

HOW TO ENGINEER A PERFECT BUSINESS PITCH



Don't ramble on or talk too much.



Be mindful of your pace and slow down.



Present with clear and simple visuals.



Don't forget to include time to answer questions.



Write down any feedback for improvement.



Master the Art of Pitch Hooks

Captivate your audience with powerful pitch hooks that elevate your venture to the top.

Market Size: Capture a Lucrative Slice

Vast Potential

Demonstrate a sizable, untapped market eager for your solution.

Strategic Positioning

Show how you can carve out a substantial market share.

Exponential Growth

Highlight the rapid expansion of your target market.

Total Market Potential

Total Market Size

TAM

Total Revenue Opportunity

SAM

Potential Sales Value of a Specified Market Segment

SOM

Market Size Your Business is Realistically Targeting



Seize the Now: Timing is Everything

1

Market Shifts

Identify key regulatory, technological or industry changes.

2

First Mover Advantage

Explain how you can swiftly capitalize on the timing.

3

Sustainable Momentum

Demonstrate your ability to maintain the competitive edge.

Addressing a Big Problem

Pain Point

Clearly define a widespread, significant pain point.

Customer Insights

Showcase your deep understanding of the target audience.

Meaningful Solution

Demonstrate how your venture solves the problem elegantly.

Whiz
more traffic to your site.
Att
FREE 30-Day Trial
Action

Proven Formula, New

Successful Blueprint

Highlight a proven model you will adapt to your market.

Tailored Approach

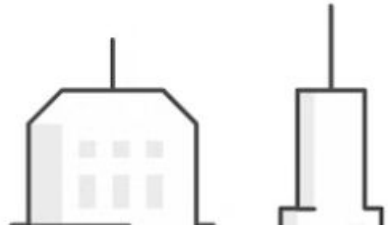
Explain how you will customize the formula for local needs.

Scalable Potential

Showcase the broader opportunity for growth and expansion.

Know About Insurance

Instant everything. Great prices. Big heart.



CHECK OUR PRICES

Unmatched Differentiation

1 Unique Value

Highlight how your offering stands out from the competition.

2 Competitive Advantage

Demonstrate your sustainable edge in the market.

3 Customer Delight

Explain how your differentiation captivates your target audience.

Cutting-Edge Technology

Proprietary Tech

Showcase your exclusive, industry-leading technology.

Competitive Edge

Explain how your tech gives you an unparalleled advantage.

Future-Proof

Demonstrate your ability to stay ahead of the curve.



Your World-Class Team



Leadership

Highlight the proven track record of your executive team.



Expertise

Showcase the specialized skills and knowledge of your team.



Passion

Demonstrate the team's unwavering commitment to the mission.



Experience

Highlight the team's extensive industry experience and success.

\$850,000

Gross Revenues in 2018

140,000

total visitors of website

#5

in Google for keyword "pitch deck"

Millions
\$5
\$4
\$3



13,500

template downloads

1,050

custom pitch deck requests

Proven Traction and Momentum

Early Adoption

Showcase a growing customer base and positive market feedback.

1

Expanding Footprint

Demonstrate your ability to scale and gain market share.

3

2

Milestones Achieved

Highlight key business milestones and KPIs that demonstrate progress.

The Ultimate Pitch Hook Combination

1

Market Opportunity

Showcase the vast, untapped market potential.

2

Unique Advantage

Highlight your distinctive offering and competitive edge.

3

Proven Traction

Demonstrate your venture's momentum and growth trajectory.



Title Slide



Value Proposition Text & Icon



Annotated Visual



Statistical Text & Icon



Horizontal Bar Chart