



What should be on your pitch deck?

according to VC's and successful startups

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowdfunder	Airbnb Pitch Deck
Slides	11	10	11	15+	12	13
Executive Summary				•		
Problem	•	•	•	•	•	•
Solution/Value Proposition	•	•	•	•	•	•
Market Validation/ Why Now?			•	•	•	•
Product	•		•			•
Market Size	•		•	•		•
Business Model	•	•	•	•	•	•
Underlying Magic	•	•		•		
Competition	•	•	•	•	•	•
Competitive Advantage	•					•
Marketing Plan / Go-to Market	•			•	•	•
Founding Team	•	•	•	•	•	•
Board/Advisors			•	•		
Traction / Milestones	•	•		•	•	
Press / User Testimonials				•		•
Fundraising	•	•	•	•	•	•
Financial / Use of Funds		•	•	•	•	