

# Crafting a Pitch Deck

## What's a Pitch Deck

A pitch-deck is a concise way to tell the whole story of your potential startup to other people.

It should explain what the product does and why is it important, show the opportunity to make money and the way to make it — in a dozen slides or less.

Each slide should answer several questions with one or two short sentences and maybe a graph. Anything more complex won't be read.

My preferred approach to crafting a pitch-deck is writing a lot and then deleting the fluff — much easier to do the editing on paper than in one's head.

Part 1 — Validation Questions was the “writing a lot” part.

Next step would be to arrange the questions by slides.  
The answers that you already wrote will be the first draft.

## Slide 1 – The Vision

Describe the world without the problem.

This is your personal variation of “making the world a better place”.

Focus on the improvement brought by a wide adoption of your solution — visible, tangible changes in daily life, work, or interactions — shifts in user behavior, industry norms, or society.

No utopian fluff — keep it practical, relatable, and just one step ahead of reality.

### Validation Answers

(24) What would become possible after a wide adoption of your solution?

(22) Who would side-benefit from a wide adoption of your solution? How?

## Slide 2 – The Problem

Who is missing out on what and why.

The problem slide can be rough-drafted by completing the sentence:

**[group of people]** are missing out on **[benefits / value-add]** because **[lack of solution]**

Be specific about the stakes: What does this cost them?

Time? Money? Confidence?

If the pain is vague, the problem will feel unimportant.

Anchor it in real consequences.

### Validation Answers

(1) What is the problem that you want to solve properly?

(2) Why is it a problem?

(7) What is lost because of the shortcomings of the current solutions and workarounds?

## Slide 3 – The Solution

The idea, not its implementation.

The solution slide shouldn't describe features, but the general approach to solving the problem better than existing approaches.

Don't say “we're building a software product that...” — say “we believe the best way to solve this is by...”

Think of this as the philosophy of your product.

What's your breakthrough idea about how this problem should be solved?

### Validation Answers

(12) How does your solution solve the shortcomings of the current solutions and workarounds?

(16) Is there a published research confirming the benefits of your idea or parts of it?

## Slide 4 – Why Now

Investors fund timing.

Explain what changed in the world — tech, habits, laws, norms — that now makes this both doable and worth doing.

Split the two parts: what made this possible (tech/legal/cultural shift) and what makes it relevant (timing, urgency).

Bonus points for headlines, market stats, or trends that signal urgency.

### Validation Answers

(13) What changed recently to make your solution possible?

(14) What changed recently to make your solution relevant in the market?

(11) What is the (estimated) effort of adopting a new solution?

## Slide 5 – Market Size

Who could use —, who would want —, and who needs — your product.

### Total Addressable Market (TAM)

The people who use the current solutions and workarounds. Most of them aren't immediate potential customers... unless a wizard makes all the other options disappear overnight.

(Question 8)

### Serviceable Addressable Market (SAM)

The people who would be interested in your solution. They encounter the shortcomings of the existing solutions, but aren't necessarily ready to switch just yet. (Question 9)

### Serviceable Obtainable Market (SOM)

The people who NEED your solution, like yesterday. They lose the most from the problems left on table by existing solutions, and/or they will gain the most from using your solution. (Question 21)

### Validation Answers

(8) How many people use the current solutions and workarounds?

(9) How many people encounter the lacks of the current solutions and workarounds?

(10) How many people suffer from the lacks of the current solutions and workarounds?

(18) Who would directly benefit from a wide adoption of your solution?

(21) Which specific group of people would benefit the most from using your solution?

## Slide 6 – Competitive Advantage

What are the main differentiators between your solution and the existing solutions?

That uniqueness must be **defensible** or **sticky** — not just “we’re simpler.”

### Defensible

A uniqueness is defensible if it gives you a lasting competitive advantage—something that competitors can't easily copy or outdo.

## Sticky

A product is **sticky** if it **keeps users coming back or makes it hard for them to leave**. In other words, there's something about your product that makes people want to keep using it, or makes it a hassle to switch to another product.

Use a table or quadrant to show contrast — investors should see your edge at a glance. The decision between a table and a quadrant depends on your market, your product, and your personal preferences.

I prefer a quadrant, but only if you can find good labels for the axes.

Otherwise, choose a table.

No more than 5 columns, though — it's a pitch deck, not homework.

If you choose the right labels — the whole graph is your TAM,  
the upper-right quadrant is your SAM,  
and the upper-right pixel is your SOM.

What do others emphasize that you reject? What do you prioritize that they ignore?

### For example:

#### **Your view of the problem vs. Competitors view of the problem**

If you treat it as a thing of itself and your competitors treat it as a part of a bigger thing, or if they treat only parts of the problem and you treat the whole problem — those are good labels for an axis.

#### **Innovative approach vs. Outdated approach**

If your solution is leveraging new tech (for example) that many of the competitors lack — those are good labels for an axis.

## Validation Answers

- (3) What are the current solutions and workarounds?
- (4) How do the current solutions and workarounds solve the problem?
- (5) What functionality the current solutions and workarounds have in common?
- (6) What are the shortcomings of the current solutions and workarounds?

## Slide 7 – The Product

An embodiment of the solution from the user's perspective.

Don't list features, it's boring. Take the reader on the journey to the better world you're creating.

The story should look like this:

The User uses a core functionality.

They get the desired outcome.

They enjoy a benefit.

## Validation Answers

- (25) What are the core functionalities of your solution?
- (19) What are the value-add outcomes of using your solution?

## Slide 8 – Business Model

How are you going to make money from your product?

Briefly explain pricing logic — freemium, licensing, etc.  
Who pays, how much, and why?

Choose 1–2 main monetization levers to show clarity.  
If multiple revenue streams exist, show only what's core and defensible.  
You can always add more later.

Highlight the viability of your pricing — the cost of serving a customer should be substantially lower than the money they pay you for that service.

### Validation Answers

- (17) The payer and the user — are they the same person?
- (20) With those benefits, how much money would they save and/or how much (more) money could they earn?
- (23) Who would lose what from a wide adoption of your solution?

## Slide 9 – Go-to-Market Strategy

How are you going to get users?

Advertising is an amplifier — when you have your catch phrase pinned down, paying to get it in front of as many eyes as possible will multiply the influx of users.

If you don't have a polished catch phrase yet, you'll burn money on advertising without getting good enough results.

First step of a GTM is leg work of the founder, personally selling their thing.

### The high-level GTM strategy is –

- (1) Get to the users who really need this solution, like, yesterday. You found out where they spend their time (virtually or physically) and you meet them there.
- (2) Get to the “adjacent niche” — users who probably also totally need the solution, but they are slower to adopt new things. Leverage users from step 1 as brand ambassadors.
- (3) Repeat step 2, until you reach an avalanche — your solution becomes the new standard.  
Congrats :)

### Validation Answers

- (21) Which specific group of people would benefit the most from using your solution?
- (9) How many people encounter the shortcomings of the current solutions and workarounds?
- (10) How many people suffer from the shortcomings of the current solutions and workarounds?

## Slide 10 – Team

What in your past makes this your problem to solve?  
What experience, access, or obsession gives you an edge?  
Your story should hint that this startup could only come from you.

## Validation Answers

(15) What makes you uniquely suitable for implementing this solution?

## Slide 11 – Financials

If you're asking for money, make the ask specific:

How much, for how long, and what will you achieve with it?

Show your next big milestones — revenue, users, product releases — and when you'll hit them. The question that this slide should answer in a glance is —

**“How will my money make me more money and when?”**

While you should decide on how much equity you're willing to give for the money you ask for, there's no need to put this number in the slide — that is for negotiation.

Let's say you ask for 10K.

If your company is valued at 20K — that's 50%.

If your company is valued at 100K — that's 10%.

What actually decides the value of your company is the outcome of the negotiation for those 10K — if you give away 20%, that means your company was valued at 50K before the money and is valued at 60K after the money.

## Validation Answers

(26) What is the end-goal for the startup?

## Additional Optional Slides

These slides, if you choose to add them, go before the “Financials” slide.

Not every slide would be relevant to you, but it's worth knowing them.

## Roadmap

Future milestones and goals.

For example —

If you plan to launch locally and then expand to adjacent countries — this info goes here.

If you plan the MVP to have some manual labor done behind the scenes, and have that automated in future versions, before a certain amount of users — this info goes here.

If you discover that this slide almost replicates the GTM slide — omit it.

## Traction

Do you have people who preregistered for the product launch?

Do you have people who use your manual service, that will be automated once you raise funds to implement?

Do you have a Proof-of-Concept implementation and positive feedback from real users?

If you don't have any traction yet — omit this slide.

## Pitch-Deck Cheat-Sheet

Pitch Deck Slide	Anchoring Questions (from Validation Guide)	Purpose of the Slide
1 — Vision	Q24 – What becomes possible? Q22 – Who side-benefits?	Paint the big-picture future. Show how the world improves once your solution is widely adopted.
2 — Problem	Q1 – What is the problem? Q2 – Why is it a problem? Q7 – What's lost without solving it?	Frame the pain. Show what's broken and who is hurting.
3 — Solution	Q12 – How does your solution fix what others don't? Q16 – Any research to support it?	Show your elegant approach. Focus on what changes, not what features exist.
4 — Why Now	Q13 – What changed to make it possible? Q14 – What makes it relevant? Q11 – What's the adoption effort?	Prove your timing. Highlight the shift that opened this window of opportunity.
5 — Market Size	Q8 – Who uses current solutions? Q9 – Who notices their limits? Q10 – Who suffers from those limits? Q18 – Who benefits directly? Q21 – Who benefits most?	Define the opportunity. Estimate the size and urgency of your wedge into the market.
6 — Competitive Advantage	Q3 – What exists today? Q4 – What do they do well? Q5 – What features are standard? Q6 – What do they all miss?	Position your edge. Show why your approach stands apart.
7 — Product	Q25 – What are the core functionalities? Q19 – What are the user-facing benefits?	Bring the solution to life. From the user's eyes, what can they do now that they couldn't before?
8 — Business Model	Q17 – Who pays and who uses? Q20 – What's the economic impact? Q23 – Who loses from your success?	Explain how you make money and why it's sustainable.
9 — GTM Strategy	Q21 – Who benefits most? Q9 – Who notices their limits? Q10 – Who suffers from those limits?	Explain how you will build your user-base.
10 — Team	Q15 – Why you? Or: What unique combo of experience makes your team the right one?	Build trust. Show why your team is perfect to pull this off.
11 — Financials	Q26 – What's the end goal? (e.g. revenue plan or exit strategy)	Show the money. What are the funding needs, and how will this turn into a win?

## Helpful Prompt

If you have a PDF with the answers to the Validation Questions, you can use this prompt to generate your pitch deck draft using AI like ChatGPT.

Paste the **prompt below** into ChatGPT or similar.

Attach:

- The **26 validation answers** (as raw text or a single PDF).
- The **pitch deck mapping table** (from the previous page).

### The prompt

I've completed a deep validation of my startup idea by answering 26 structured questions.

I also have a table that maps each pitch deck slide to the relevant validation answers.

Please generate a concise, professional, and persuasive 11-slide pitch deck, based entirely on my answers and this structure.

Instructions:

- Use the table to understand which validation answers belong to each slide.
- Use the content of my answers to **write the pitch deck** — one section per slide.
- Each slide should follow the expected structure for that type of slide:
  - Some are narrative (e.g., Vision, Problem, Solution)
  - Some include data or comparisons (e.g., Market, Competitive Landscape, Financials)
  - Format slides appropriately — use titles, bullets, narrative text, or charts, depending on the slide's purpose, as explained in the pitch deck guide.
- Follow the logic in the pitch deck crafting guide:
  - Slide 1: Vision (paint the world post-adoption)
  - Slide 2: Problem (who suffers and why)
  - Slide 3: Solution (the idea, not the product)
  - Slide 4: Why Now (what makes this possible / relevant today)
  - Slide 5: Market Size (who could use it and how big the wedge is)
  - Slide 6: Competitive Advantage (how we differ from others)
  - Slide 7: Product (from user perspective: what it enables)
  - Slide 8: Business Model (how we make money, who pays)
  - Slide 9: GTM Strategy (how we'll get customers)
  - Slide 10: Team (why we're the right people)
  - Slide 11: Financials (how much we need, what it unlocks, end goal)

My goal is to turn my deep thinking into a crisp, investable story.

Keep each slide concise — around 3–5 sentences max.