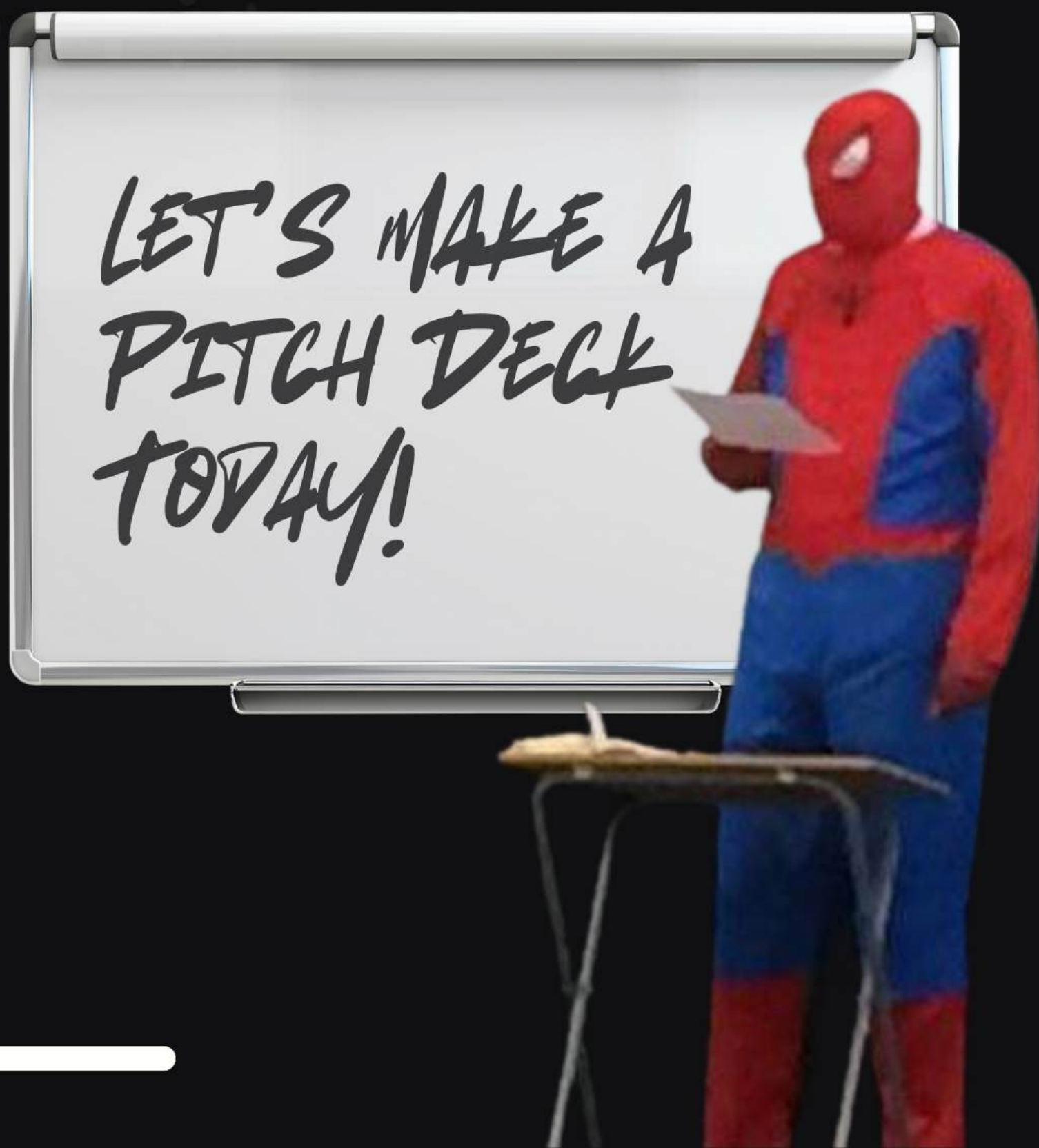


# Your Pitch Deck Sucks!

Here's How to Fix It!



Swipe left to know

THE TITLE CARD

# Start With Drama

Hook them with emotion. No one  
finds it boring!



## Bad Start:

Our startup leverages AI to disrupt...

## Good Start:

Have you ever been stuck in traffic for hours?  
That's why we built this teleportation device.

Your first slide determines  
their next 7 minutes



THE PROBLEM STATEMENT

# Express the Pain Point

Make them feel the problem!

- ✗ "Food delivery is inefficient."
- ✓ "You ordered pizza at 7 PM. It arrived cold at 9 pm. You are frustrated."



Investors love pain!  
They invest in **solving big,  
annoying problems.**



THE SOLUTION

# The Classic Answer!

Your startup isn't another app.  
It's the solution!



- ✗ "We provide AI-powered delivery optimization."
- ✓ "We make sure your pizza arrives hot, fast, and with extra cheese, because happiness matters."

Investors **fund clarity,**  
not complexity.





THE PROOF OF CONCEPT

# Show! Don't Just Tell

We have evidence that this is  
not a random idea!

- ✗ Words = Snooze fest.
- ✓ Demos, visuals, and prototypes
- ✗ Long explanations.
- ✓ Short, sharp product demos.



**Display** an Illustration or  
a 3D concept art!



THE MARKET RESEARCH

# The Market Size

Investors ask one thing:  
How big can this get?

TAM (Total Market) - Look, it's huge!

SAM (Serviceable Market) - We're focusing here first.

SOM (Obtainable Market) - And this is our realistic pie slice!



The bigger the pie (🥧)  
The hungrier they get!





THE BUSINESS MODEL

# How **Money** Comes!

Investors love simple, scalable revenue models.

- ✗ "We'll make money somehow."
- ✓ "We charge X per user, scale to Y customers, and profit."



**Multiple revenue streams give you the edge!**

THE COMPETITION

# Other Good Players

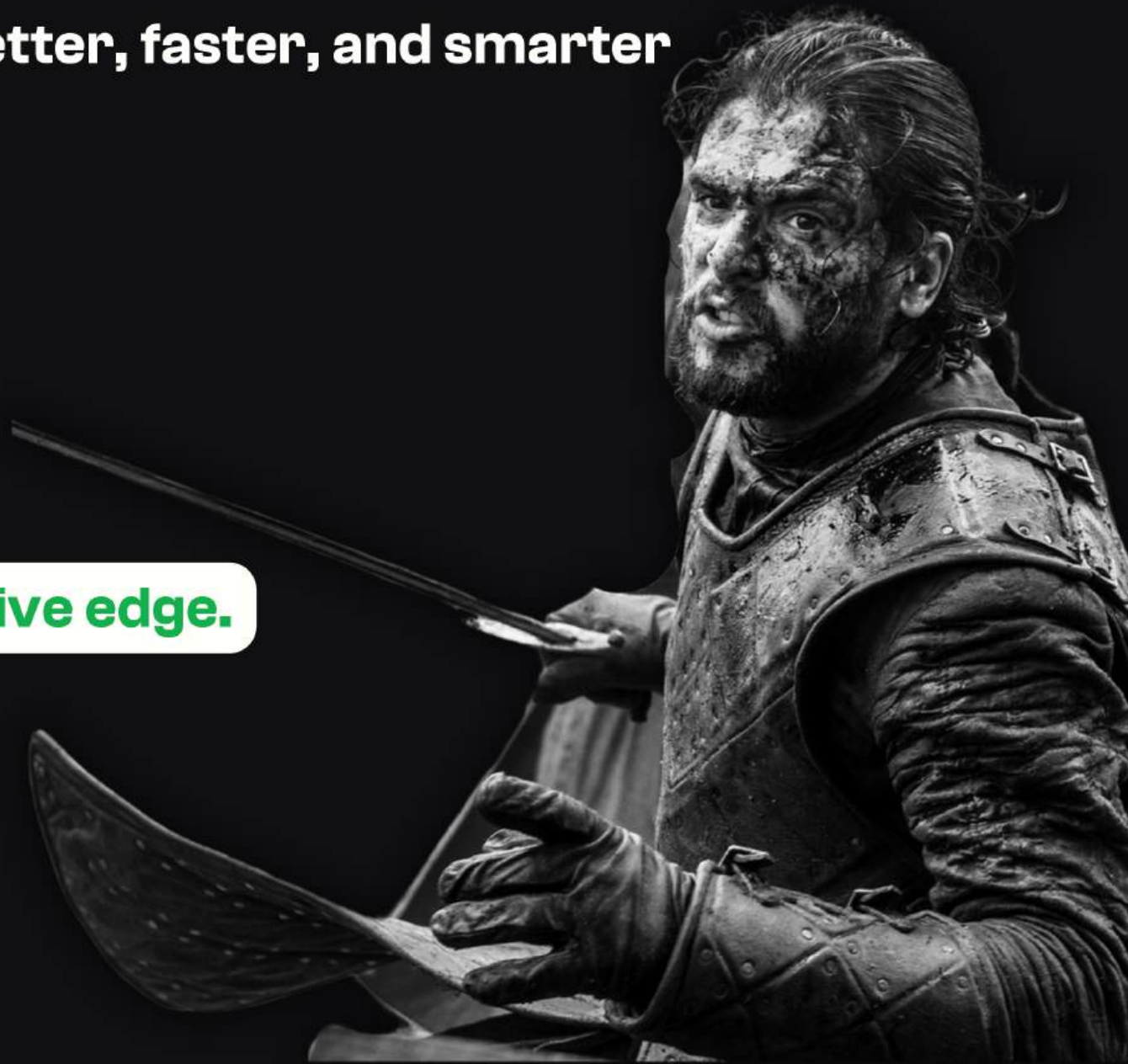
Showcase your USP (Unique  
Selling Point)

✗ "We have no competitors." (BIG )

✓ "Here's why we're better, faster, and smarter  
than the rest!"

Make your win obvious.

Investors love a **competitive edge.**





THE TEAM

# Who Are You?

## Why You Won't Screw This Up!

- ✓ Show off your killer team.
- ✓ Drop impressive but relatable creds.
- ✓ Make them believe you're the ones to pull this off!



They're **investing in YOU**  
as much as your idea.



THE ASK

# Invest How Much?

Be direct. Be confident.

Investors love clarity + conviction.



✗ Skip the "Thank You" slide.

✓ End with THE ASK:

## The secret formula

Raising \$XXX + XX months = \$XXXX ARR.

Who's in?"



GIVE ME YOUR MONEY



@FAIROOZGAFOOR



THE WRAP

# Final Mic Drop



execution

Investors ~~fund great ideas~~

Are you ready to join me on  
this ride?

This structure will **make your pitch deck** fun,  
engaging, and irresistible to investors!



Need a Killer **Pitch Deck** that Sells?  
Drop a **“Yes”** in the comments

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