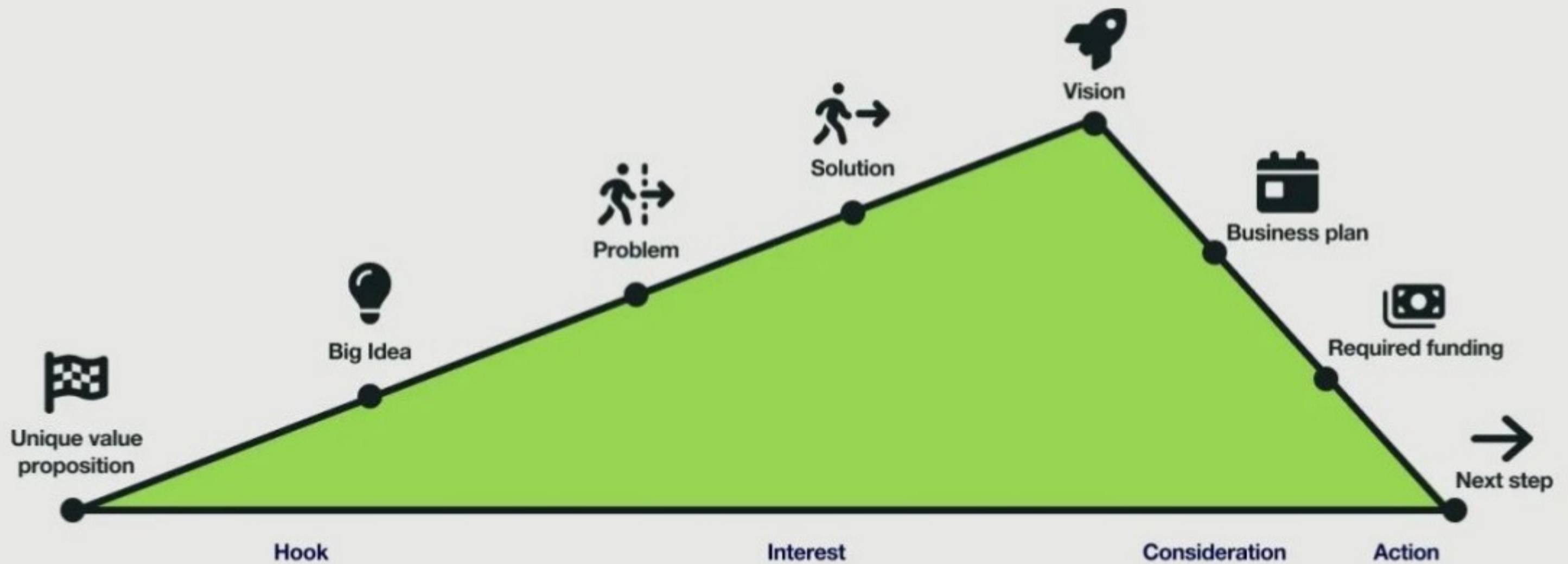


The Perfect Pitch Deck Template

by Sequoia Capital

How to write a **pitch deck storyline** to get you funded



The following pitch deck template from Sequoia Capital will guide you through the creation of effective business presentations. Here's how it works:



Company Purpose: A concise statement defining the company or business.



Problem: Describes the customer's pain points and current solutions.



Solution: Shows how the company's product or service improves customer's lives, its placement, and use cases.



Why Now: Discusses the historical evolution of the category and recent trends enabling the solution.



Market Size: Profiles the target customer and calculates the Total Available Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM).



Competition: Lists competitors and competitive advantages.



Product: Details about the product line-up, including form, functionality, features, and intellectual property, along with a development roadmap.



Business Model: Covers revenue model, pricing, account size/lifetime value, and sales & distribution model.



Team: Information about founders, management, and board of directors/advisors.

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