



CERVITUDE

Investor Pitch Deck Checklist

About us

Cervitude™ Intelligent Relations Consulting specializes in business planning services, leveraging our extensive experience in professional business presentations to develop and deliver tailored investor presentations for public and private markets. Our experience in pitch deck development ranges from VC investor pitch decks to sales decks and more. Venture Capital and Private Equity groups alike have utilized our pitch deck development and financial projections services to accomplish their goals. Our strategic on-call business plan consultants are ready to guide you through every stage of your pitch deck ensuring your objectives are met.

Investor Pitch Deck Checklist

Prepared by Cervitude LLC

Investor Relations, Capital Raising & Strategic Consulting Experts

Whether you're raising \$100K from angels or \$10M from venture capital, your pitch deck is your first impression. This checklist covers **every element** a serious investor expects to see — so your presentation tells a powerful story and answers the right questions.

GENERAL GUIDELINES (BEFORE YOU START)

- Keep the pitch deck to **10–15 slides**
- Use **clean, consistent design** with your brand colors and fonts
- Use **high-impact visuals** — charts, product images, market graphs
- Use **concise bullet points**, not paragraphs
- Include your **contact information and logo** on each slide footer
- Tailor the deck to your **specific audience** (VCs, angels, family offices, etc.)

1. Title Slide

- Company name and logo
- Tagline or short description
- Presenter name and title
- Contact info (email, website, LinkedIn)
- Date of presentation (optional)

2. Problem Slide

- Describe the real-world problem your company is solving
- Make it relatable and urgent
- Use data, examples, or storytelling
- Highlight why current solutions fail

3. Solution Slide

- Clearly explain your product or service
- Show how it solves the problem better than alternatives
- Use visuals or product mockups
- Emphasize uniqueness or proprietary advantage

4. Market Opportunity Slide

- Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM)
- Industry growth trends and supporting data
- Target customer demographics and psychographics
- Key market dynamics or shifts driving demand

5. Business Model Slide

- How you make money (pricing, revenue streams)
- Unit economics (LTV, CAC, margins)

- Distribution channels
- Sales and upsell strategies
- Licensing, subscription, SaaS, transactional, etc.

6. Traction Slide

- Key milestones already achieved
- User growth, revenue, partnerships
- Logos of key customers or pilots
- Testimonials, press coverage, or awards
- Graphs showing growth over time (if applicable)

7. Go-To-Market Strategy Slide

- How you acquire customers
- Marketing and advertising channels
- Sales team structure and outbound strategy
- Strategic partnerships
- Customer onboarding and retention strategy

8. Competitive Landscape Slide

- List key competitors and market alternatives
- Comparison chart (features, pricing, traction, etc.)
- Your unique value proposition (why you win)

- Competitive moat (IP, data, network effects, brand, etc.)

9. Product Slide (Optional for Tech or Consumer Startups)

- Screenshots, demo visuals, or product photos
- Brief overview of key features and benefits
- Technology stack or development roadmap
- Patents or technical advantages (if applicable)

10. Team Slide

- Founders and key executives
- Bios with relevant experience and past wins
- Advisors or board members (if notable)
- Why this team is uniquely qualified to succeed

11. Financial Projections Slide

- 3–5 years of projected:
 - Revenue
 - Gross margin
 - Operating expenses
 - EBITDA or net income
- High-level assumptions (growth rates, pricing, CAC, etc.)
- Graph or table visualization

- Highlight breakeven point or inflection

12. Funding Ask Slide

- How much capital you're raising
- What the capital will be used for (Use of Funds breakdown)
- Milestones the funding will achieve
- Preferred structure (SAFE, equity, convertible note, etc.)
- Past fundraising history (if any)

13. Vision / Closing Slide

- Reiterate your mission and the big opportunity
- Inspire confidence in your execution
- “Why now” — market timing and urgency
- Final call to action or next step (meeting, data room access, etc.)

14. Appendix (Optional)

- Additional product visuals or demos
- More detailed financials or cap table
- Strategic partnerships
- Testimonials or letters of support
- Expanded bios or case studies



Final Checklist Before Sending/Presenting:

- Have you practiced delivering the pitch verbally?
- Is it formatted for PDF and online sharing?
- Is there a version with NO confidential data for cold outreach?
- Are file names clear and branded (e.g., “Cervitude_PitchDeck_2025.pdf”)?
- Has your advisor, lawyer, or fundraising coach reviewed the deck?

Disclaimer: This checklist provides a general overview of parts to include in a pitch deck. Specific requirements and the order of specific sections of a pitch deck may vary depending on your industry, location, business model and the pitch deck’s specific purpose. Always consult with relevant professionals for tailored advice. Visit [Cervitude.com](https://www.cervitude.com) for more information. **Good luck on your entrepreneurial journey!**