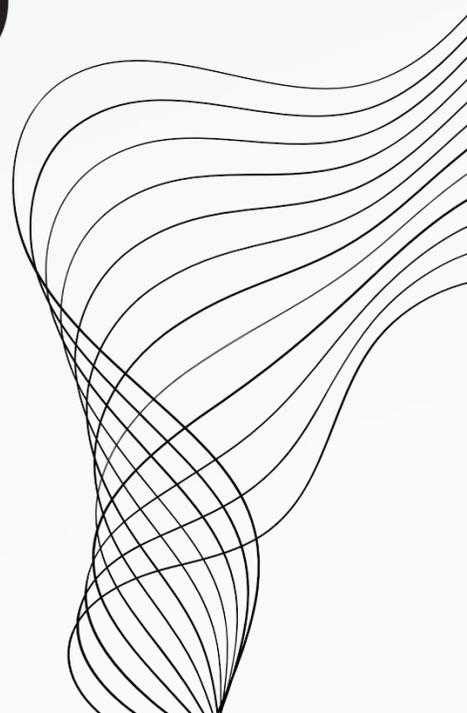
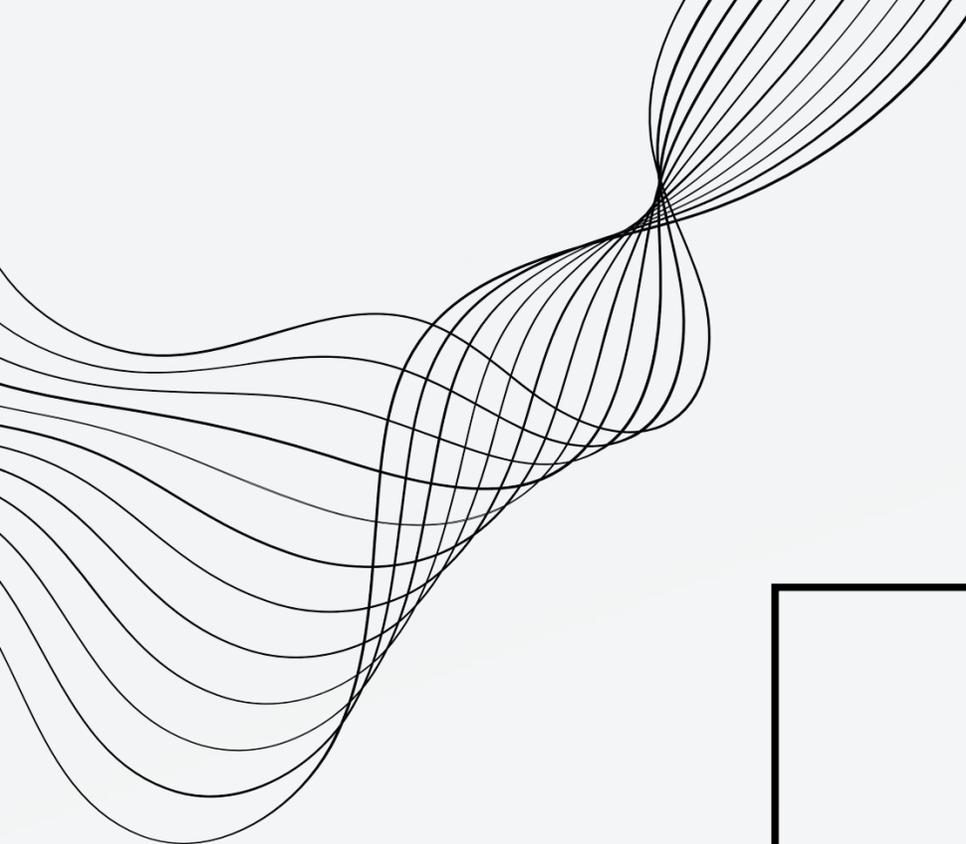




silvercreative.



**A PRIMER ON**  
**PITCH DECKS**

**SILVERCREATIVEGROUP.COM**

# A PRIMER ON PITCHDECKS

**01**

STORYTELLING

**02**

HOW TO BE CLEAR

**03**

MARKET SIZE

**04**

COMPETITION

**05**

BRANDING

**06**

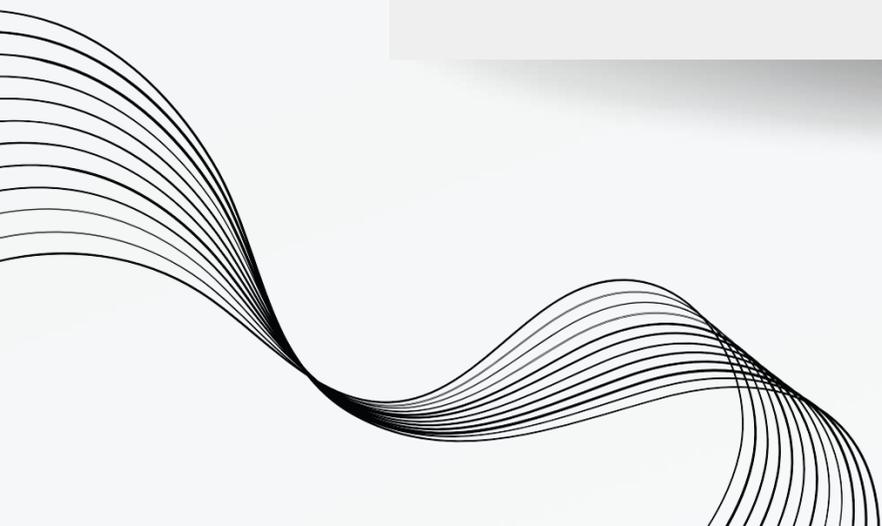
TEAM

STORYTELLING

# TELL STORIES, NOT SLIDES



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



STORYTELLING

# 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**

EXAMPLE

# FREE YOUR PEOPLE

The proverbial 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.



HOW TO BE CLEAR

# 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.



HOW TO BE 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



HOW TO BE CLEAR

# SIMPLIFY

Two ways to communicate complicated data

## Option 2: Complex Charts

Include complex data points or charts for credibility

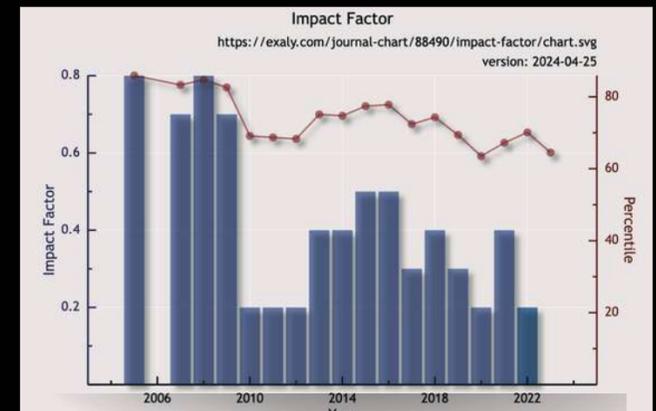
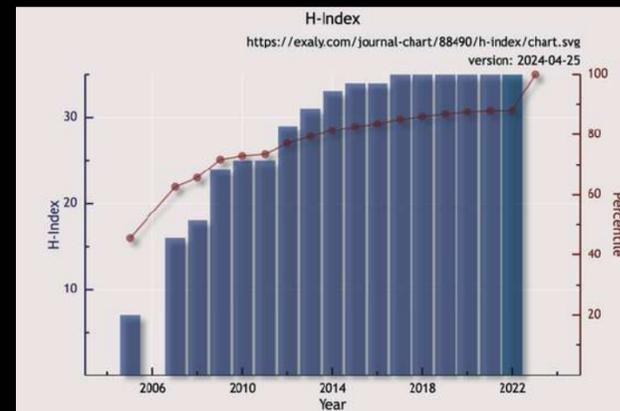
Keep them small to avoid distraction

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 SIZE

# 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**

EXAMPLE

# MASSIVE POTENTIAL

01

## LAUNCH

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

02

## EXPAND

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

03

## PARTNER

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

04

## 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

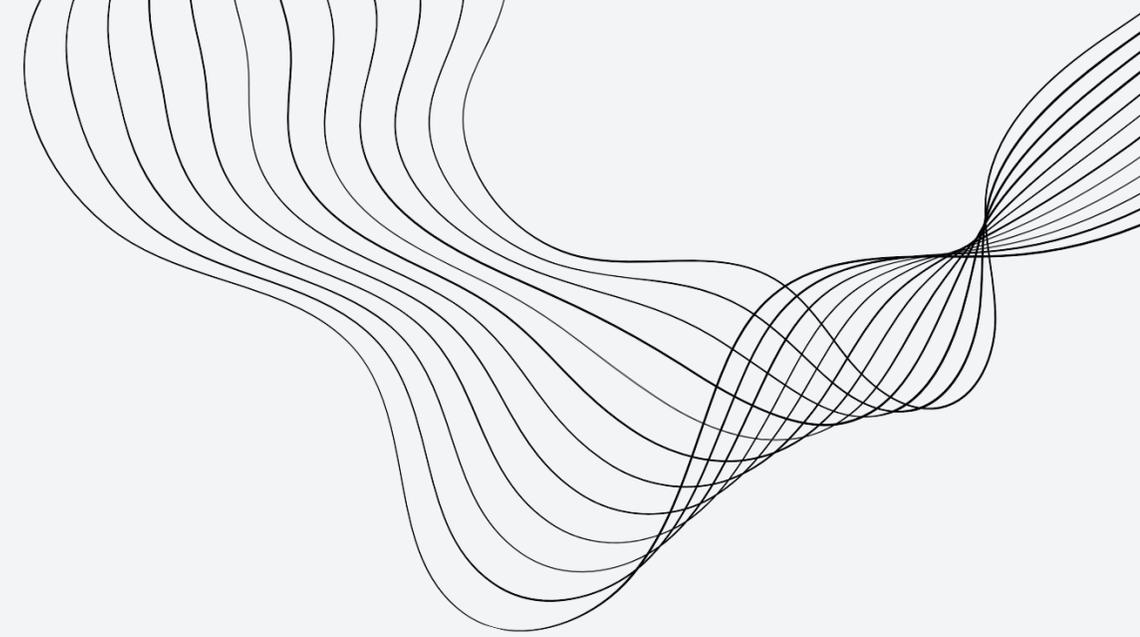
8,000,000

\$160,000,000

COMPETITION

# YOUR LANDSCAPE

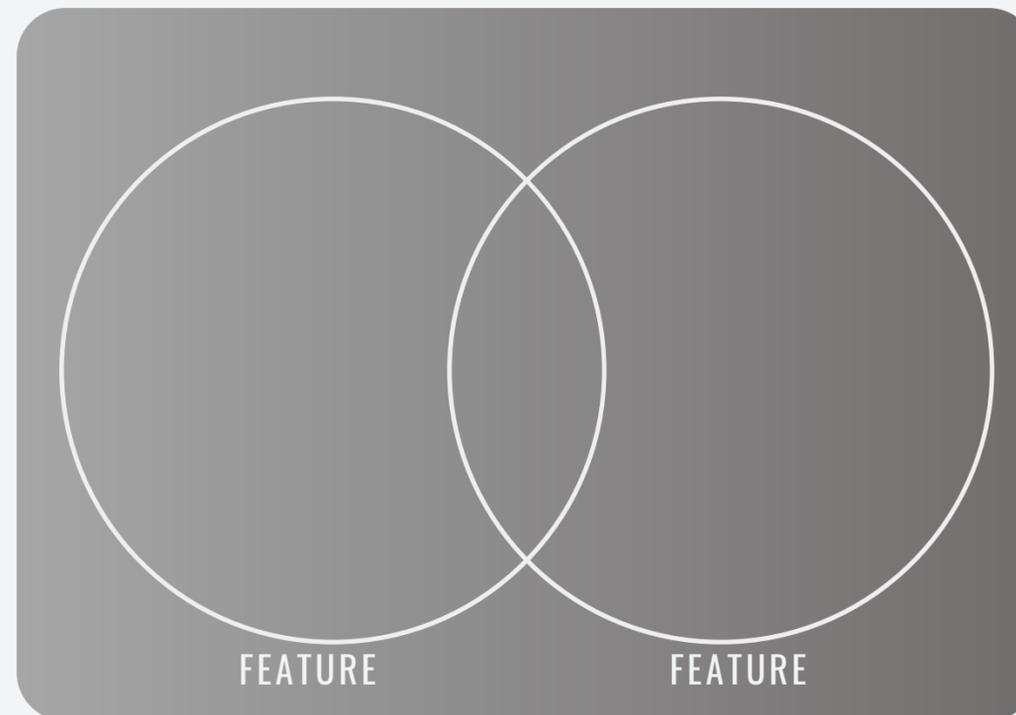
Visualize competition using a chart that effectively showcases your unique competitive advantages and differentiators.



### AREA CHART

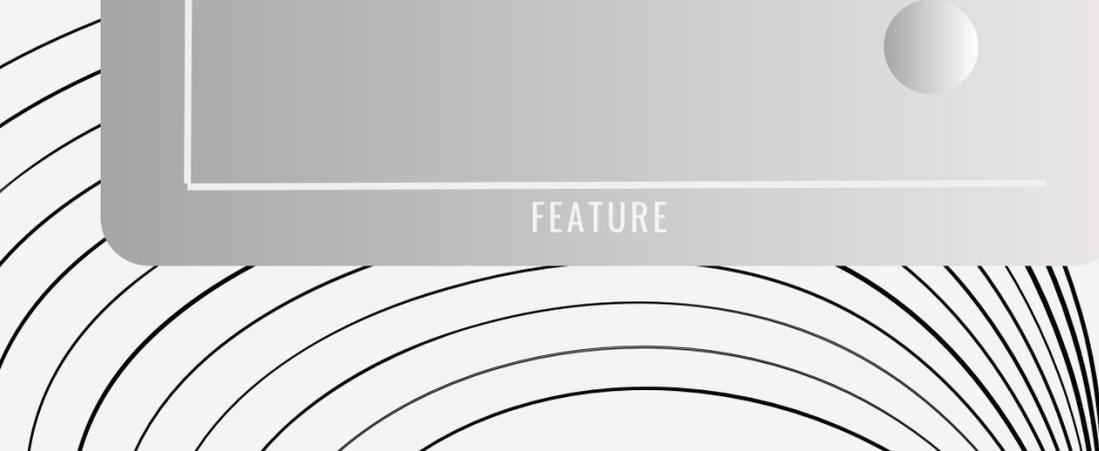


### VENN DIAGRAM



### FEATURE CHART

	BRAND	BRAND	BRAND	BRAND
FEATURE	★			
FEATURE	★	★		★
FEATURE	★			
FEATURE	★		★	★
FEATURE	★	★	★	
FEATURE	★		★	★



COMPETITIVE EDGE

# WHAT SETS YOU APART?



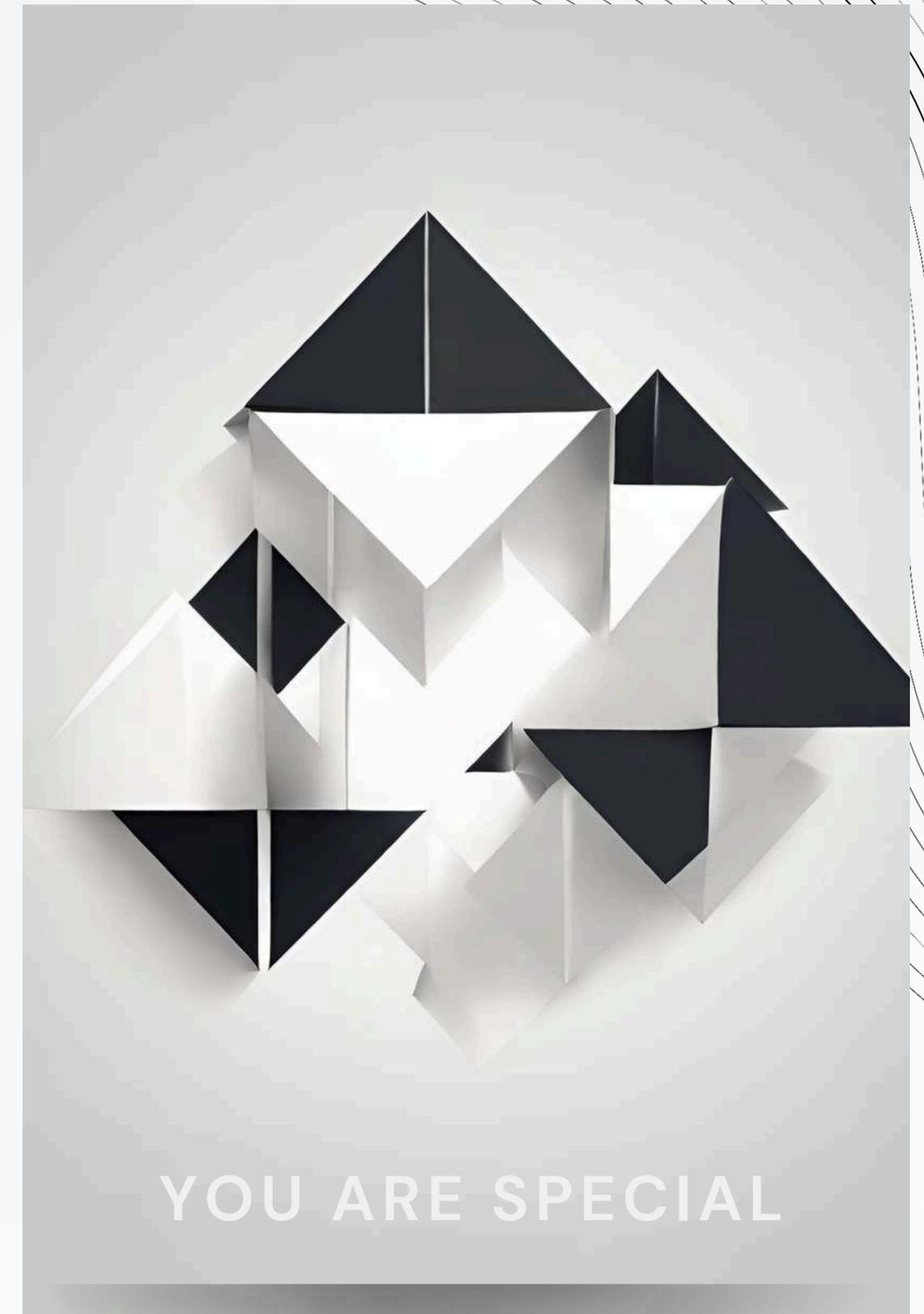
## What's Your Moat?

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

BRANDING

# BE ON BRAND

Consistency conveys stability and credibility, building investor trust and confidence in your company.

# 100%



BRANDING

# 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

BRANDING

# LAYOUTS

## SPACE

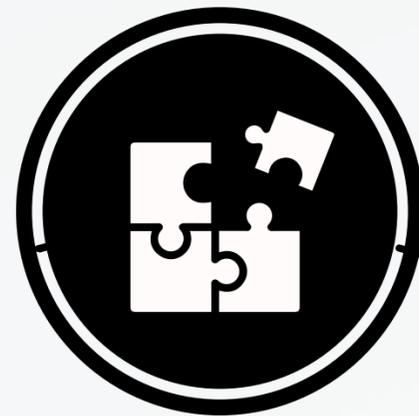
Don't fill every space. Give plenty of room for eyes to read. More space makes content easier to digest.

## RULE OF 3

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

## CONTRAST

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



TEAM

# TEAM PAGE

It should convey experience,  
subject matter expertise and  
passion

It should NOT be a full resume.



Include:

- Short intro with achievements
- Areas of focus
- Job titles and Certifications
- Company logos



TEAM

# PASSIONATE LEADERSHIP



**Rufus Stewart, MBA** 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.

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**ebay** **shopify**



**Morgan Maxwell** CTO

Respected technologist with 15+ years of experience in AI, data science, and cloud computing. He holds multiple ecommerce patents and has been published in top-tier industry journals. Morgan leads our technical vision, driving innovation and scalability.

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**INTUIT**  
**quickbooks** **GLOBALPAY**