short bio on each founder / team member.
Highlight relevant previous experiences + areas of ownership/responsibility in current venture.>



Summary

<List 3-5 key takeaways from deck. Recommendation: include market size, core insight on product/market, highlight any traction.>



Fundraising

<List amount raising as well as investors that are currently in the round.>





<Company tagline>

founders@YOURCOMPANY.com

<Quote from first slide>



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Disclaimer

There are many different styles/formats to presenting your vision & potential. Above all, choose what's most authentic to you. The following slides are particularly relevant to a B2B or SaaS company.

