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The 2024 Edition

The J12 Seed Round Pitch Deck Template

Complete article with example story here →

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Editor’s note

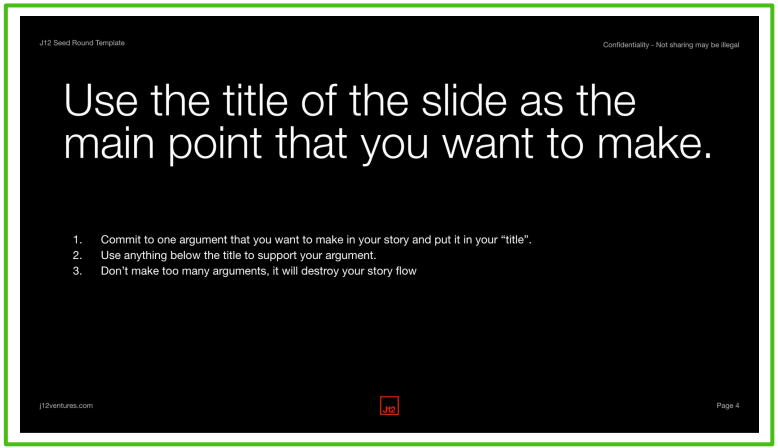


Ask yourself: Why would anybody invest in a company where the only certain thing today, is that it will have slightly less cash on the bank tomorrow?
The answer is: A belief in the future. And the future is not factual, the future is an unwritten story. So make sure to tell your story well, today.

Luca Banderet
Email | LinkedIn | Medium | X

Use the title of the slide as the main point that you want to make.





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Log into your google account

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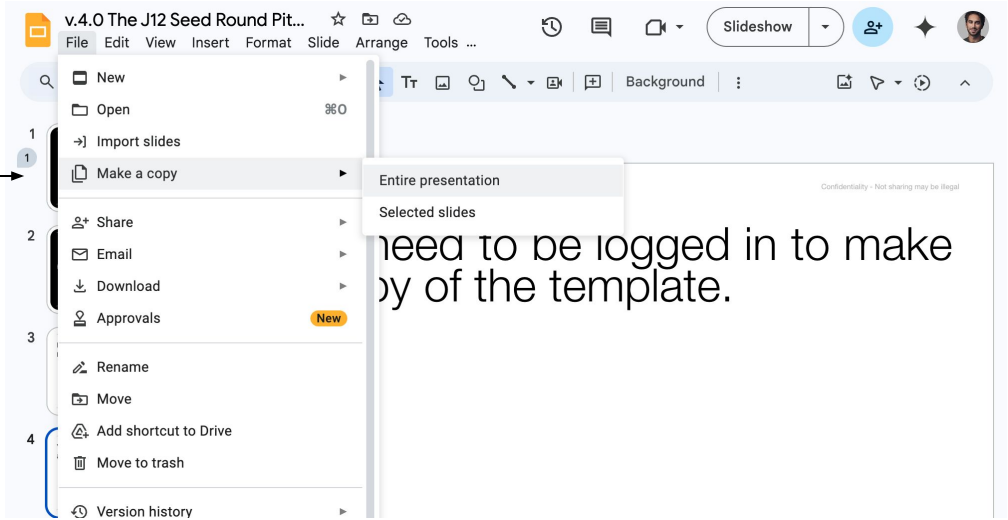

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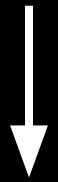
Template slides



This is your chance to steer readers into the right direction so choose a picture that show your product in action or the industry you are in. Or not. But if you do chose wisely.

The one-liner should give a high-level idea of what you are doing. Personally, not a fan of something too visionary like “connecting people for a healthier lifestyle” – huh? more “the device that will measure blood sugar anywhere” or something along those lines.

The company’s mission or value proposition

The company product or solution

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The Yes- or Foreplay-Slide™



When the analytical head of an investor looks at your deck **they try to kill it!** Sadly a necessity while juggling 1000s of ideas. Thus investors try to find the flaw in your story and logic to save time and move on, arriving with a slightly sceptic attitude.. That's why I recommend having a **Yes-slide** in the beginning – maybe even two. Typically, they describe an obvious trend or opportunity that opens the reader's mind to what is to come. You can also think of it as a **Foreplay-Slide™** - the point of it being hopefully clear from its name.

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The Problem Quantitative

💡 If 1 number can describe your problem well, likely better to commit to that and make it center and front. As always, simplicity wins.

66%

of all people only use their spaceship 4 or less times a year.

2/3

people would not mind renting their spaceship to others if they know they are pilots. source: own survey, 120 people.

100h

are spent on admin to maintain a spaceship per year by its owner.

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The Problem Qualitative



“Quote from a potential customer that you have talked to or a persona that you believe is a relevant customer segment”

Name and title



“Quote from a potential customer that you have talked to or a persona that you believe is a relevant customer segment”

Name and title



“Quote from a potential customer that you have talked to or a persona that you believe is a relevant customer segment”

Name and title

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Our team’s mission

💡 Don’t be shy, your team is key to what you are doing. If you have relevant advisors / investors it can be worth to add those. distinguish clearly. Try to highlight the most relevant experiences only.

First Name Last Name
Title or role

Background in a few words.

Logo

Logo

First Name Last Name
Title or role

Background in a few words.

Logo

Logo

First Name Last Name
Title or role

Background in a few words.

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Logo

Logo

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Our solution / approach

Feature / Value Prop 1

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Feature / Value Prop 2

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

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The Product / Demo / Idea



💡 **Links work in PDFs** – given you likely want to send your pitch as a pdf, put a screenshot of the video in the background and link it to the play button.

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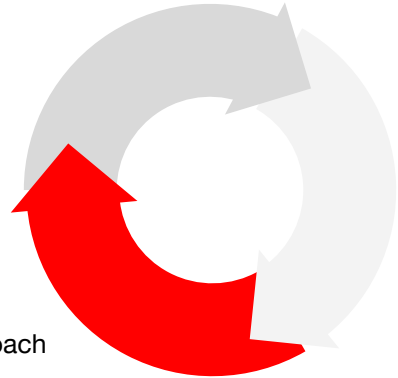
Data/AI Model Network Effect

Feedback loop mechanism



Proprietary data sources

AI model approach

💡 How you can leverage unique access to data to build a defensible AI model better than anyone else.

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The Traction #1

💡 No need to have 4 traction slides - hereafter just a few ideas for the phase before revenue speaks for itself

46%

already rented again

4.7

rating from early customers

30%

return within only 2 weeks

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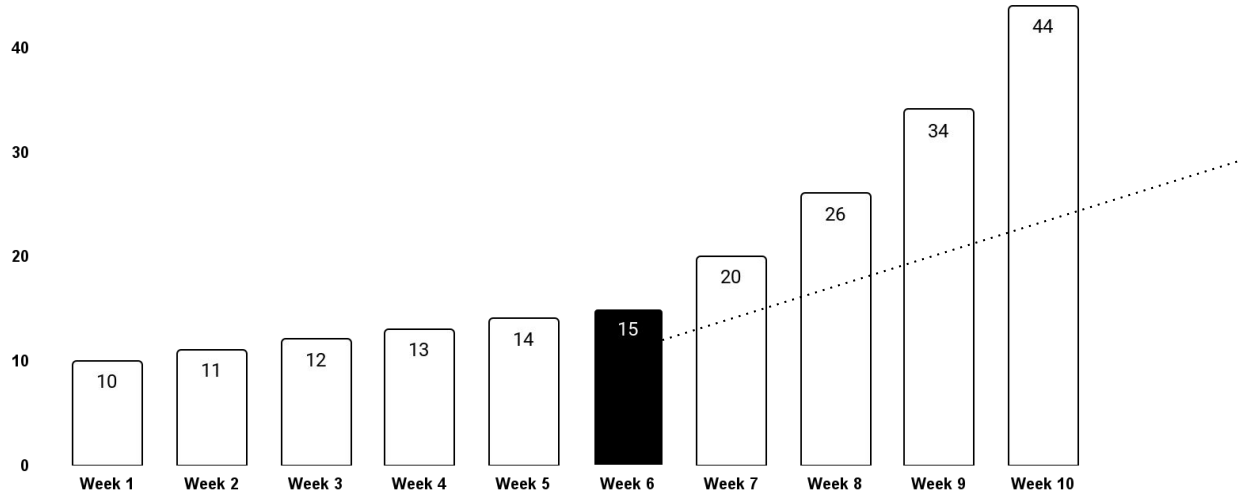
The Traction #2



Milestone / Feature / Customer

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.

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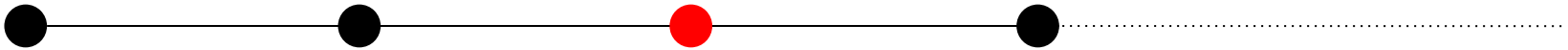
The Traction #3



MAY

Milestone

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.

JUNE

Milestone

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JULY

Milestone

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AUGUST

Milestone

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.

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Feedback (traction #4)



Head of something, somwehere

Really love it, wound’t go back



Head of something, somwehere

Can’t wait to show my colleagues



Head of something, somwehere

Where have you been all my life

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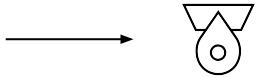
Why now?

Often a combination of technology AND/OR behaviour, both can be of major importance. Or the combination of it.



How It Used To Be
Explanation If Necessary



The New Way
Explanation If Necessary



How It Used To Be
Explanation If Necessary



The New Way
Explanation If Necessary



How It Used To Be
Explanation If Necessary



The New Way
Explanation If Necessary

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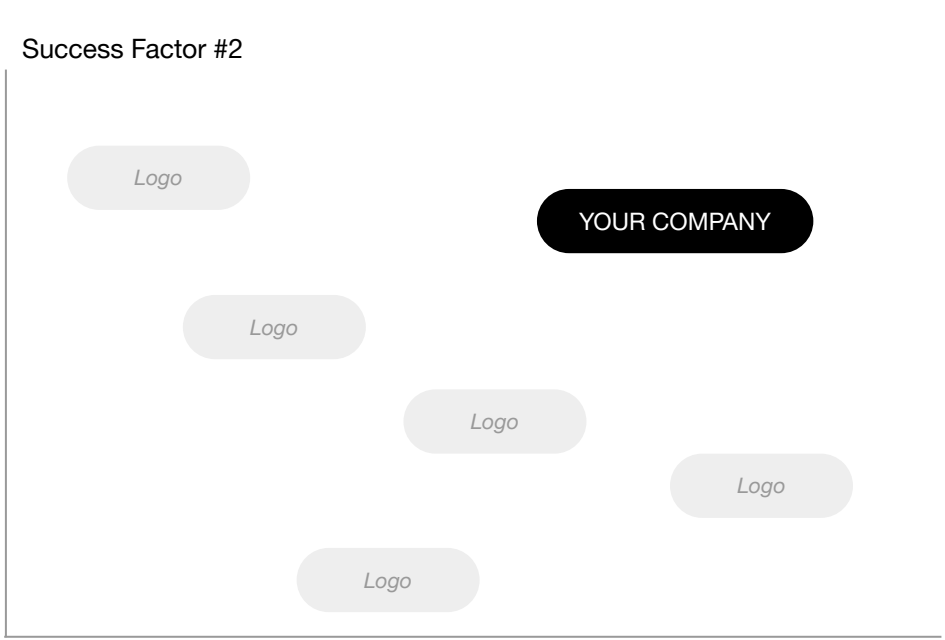
The Competition #1



💡 The choice of axes say more than you being top right. What are the key success factors to win?

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The Competition #2

💡 If you are creating a new market / behaviour / product competition is often less direct – list what other services could fulfill a competing purpose. (e.g. “walking” as a competitor to take a “bike” - although you can’t buy walking…)

	YOUR COMPANY	Logo	Logo	Logo
Focus / Geo / Type	Text	Text	Text	Text
Pricing	High / Low / Price	High / Low / Price	High / Low / Price	High / Low / Price
Feature 1	✓✓	✓✓	✓✓	✓
Feature 2	✓✓✓	✓	✓	✗
Feature 3	✓✓	✓	✗	✗

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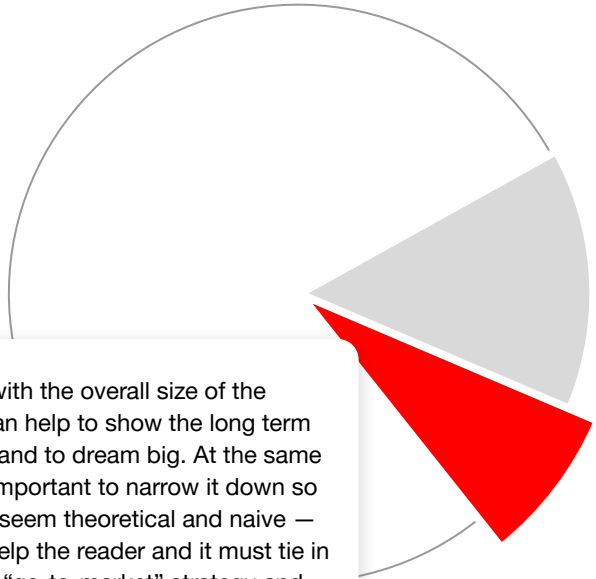
The Market Size Top-Down



💡 Starting with the overall size of the market can help to show the long term potential and to dream big. At the same time it's important to narrow it down so as not to seem theoretical and naive — this will help the reader and it must tie in with your "go-to-market" strategy and the segments you seek to address first.

€90b (+4% p.a.) ..... **TAM.** Spending on spaceships.

€32b (+9% p.a.) ..... **SAM.** Private travel spending.

€12b (+12% p.a.) ..... **SOM.** High-end segment on Earth only.

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The Business Model

	STARTER	PRO	ENTERPRISE
Price Per Seat	€30	€45	Upon Request
Seats	0-9	10-99	100+
Feature 1	✓	✓	✓
Feature 2	✗	✓	✓
Feature 3	✗	✗	Unlimited

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Go-To-Market

💡

What customer segment you are focusing on initially and how you are reaching them.

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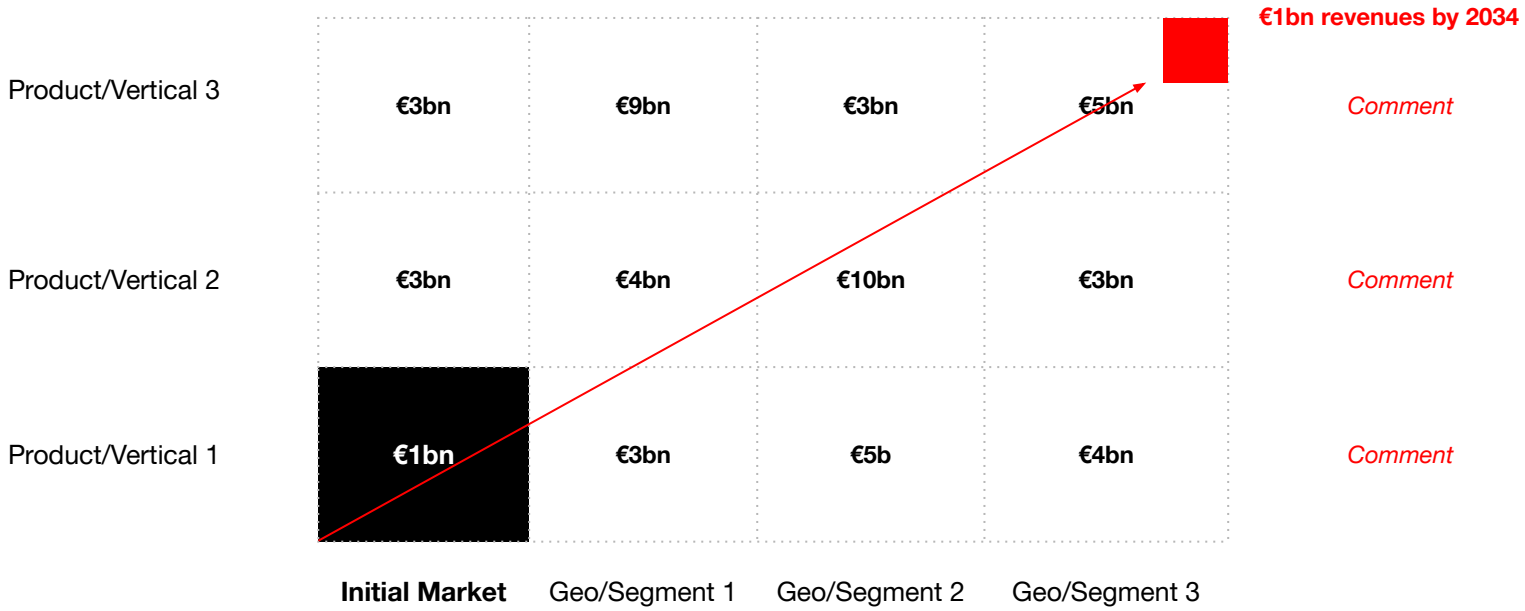
Growth Plan by Market Segment



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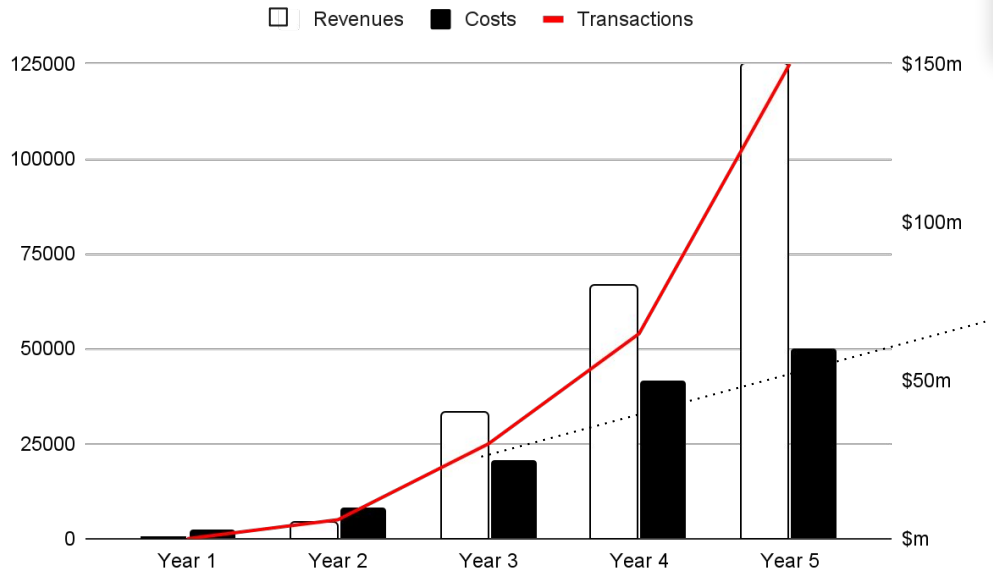
Growth Plan



Typically a summary of your financial model. You could also include a roll-out element, international expansion or new customer segments. If you haven't figured out your pricing model and don't really have a strong grip on financials it might be better to skip this slide. if you have a financials slide you will have to be able to argue for it.

Milestone

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.

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Vision Statement

💡

This slide could also come after the team slide if you see fit.

“What you want to be true about the future as a consequence of this company”. A vision that is fairly tangible is likely more powerful (and can be discussed in a meeting) than something very generic.

You can add a picture in the background – however given that your vision does not exist yet – it might distract from your dream. Skip it if you don’t feel strongly about it.

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More slide ideas - likely for appendix or follow-up

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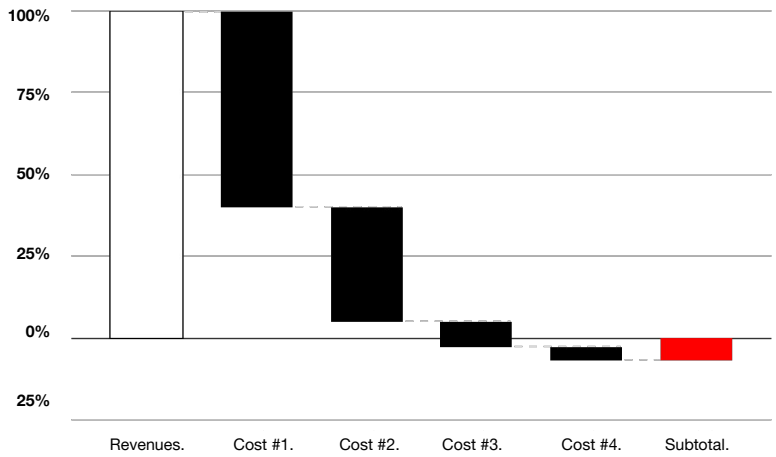
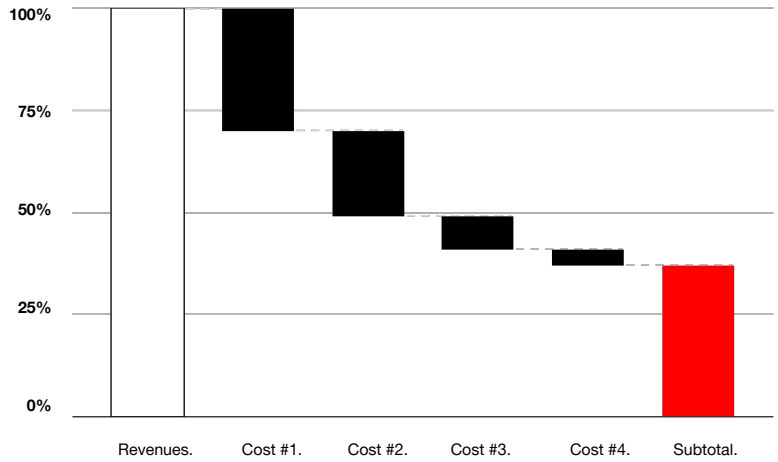
The Unit Economics

💡 If you're running e.g. a SaaS company the margins are likely high unless you use too much closed source AI credits and that being an important factor. Otherwise you can probably skip this slide.

Today (e.g. first 78 transactions).



As we reach scale



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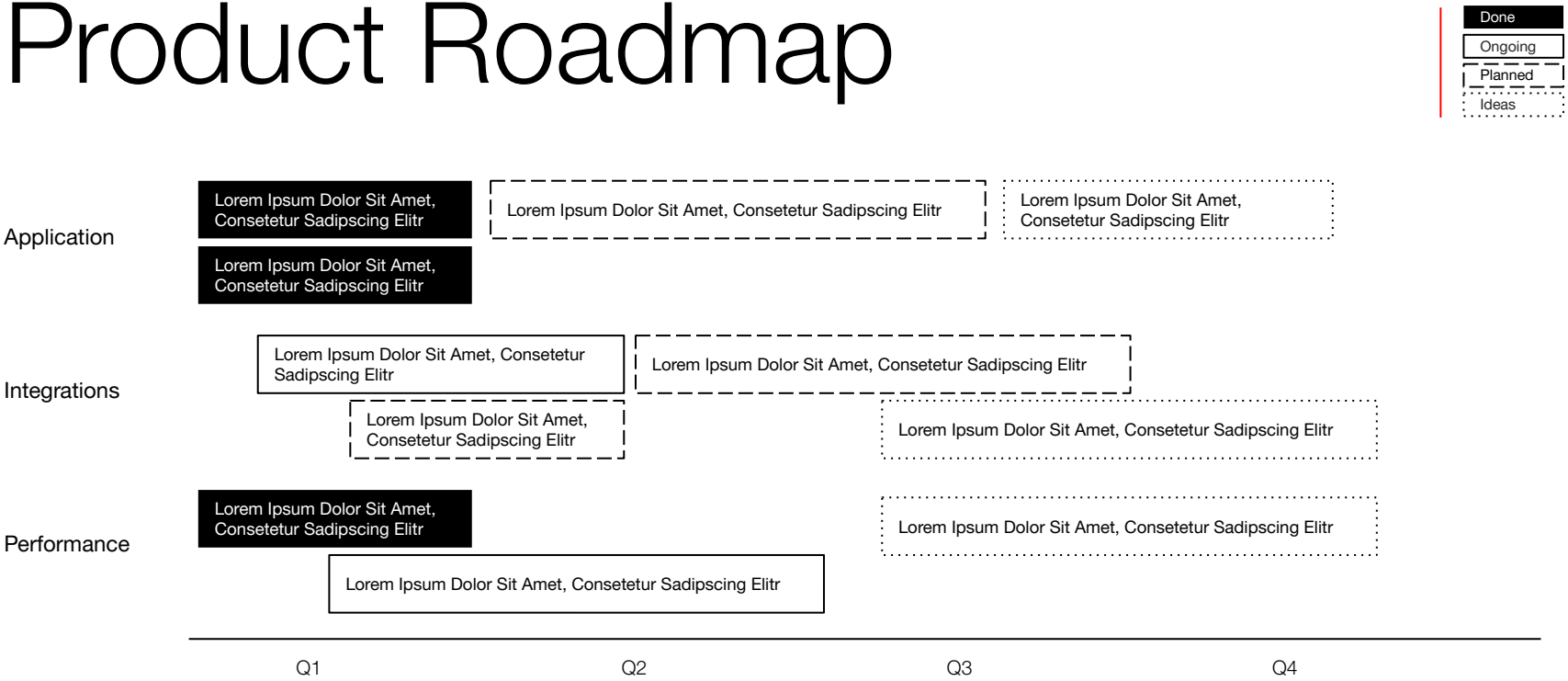
Product Roadmap



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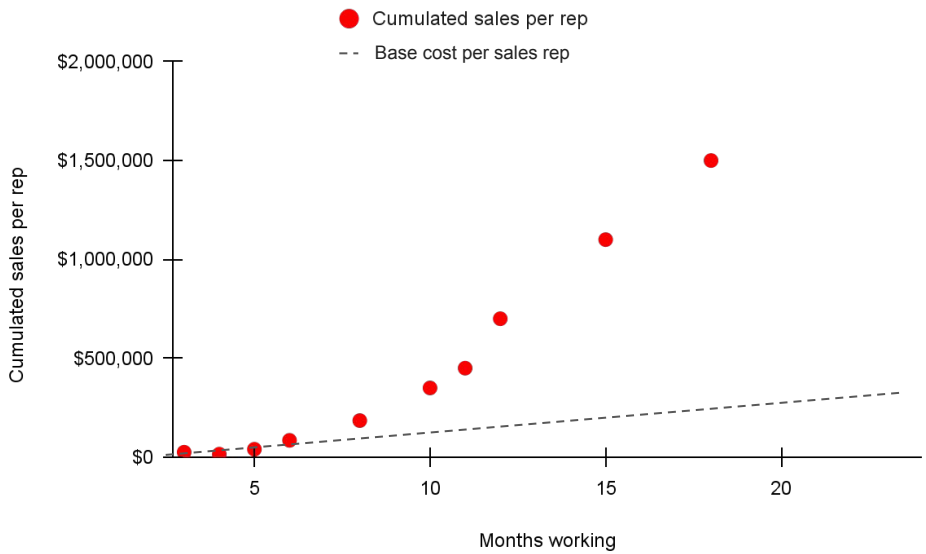
Sales Efficiency



Start tracking data early – likely at the seed stage you won't have been around long enough nor have many sales rep to show that kind of data - but it might inspire you to start tracking early

Average deal size	$6'000 / year
CAC	$4'000
LTV (e.g. 3 years)	$18'000
LTV / CAC	4.5x
Payback time	<1 year = lead time

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Process Explained

Step 1

Step 2

Step 3

Step 4