A PRIMER ON
PITCH DECKS

SILVERCREATIVEGROUP.COM

silvercreative.

A PRIMER ON PITCHDECKS

LimeRoad

PASSIONATE LEADERSHIP

Rufus Stewart   CEO

Visionary leader with 10+ years of experience in tech, driving innovation and growth. Proven track record of success, with multiple exits and a strong network of industry connections. Passionate about disrupting the status quo and building a better future for all.

ebay   **shopify**

Morgan Maxwell   CTO

Renowned technologist with 15+ years of experience in AI, data science, and cloud computing. Holds multiple patents and publications in top-tier journals. Morgan leads our technical vision, driving innovation and scalability
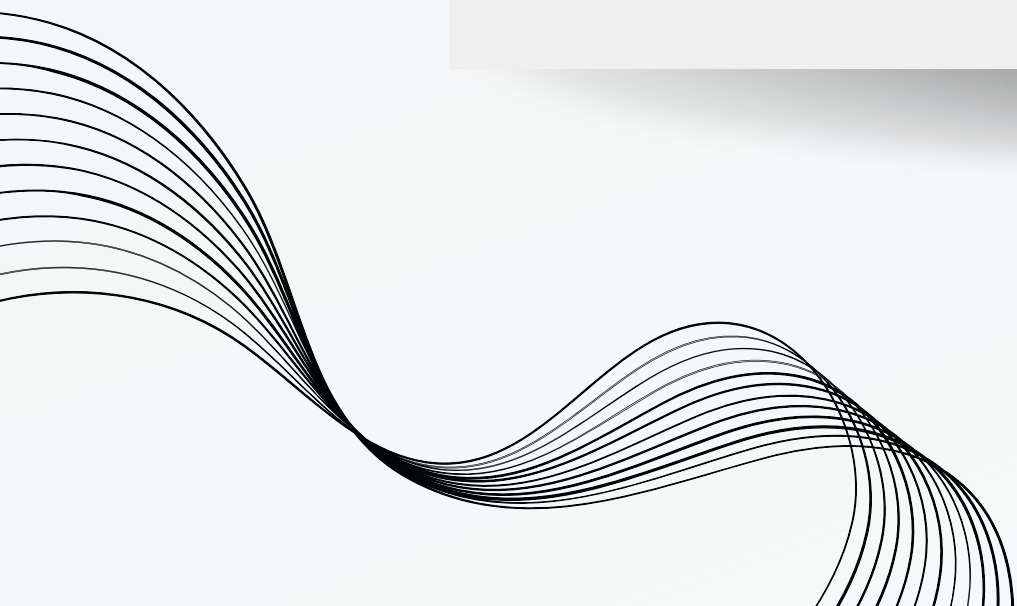
INTUIT quickbooks   **GLOBALPAY**

TELL STORIES, NOT SLIDES

Present a powerful narrative that resonates with investors and sets your startup apart. Stories keep investors engaged and interested.

STORY ARCH

Don't start with Once Upon a Time or in a Galaxy Far Far Away...
Here's the format for pitchdeck storytelling.

Your Customer

What are they looking to achieve? goals they desire? aspirations?
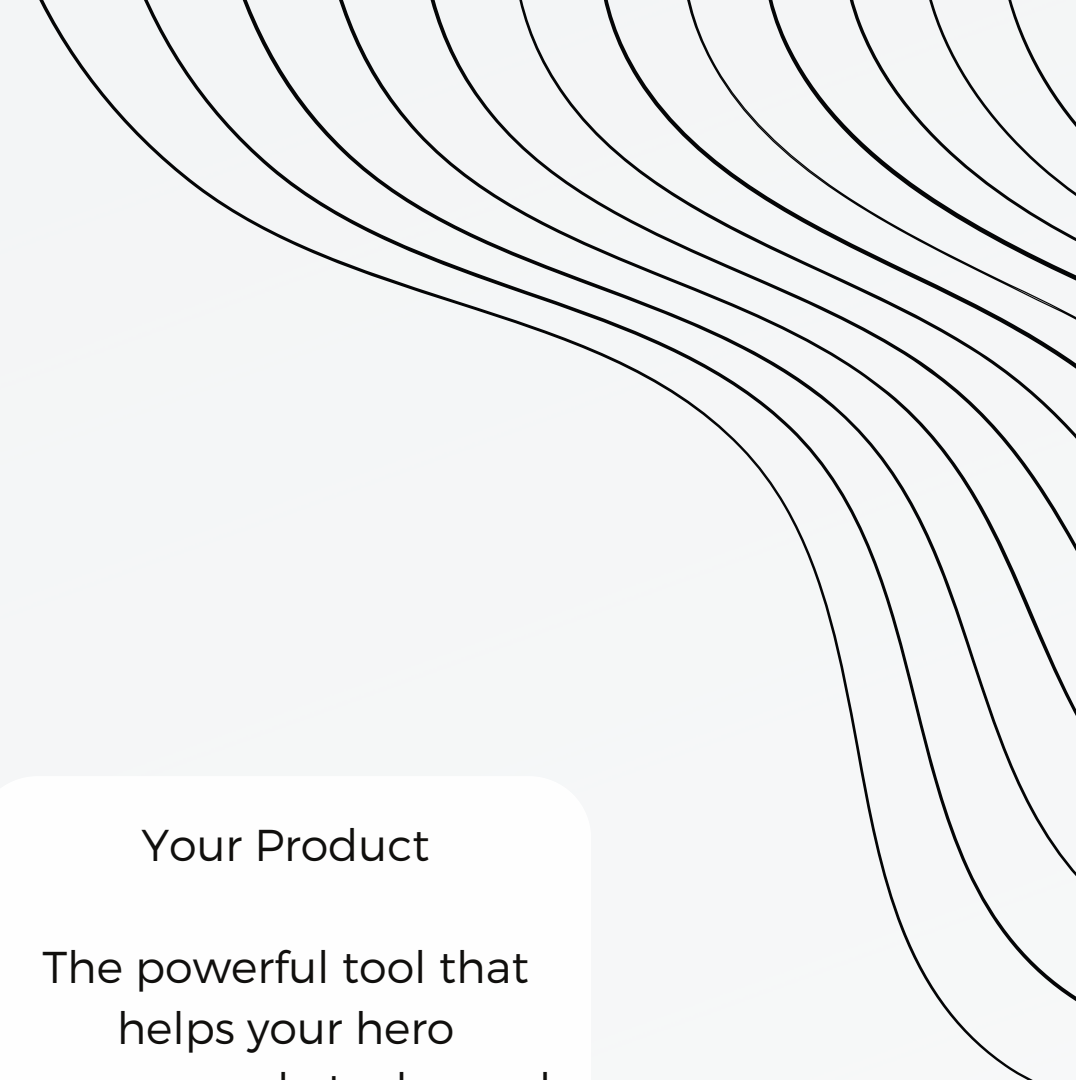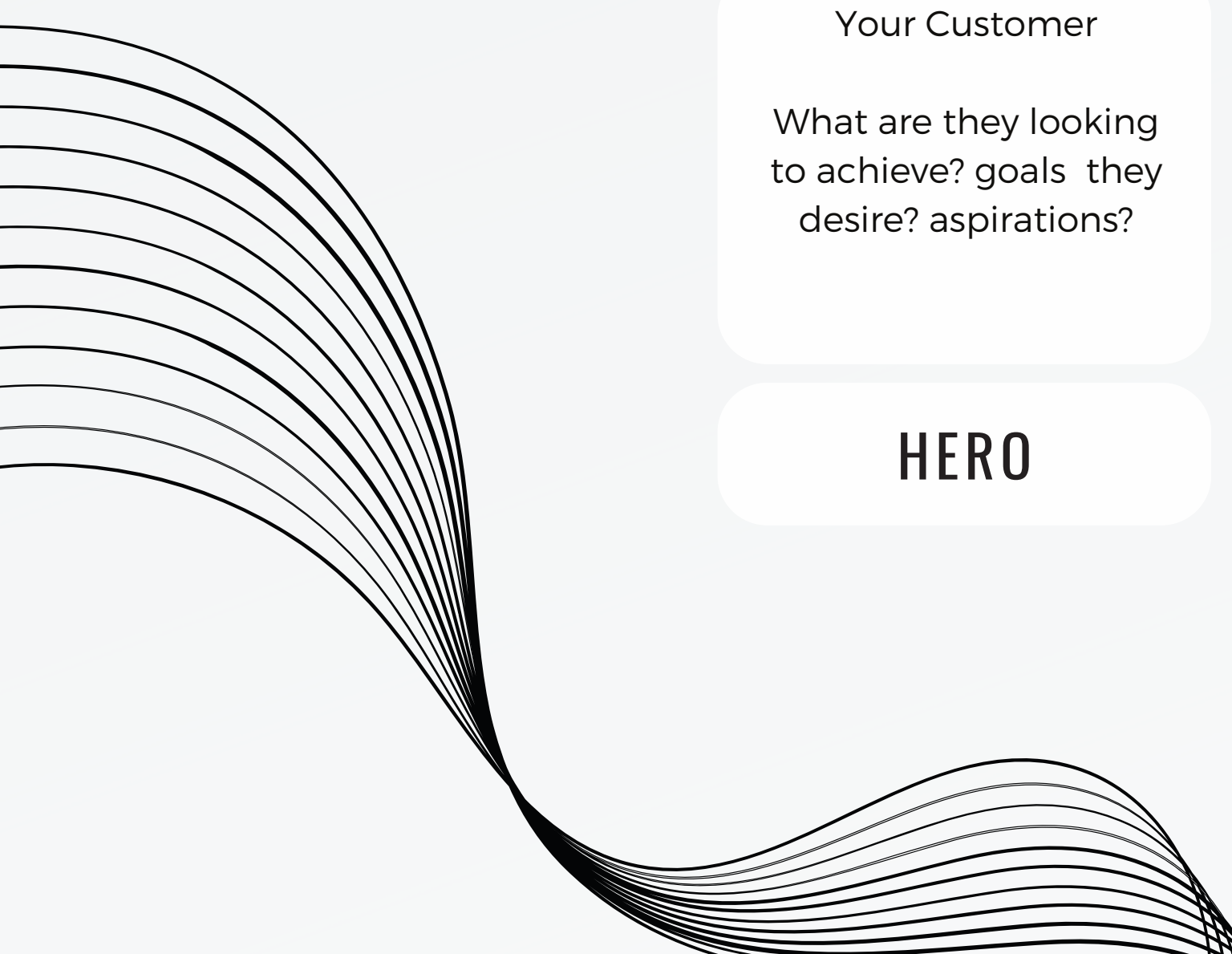
HERO

The Enemy

What your hero must defeat to achieve their goals- inefficiency, stress, high costs....

VILLIAN

Your Product

The powerful tool that helps your hero overcome obstacles and achieve success.

WEAPON

FREE YOUR PEOPLE

The perverbial chains are removed from the retail checkout with a full POS in the palm of your hand.

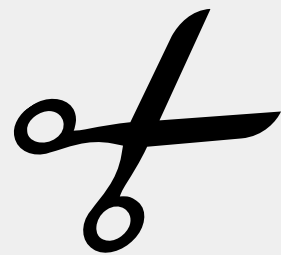Take payments and orders anywhere with our handheld, 100% wireless POS device.

clover

SAY WHAT YOU MEAN

Keep it simple
Avoid using jargon or complex language that can confuse investors.

Reduce word count
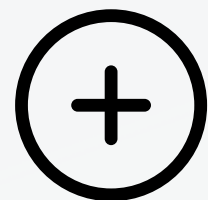Don't hint at a point, make it explicitly clear.
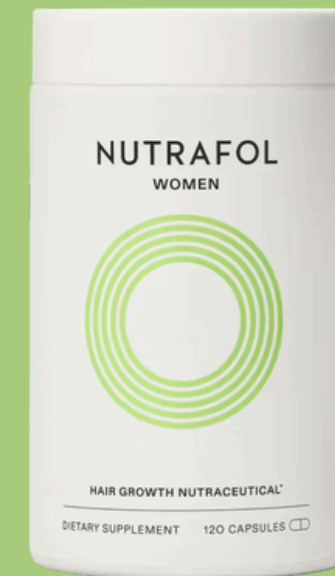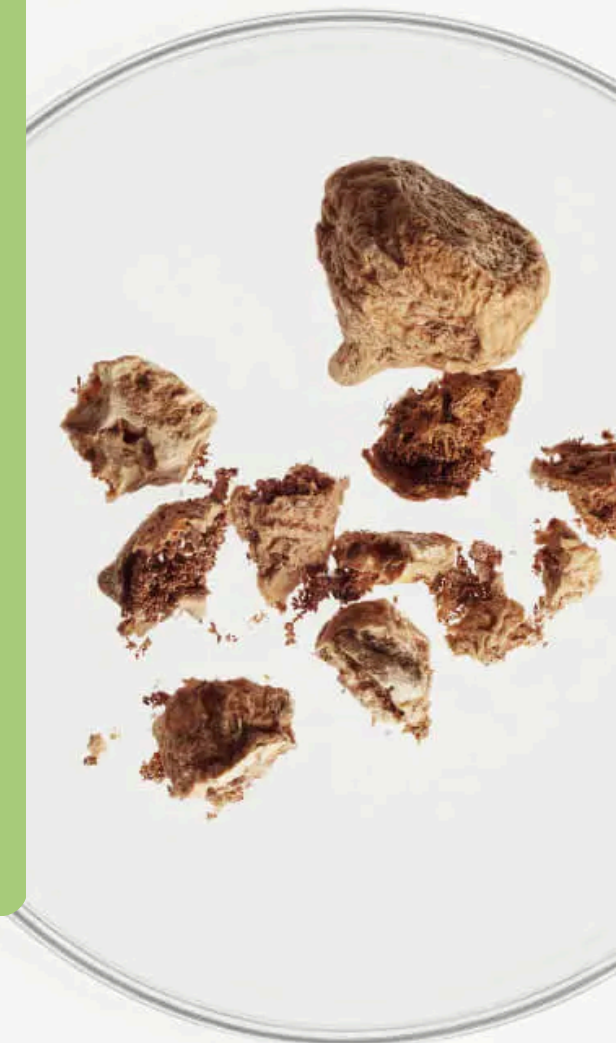
GET TO THE POINT

⊘ Don't focus on what you want to say.

✓ Instead, only say what you want people to understand

⊕ Follow up with details later

HAIR WELLNESS TO IMPROVE LIVES

HOW TO BE CLEAR

SIMPLIFY

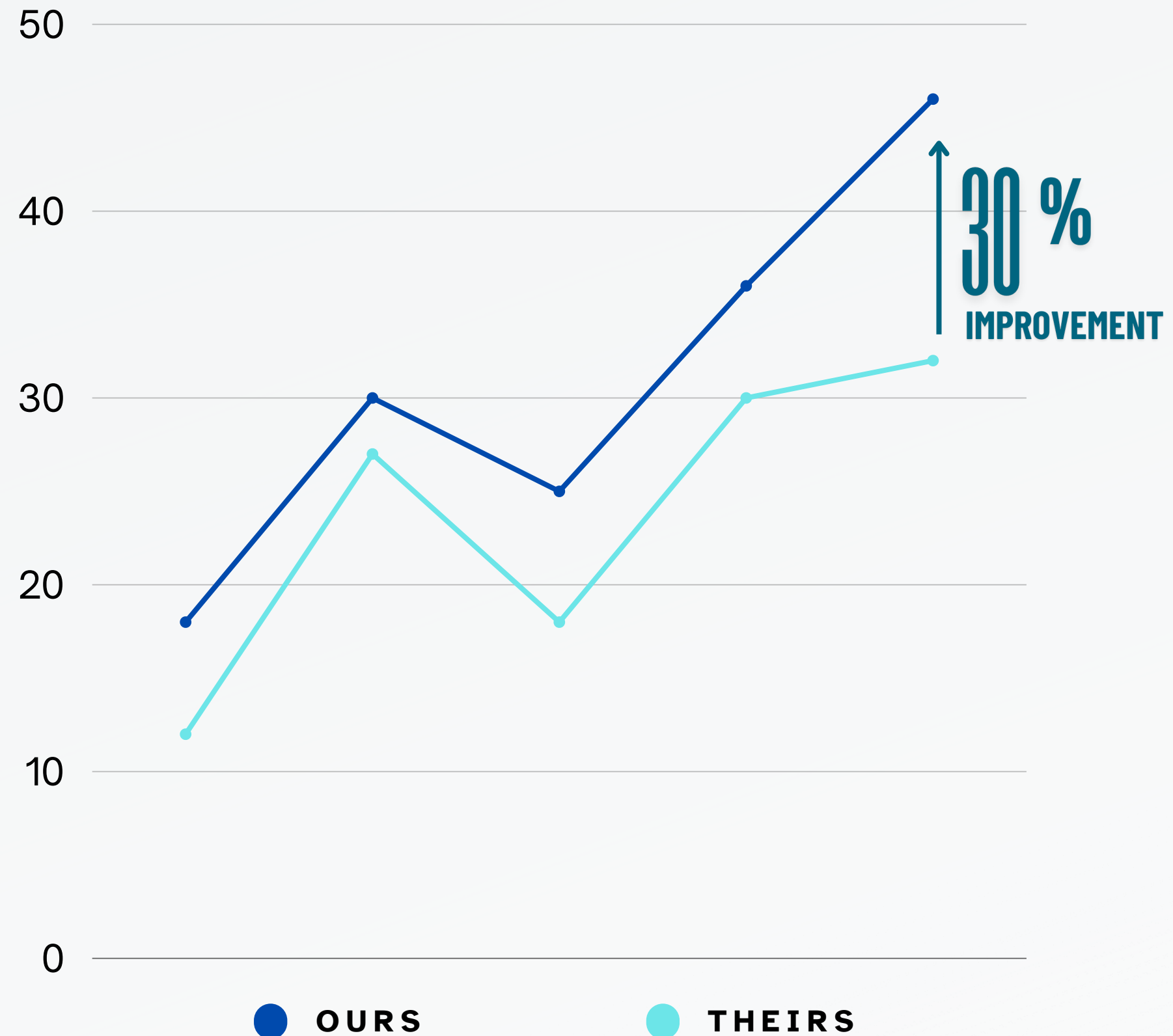Two ways to communicate complicated data

Option 1: Clear Point Chart

Be Clear
Break down complex data into a single, clear point

Cut and Edit
Only say what needs to be said to make your point. Provide supporting materials later.

COMPETITIVE COMPARISON

30 % IMPROVEMENT

- **OURS**
- **THEIRS**

HOW TO BE CLEAR

SIMPLIFY

Two ways to communicate complicated data

Option 2: Complex Charts

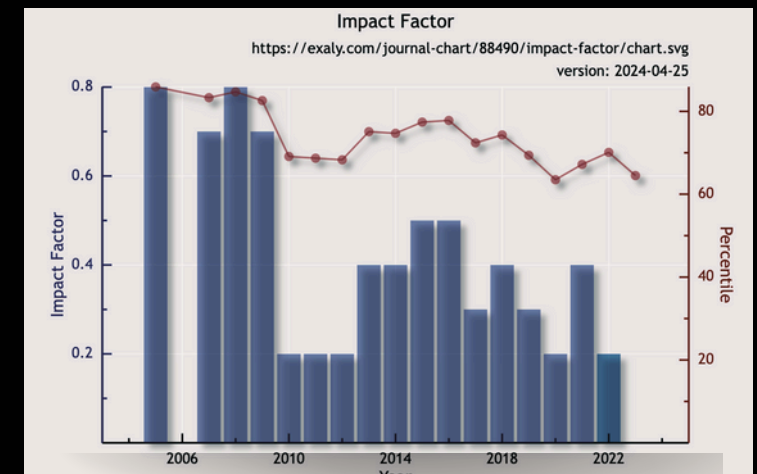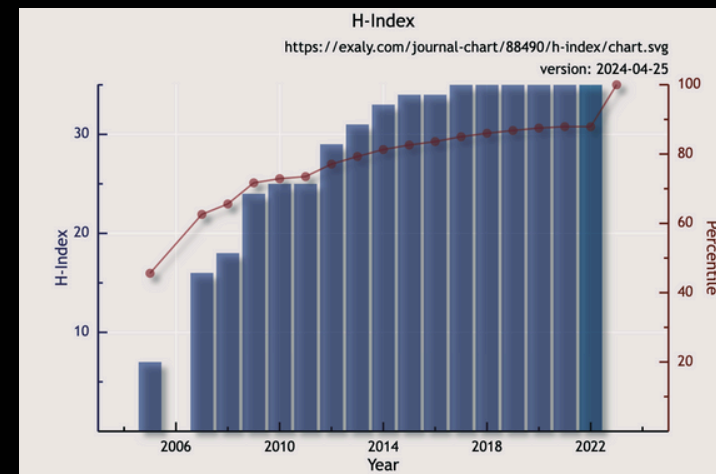Include complex data points or charts for credibility

Keep them small to avoid distraction

Summarize with a headline that makes the key point

OUR AUTOMATION SIGNIFICANTLY IMPROVES PRODUCTION AND OUTPUT

Over 35% increase in shipments in less than 3 months.

View Our Scientific Appendix for More Details on Research & Development

MARKET POTENTIAL

Leave the TAM, SAM, SOM for textbooks and focus on these two points.

how are you going to get off the ground and generate money at the start?

LIFT OFF

how are you going to get huge and take your investors into the stratosphere?

TAKE OFF

MASSIVE POTENTIAL

hivebrite

O1

O2

O3

O4

LAUNCH

Launch with Freemium model and base product to obtain customers & generate sales.

EXPAND

Introduce new a.i. features to encourage paid subscriptions and generate profits

PARTNER

Develop strategic partnerships with national associations to gain access to their customer bases.

SPREAD

Target the 108.7 million 50+ year olds who are primed to purchase.

CUSTOMERS	3,000	12,000	100,000	2,000,000
REVENUE	$200,000	$800,000	8,000,000	$160,000,000
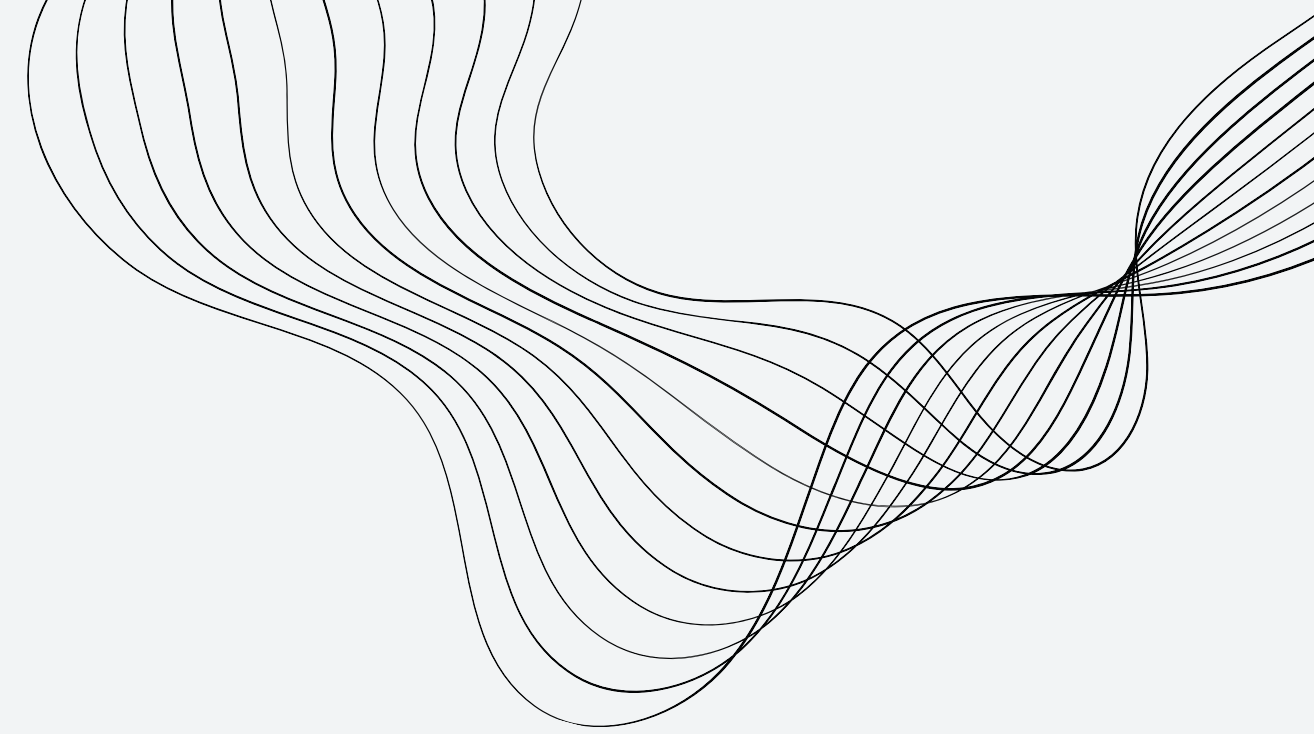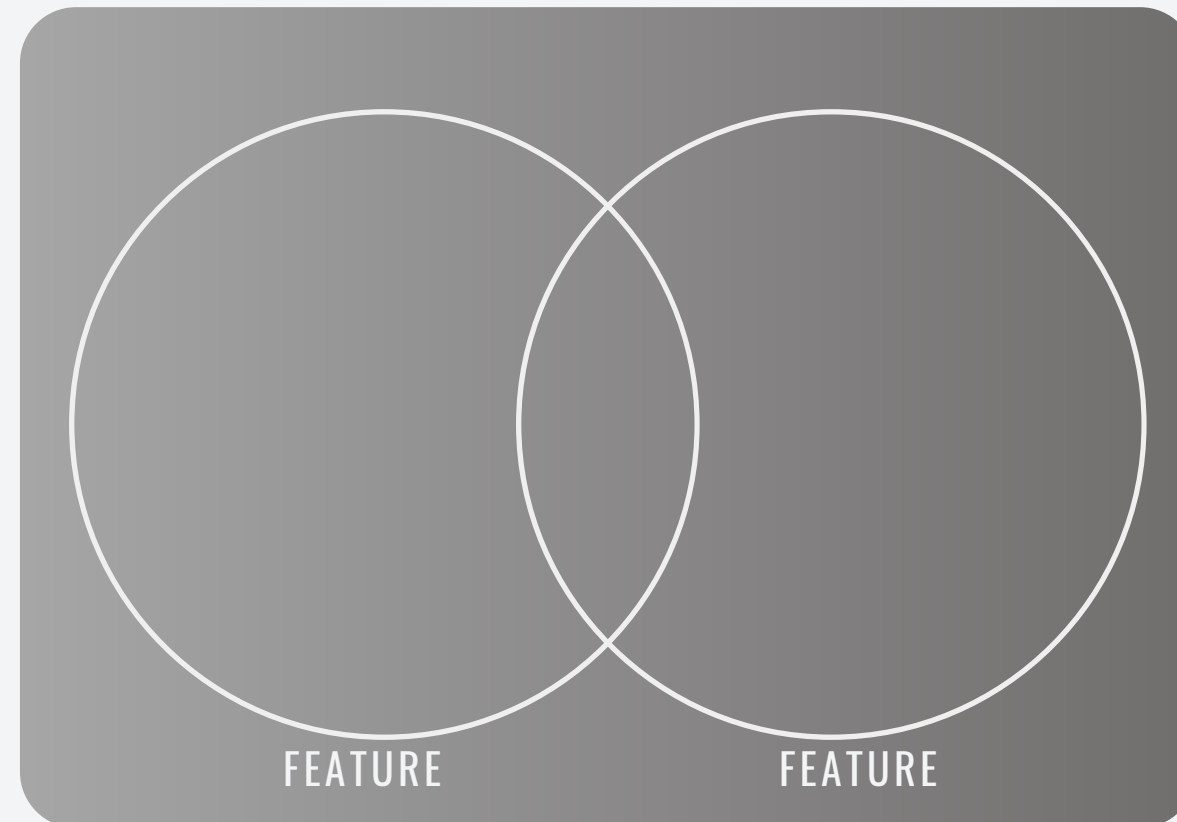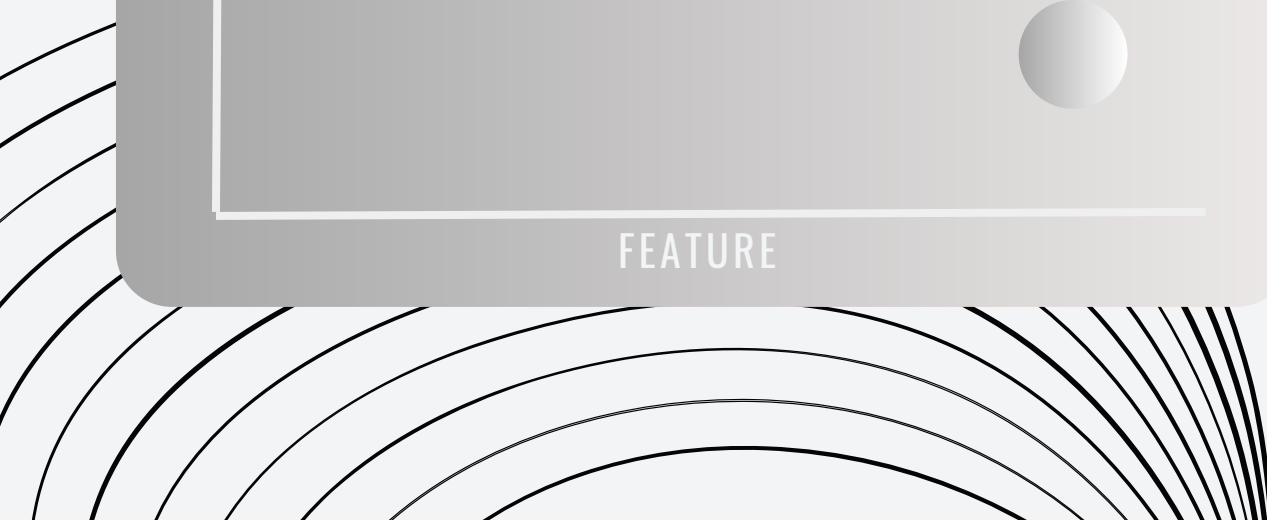
WHAT SETS YOU APART?
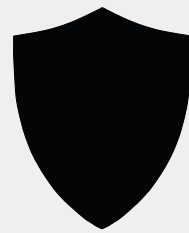
What's Your Moat?
Can your competition catch-up and also deliver on your USP?

Why It Matters
How or why does this benefit your customers and why are they willing to pay for it.
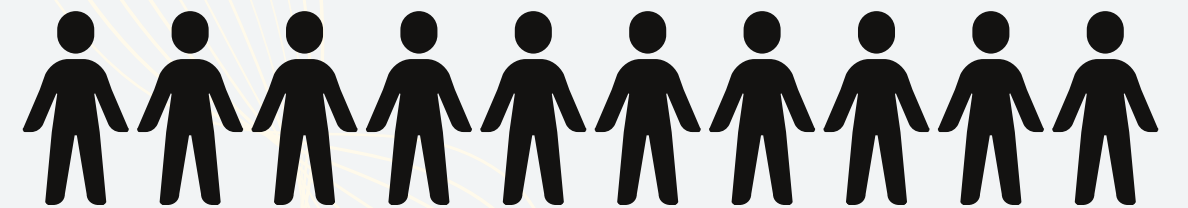
YOU ARE SPECIAL
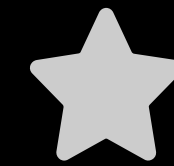
BRAND ELEMENTS

Use these design element to convey the personality of your company and tell your story.

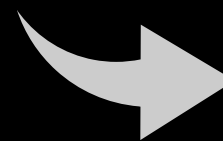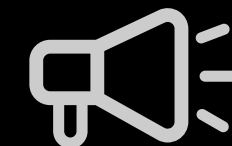⭐ LOGO

COLORS

🅰 FONTS

➡ DESIGN ELEMENTS

📢 TONE OF WORDING

LAYOUTS

SPACE

Don't fill every space. Give plenty of room for eyes to read. More space makes content easier to digest.

RULE OF 3

People tend to remember facts better when presented in sets of three. Adding more means less comprehension.

CONTRAST

Color contrast helps ensures legibility and allows you to use color to prioritize content on the page.