



YOUR PITCH DECK IS KILLING YOUR FUNDRAISING

**THE NO-JARGON
FRAMEWORK FOR PITCH
DECKS**



The One-Line Test:



"End-to-end AI-powered platform revolutionizing enterprise solutions"



"We help companies schedule meetings faster"



- Who exactly needs it?
 - What exactly do you do?
 - How exactly does it help?
- = One clear sentence

The Numbers Rule



"Massive market opportunity in a rapidly growing space"



"2,000 paying customers, growing 20% monthly, \$50K MRR"



- What can you count?
 - What can you measure?
 - What can you prove?
- = Real metrics only

The Problem



"Disrupting the inefficient legacy systems"



"HR teams waste 6 hours per hire on paperwork"



- Who has the problem?
- What does it cost them?
- How often does it happen?
= Specific pain points

The Solution



"Leveraging cutting-edge technology"



"Our form builder cuts paperwork to 10 minutes"



- What exactly do you do?
- How exactly does it work?
- What exact results do users get?
= Clear outcomes

The Market



"TAM is \$1T in this blue ocean opportunity"



"100K companies spend \$2K/month on this problem"



- Who exactly pays?
 - How much exactly?
 - How often exactly?
- = Bottom-up only

The Traction



"We're making great progress towards market penetration"



"Customer base grew 3X in 6 months, with 80% retention"



- How many have already bought?
 - How fast are you growing?
 - How sticky is your product?
- = Tangible proof of progress

The Competitor



"We're better than everyone else in the space"



"We're 30% cheaper and 2X faster than the next best solution"



- Who are your competitors?
- What do you do better?
- Why does it matter to customers?
= Clear differentiation

The Team



"World-class team with decades of experience"



"Our CTO built and scaled [Product] to \$20M ARR; our CMO doubled customer acquisition at [Company]"



- What are your team's key wins?
- How does their expertise match this opportunity?
- What have they built before?
= Relevant credibility

The Timing



"The market is ripe for disruption"



"Regulations change next year, creating new demand in our segment"



- Why is now the time?
 - What external factors create urgency?
 - How does timing make your solution inevitable?
- = Concrete reasons for action

The Ask



"We're seeking funding to accelerate growth"



"We're raising \$1M to grow from \$50K to \$150K MRR in 12 months"

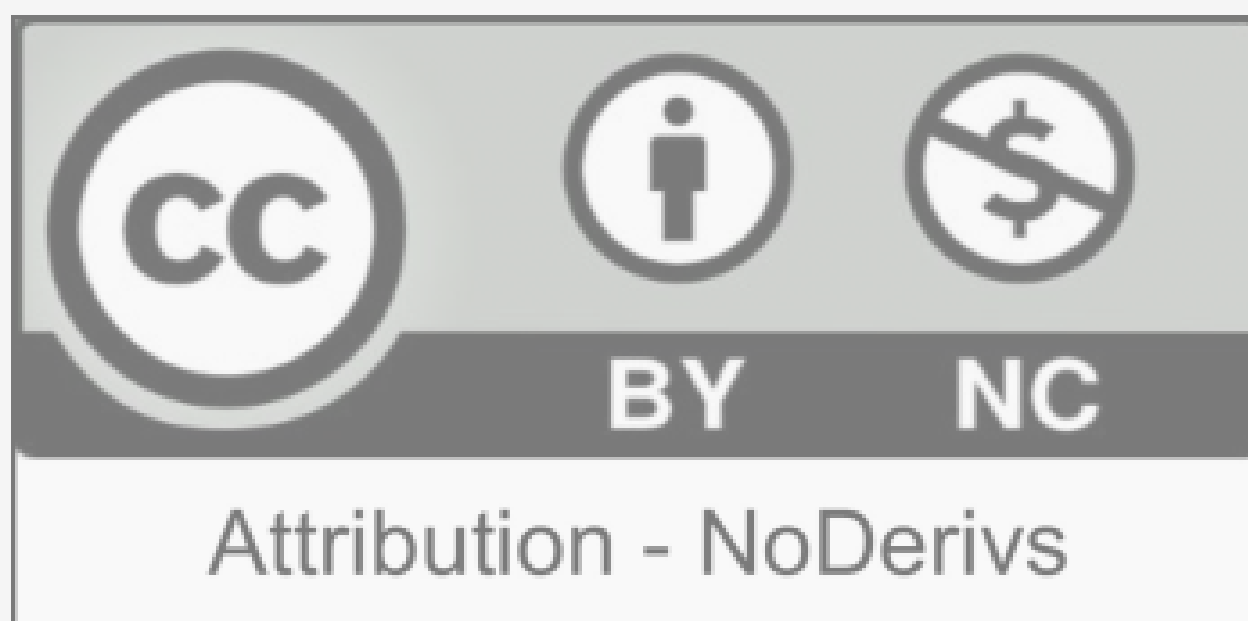


- How much do you need?
 - Where will it go?
 - What milestones will it hit?
- = A clear, compelling ask

PLAIN LANG UAGE



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