

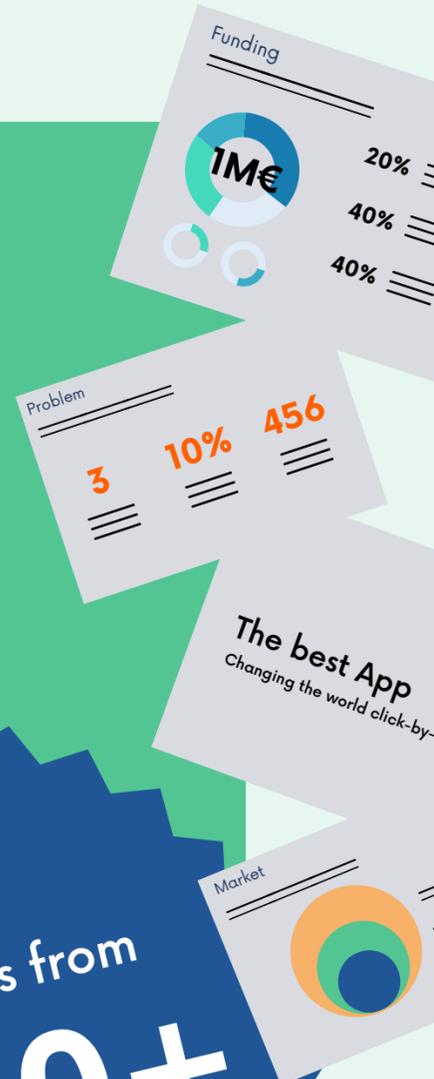
#givingforward

The ultimate Pitch Deck Guide

Create a pitch deck investors can't resist.

Best practices from
3,000+
real pitch deck reviews

by **AddedVal.io** - find your (pre-)seed investors



Let's create the perfect pitch deck together!

Your pitch deck is the **single most important document** for getting investors for your startup.

A great pitch deck can be the start of a successful funding and a long, profitable partnership with your investors.

A bad pitch deck, however, will likely ruin your chances to get any money at all.

In this guide, we have condensed **everything we ever learned** from thousands of pitch decks, the feedback of investors to these decks, and the data which startups got actually funded.

Not sure if your deck really rocks?

Get FREE feedback from the pros - us!

Join more than 2,000 startups and upload your deck to get an individual slide by slide review with actionable tips on how to make your deck even better.

Upload



Follow these simple rules

to create a pitch deck investors can't resist

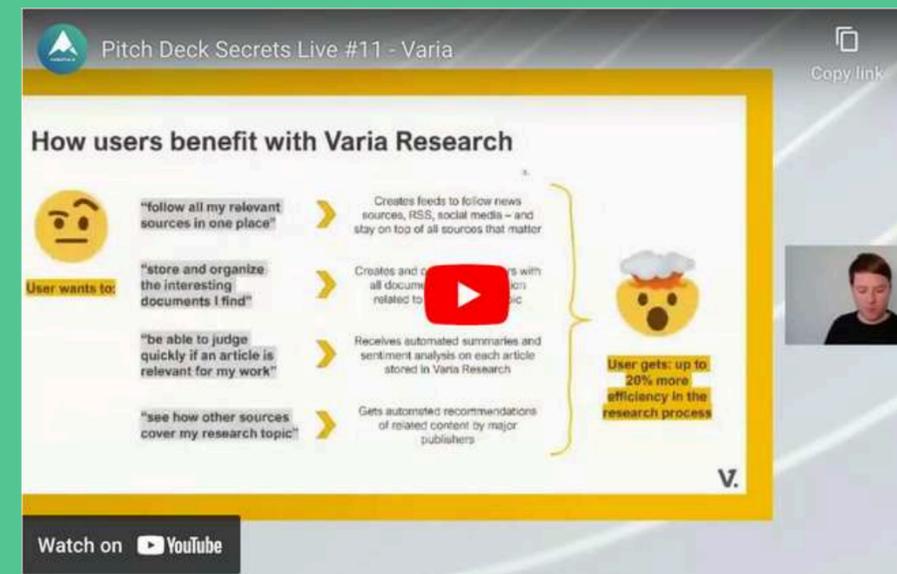
The most important part of your pitch deck is the content.

But a **professional-looking design** will make you look... more professional.

It's not so hard, if you know the rules explained on the following pages.

Want to see real pitch decks being reviewed in videos?

Have a look at these detailed slide-by-slide reviews (in German).



[Public Pitch Deck Feedbacks](#)

Stay consistent with your structure, fonts, colors and style.

You don't need a professional designer to achieve a smooth design. Just set yourself guidelines for your titles, images, main text, lists etc. and stay true to them in your entire deck.

Examples:

Consistent photo style: e.g. every photo has sharp corners and a drop shadow:



Font sizes, colors and styles always stay consistent:

Title: 30pt bold blue
Subtitle: 24pt italics green
Text: 16pt regular black

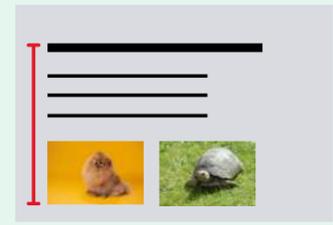
Startup logo always at the exact same position:



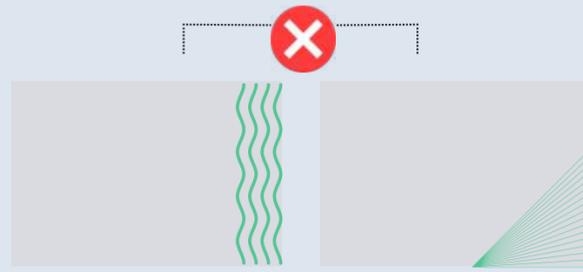
Colors represent your startup logo and/or design:



Consistent spacing and alignment of elements:



Stick to coherent slide design throughout the pitch deck:



Be visual (and avoid long continuous text).

Your content may be complex, but it must still be easy to grasp. Use arrows, diagrams, flowcharts, icons or other non-text elements to minimize the workload of your reader's brain.

Examples:

Visual aid explains complex facts:

Use the **entire slide** to position elements, not just bullet points:

- ✗ First bullet point
- ✗ in a boring list of many
- ✗ similar bullet points with
- ✗ no discernible structure.
- ✗ Really hard to stay focused
- ✗ with this kind of
- ✗ bullet point overflow.

Highlight relevant aspects visually:

Icons reduce text and give visual support for content:

Color-boxes structure slide content and highlight key insights:

Visuals always support the content - **no decoration**:

Make your numbers stand out.

Numbers are like drugs for investor brains: they feel good and make them want more. Numbers both show your in-depth understanding and help investors analyze your business case.

Examples:

Numbers get the **most visible** position:

In doubt, if icon or number? **Choose number:**

Always show the **unit:**

2,400 €
14.1 %
400 people
8 kg
3 days

Compare numbers in **relative sizes:**

Be creative in making numbers stand out, e.g.:

100t Big + bold
€5k Color
300m Style

Be aware of correct **decimal and thousands separator** in numbers:

USA: 1,000.00
Germany: 1.000,00

Add these final tweaks to make your design flawless.

Tiny design improvements can subconsciously boost the investor's perception of your pitch deck - and thus of your startup. Add them once your deck is otherwise ready.

Examples:

For better readability, write **numbers as digits**, not words:

✓ **2**

✗ **two**

Use the **psychological connotation of colours**:

Positive= **green**
e.g. +30% more efficiency

Negative= **red**
e.g. -50k€ loss each year

When using pictures make sure they are **sharp & without distracting background**:

✗ 

✓ 

To focus on the actual message, **avoid empty enumerations** with no inherent meaning:

✗

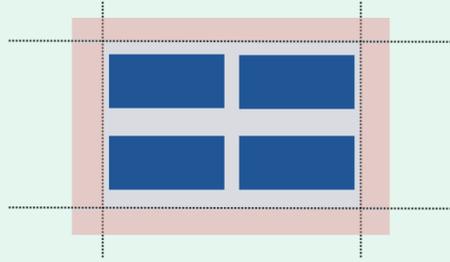
1	2	3
MVP ready	Market entry	Scale up
≡	≡	≡

✓

MVP ready	→ Market entry	→ Scaling
≡	≡	≡

Use rulers and alignment tools to **keep margins and space consistent**. Integrate enough **white space**:

No content beyond frame!



Check for consistency of punctuation, spelling, etc. (end of sentences):

≡

≡

≡ .

02 If you only remember this...

Action Titles deliver your core message directly into the investor's brain.

For a first impression, investors **only take 2-3 minutes** to scan through your deck. To **make sure your message** gets across (even at 11:30 pm), you need to tell at least 60% of each slide's content in the title.



Write a full sentence including an active verb

"Organisations face massive challenges in [area] and are unable to execute regulatory demands."

Include concrete numbers in your title

"We earn a 15% transaction fee in a fast-growing market with €45 bn potential by 2030 spent for [XYZ] services worldwide.."

Create suspense by highlighting conflicts

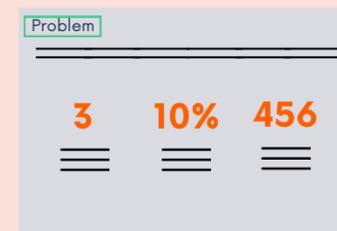
"[Doing this thing] has become more important than ever, but incumbents fail to deliver a suitable solution."

Link your titles together to form a coherent mini story

"The [XYZ] market is huge..." (Market Slide)
"... and we will tackle it by [doing this]" (Go-to-Market Slide)

"Problem", "Solution", "Business Model" etc. are NOT good titles...

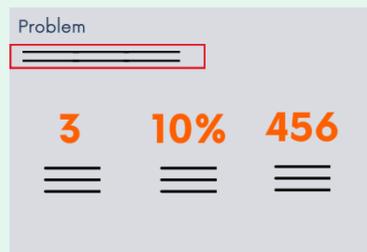
...but you can use them as a navigation system in one of the slide's corners so that investors understand which slide they are on (like we do on this page with "If you only remember this...").



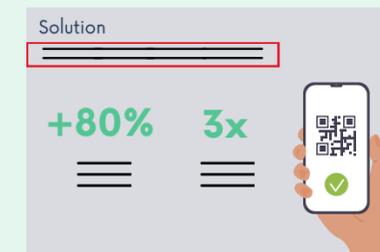
02 If you only remember this...

Use these title templates taken from the very best of 1,500+ real pitch decks.

You do not always have to reinvent the wheel. Founders before you have done the work. So get inspired by or simply copy & paste the templates we collected for you. But be warned: there are a LOT!



- [Sector] is having its biggest challenge ahead.
- Millions of [users] face similar challenges: [the challenges].
- [Doing this thing] is an infernal ride for [users].
- The friction and fragmentation of the existing [sector] landscape prevents people from using [better solution]. It's easier to do [inferior solution].
- X hours of [user group's] weekly work is lost due to [bad factor] leading to [negative result].
- [Doing this thing] has become more important than ever, but incumbents fail to deliver a suitable solution.
- [Users] urgently need to [do something], but existing solutions are inefficient and do not provide [important feature].
- [Something seems easy], but [your customers] often fail to [achieve desired result] because of [non-obvious reason].
- Organisations face massive challenges in [your area] and are unable to execute regulatory demands.
- The increasing gap in [sector] worsens the [your problem] situation.
- [Main customer group] fails to make [something into a desired outcome].
- In [industry], [problem 1 & problem 2] are increasing the pressure on [players] to innovate.
- [Customer groups] are not prepared to adapt to [modern ways of doing] and to meet the needs of [their customers].
- XX% of customers want [better solution], but don't know where to find it.



- We solve these pain points for X target groups and enable [desired result].
- With [startup's] technology we enable various partners to prove X new use cases.
- We help [main customer group] to [achieve concrete desired outcome].
- [startup] is not the next [boring generic solution]: We [do something very cool] while offering [this solution].
- So we created a convenient [solution] [doing some desired work] powered by [interesting technology].
- We help [main customer group] to [achieve concrete desired outcome].
- [startup] is a [solution] that [does something important] to radically simplify [sector].
- + 90 more field-tested action titles in our Cheat Sheet!

Copy & Paste Action Titles



With the following 100+ mindblowingly powerful, ready-to-use templates you will make investors fall in love with your pitch deck in minutes. Just insert your own [words].

- Problem
- Solution
- Business Model
- Market
- Go-to-Market
- Why now
- Competition
- Traction
- Team
- Funding



Take these pitch deck tips from top investors to heart.



Alex von Frankenberg
Managing Director @HTGF

A pitch deck must make you want more: Wow, there's a relevant problem being solved in a very innovative way, the founding team can do it and the company can become big. In other words, a pitch deck should be clear, concrete, and at the same time ambitious and realistic.



Beate Fastrich
Business Angel

A good pitch deck tells the full story of your startup - short, clear, to the point, authentic, including all relevant information and nothing more; it creates interest and provokes follow-on discussion.



Dr. Veronika von Heise-Rotenburg
Business Angel & CFO @Everphone

Go from outside to inside, from large to small: Global market first, then regional market, then target groups. Product first, customers next, then financials. Make it easier to understand for investors.



Claudia Baumgart
Chief Investment Officer @PAWAO

Besides the classic structure and an appealing design, (first) traction and USP(s) are essential. KPIs and financials are more relevant than ever, and the potential investors need to understand why your team and business are unique compared to the competition.



Thomas Schmidt
Business Angel 2022

Build 3 pitch-deck versions: (1) for "live" pitching (less text, more supporting visuals). Audience should focus on you as founder, your story and vision. Create curiosity to get in touch and have a follow-up. (2) To support cold digital reach-out. (3) True investor deck with much more background info's, financials, cap table etc.



David Meiborg
Partner @First Momentum Vent.

Start with a text-only storyboard - blank Notion page, 10-15 action titles that convey a comprehensive and consistent story in the right sequence, then 2-3 lines of text content per action title. Once this is bulletproof, build slides. Only way to 100% focus on the message is top-down and not get lost in detail and format.



Sylvia Tantzen
Managing Director @STInvest

A good pitch deck takes into account the following variables:
We make A for B doing C unlike D with benefit E.



Michael Wax
Business Angel & Unicorn Founder

A good pitch deck swiftly conveys a clear and easily understood concept, without overwhelming detail. Perfecting your presentation is equally crucial, ensuring your delivery is well-rehearsed and compelling through multiple dry runs.



Julius Göllner
Serial Entrepreneur & Early Stage Investor

The first slides of your pitch deck should appeal to the so-called "Croc Brain" of your audience. Offer a clear, emotional story, and use strong images and simple messages that make your audience curious. This makes them open to more complex information later on.

02 If you only remember this...

These top investors tell you what they want in a pitch deck.



The team slide is crucial: Why exactly is this team the right one for this specific startup and this market? Can it really scale the company to a unicorn?

Dr. Gesa Miczaika

General Partner @Auxxo Female Catalyst Fund



Simplicity is true sophistication: a simple story to follow, supported by meaningful visualized data is key for a deep discussion with investors. Also, be transparent about what you already know, what still is hypothesis and especially what you cannot know yet.

David Schäffler

Senior Investment Manager @BMH



Don't try to build a pitch deck that answers all potential questions, rather leave certain things vague and trigger questions you like. The ultimate goal of any pitch deck is to get into an active conversation with potential investors and build relationships, not to pass a test.

Jan Sessenhausen

General Partner @Cusp Capital



Keep it simple. Investors have the attention span of a sleep-deprived goldfish. A benchmark? If your mum understands the deck without explanations, you're good.

Feliks Eyser

Business Angel & Partner @w3.fund



Less is more. Reduce the pitch deck to the most important information and include everything else on the "voice track" during the first meeting.

Dr. André Retterath

Partner @Earlybird



Understand the Angel Mindset

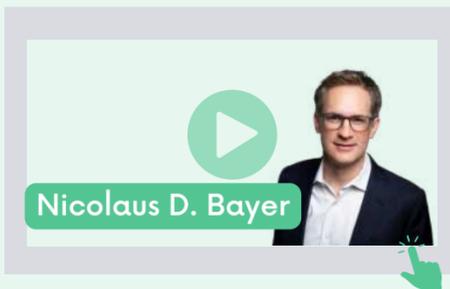
Watch 500+ short videos of well-known angels about their investment process and what they pay attention to when scouting for their next big deal.

Angel Academy



AddedVal.io Angel Academy Learn how angels think:

1 How investors **select startups**



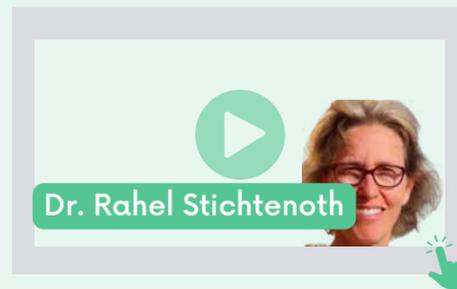
Nicolaus D. Bayer

2 How angels set their **ticket size**



Tina Dreimann

3 Important **legal topics** for investments



Dr. Rahel Stichtenoth

You can never go wrong with this pitch deck slide order.



The story of your startup

That's what your pitch deck must tell the investor.

If the story is **exciting and easy to understand**, the investor will read the next slide. And the one after that. And then the investor will call you.

A great story follows some basic rules!

Cover

A perfect cover slide will let the investor know, what the rest of your pitch deck will be about.

This helps the investor prepare for your story.

Make a great impression within the first seconds!



"You got my attention."

Check these boxes:

- Logo / company name
- Tag line
- Supporting visuals
- Corporate identity

★ This Intro slide rocks because...

Supporting Visuals

Again: No decoration! Use visuals only if they support your content.

Corporate Identity

Clear color and font scheme on first sight

Brand / Logo

Prominent placing, big in size, matching with Corporate Identity

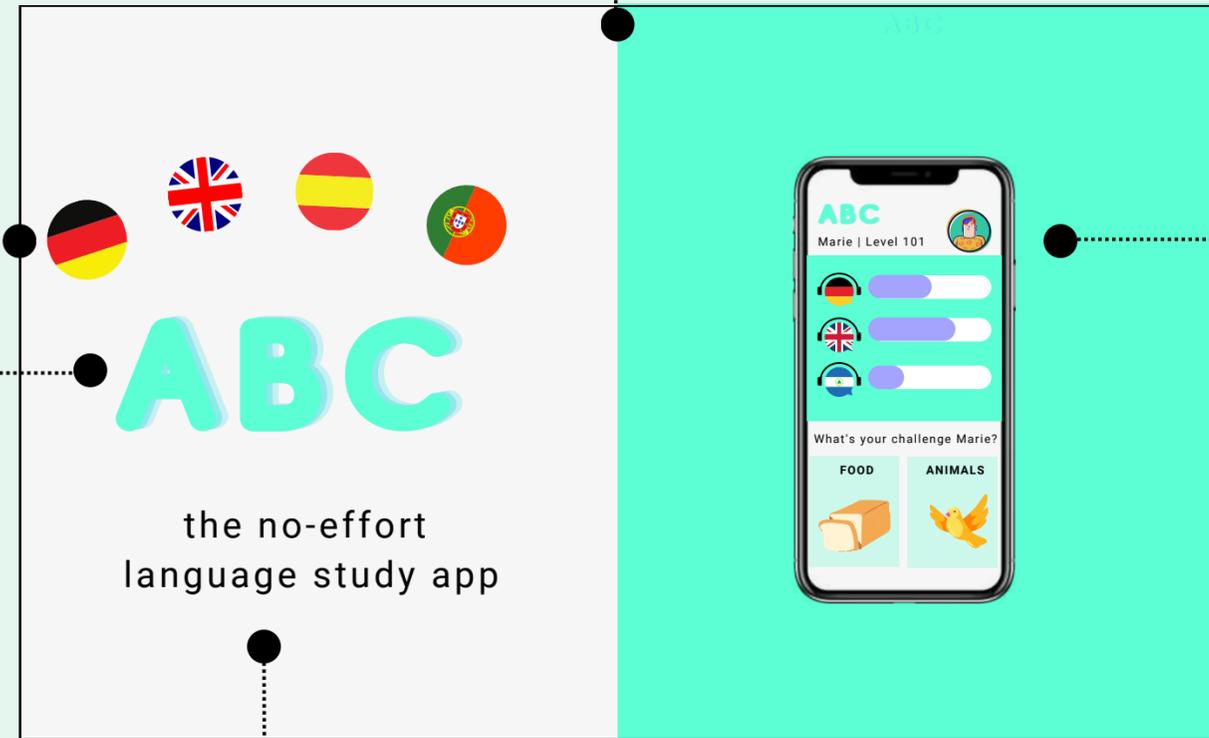
Bear in mind what investors should think.

Tag line

Your business in 3-10 precise words

Product Picture

Show your product in all its glory by using actual photos, renderings, screenshots, etc.



Pro Tip

For digital products (software, apps, etc.) use **smartmockups** to frame your screenshots with a laptop, tablet or phone.

Cover

Investors feel disoriented if the cover slide fails to give them a first sense of understanding.

This will make it harder for them to grasp the rest of the deck.

✘ Avoid these mistakes investors hate



Distracting Background Too dynamic and attention-grabbing background

Different Fonts Multiple fonts and color schemes

Weak Slogan The tag line must precisely express the core of the business - no vague words.

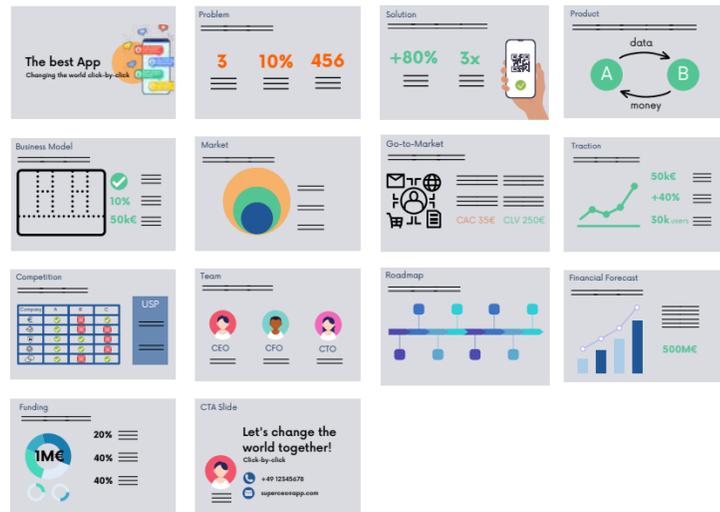
Logo Off Center Your brand should be the focus. That's why it should be placed in a prominent spot.

Date & Version Pitch Decks do not require date stamps or versions. Investors expect you to always send the latest version anyway.

The slide features a background image of a forest path. The text 'every tree counts' is centered in a black sans-serif font. Below it, the word 'FOREST' is written in a large, colorful, outlined font, with 'company' in a smaller black font underneath. A circular logo of a tree is in the top right corner. The text 'Pitch Deck 01/01' is in the bottom right corner.

After the cover slide: Executive Summary yes or no?

Pitch Deck **WITHOUT** a Summary



- + Uninterrupted start of story
- + Every slide with new info
- + 9 of 10 decks built this way
- Necessary to read full deck for complete story

 **Tell an exciting story in your pitch deck**

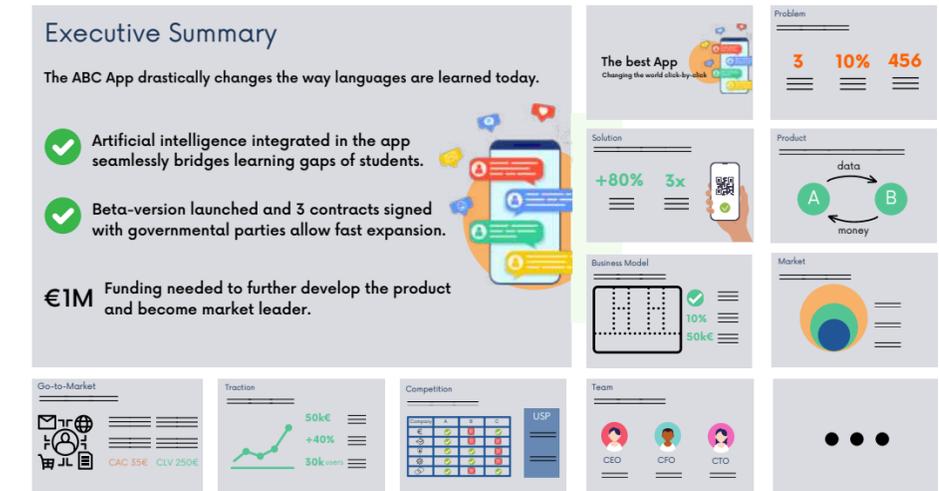
The story of your startup needs to **jump right into the action** and elicit emotions so investors keep clicking to the next slide.

You do this by starting with a **big problem** which creates the feeling of a miserable situation with a pressuring need.

Your **solution** slide then gives us the “hero” of your story: Your product ending the suffering!

Continue the story in the rest of the deck.

Pitch Deck **WITH** an Executive Summary



- + Main insights delivered early
- + Strong KPIs motivate reading on
- Limited space for complex explanations
- Facts repeated later in the deck

In the Executive Summary, investors may not really understand your product, market or USPs.

A pitch deck is already a very condensed explanation of your startup. Further summarizing that into only 3 bullet points can be dangerous. Better work on making each slide so exciting that no investor can close your deck before the end.

Problem

This is your shot to show the investor that the problem REALLY exists - and how BIG it is!

Don't waste this opportunity showing them the magnitude of the problem and thus the investment opportunity.

 "I get the customer's pain and feel urgency."

Check these boxes:

- Action title
- Statistics & numbers
- Sources
- Problem summary

★ Learn from these outstanding examples

Numbers, Data & Statistics

Expressing the problem with well-researched statistics creates objectivity and allows investors to understand the magnitude of this problem.

Sources

Don't forget to insert **credible sources** for your data.

Action Title

Summarize the problem in one sentence supported by numbers.

60% of house owners want better doors, but don't know where to find them.

every **3rd**

door gets destroyed due to harsh closing*

every **2 years**

house owners need to replace their doors**

10k€

costs for door replacement in 20 y. period***

No existing solution on the market offers long-lasting and closing-resistant doors making this a multi-billion-dollar opportunity.

*thisisaserioussource

Summary

Summing up the problem statement & highlighting the current void in the market creates a strong transition to the next slide: your solution.

Slide Navigation

This is not a title, but a support to help readers navigate through your deck.



Pro Tip

Highlighting numbers by either font or markers in the text directly focuses the investors' attention on the most important information: your numbers.



Pro Version: Investors will love this double-slide problem analysis.

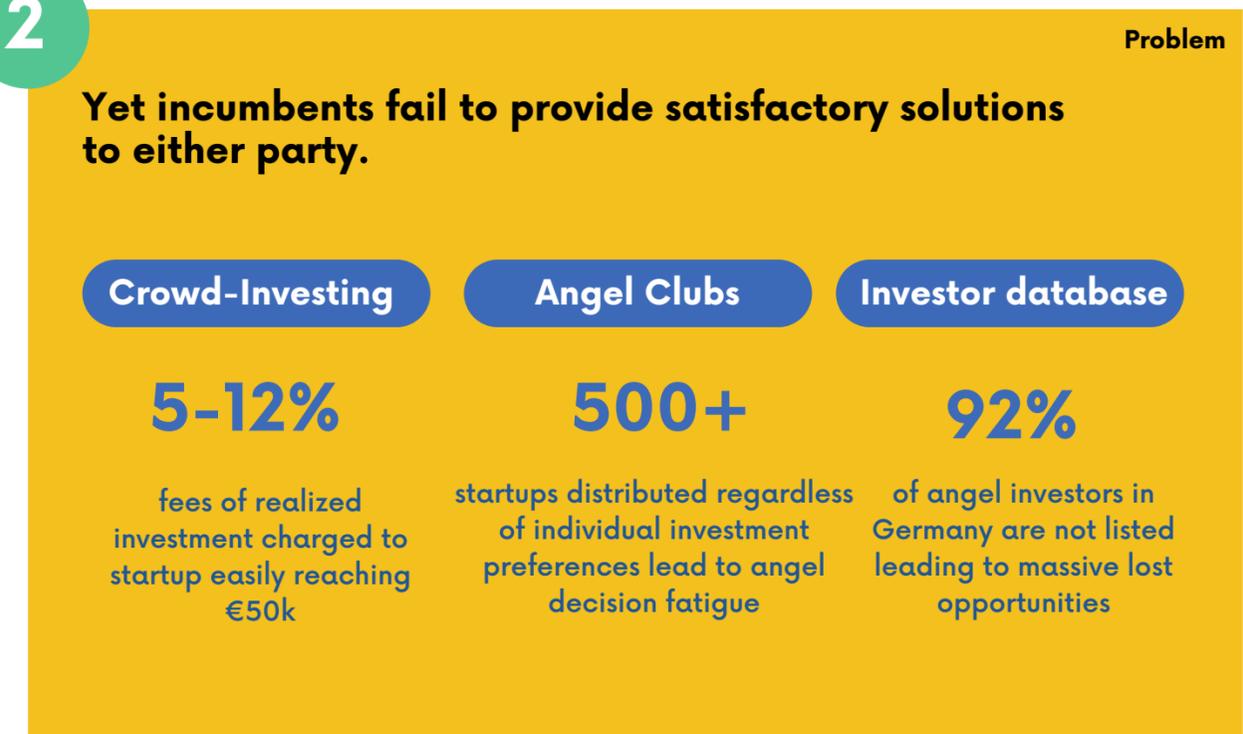
Most startup ideas are not 100% new: The moment wasn't right, the team lacked qualifications or resources were not available. Either way, there are many reasons why other teams have failed before you. Investors know about those attempts. So, if you want to convince them that you will be the one to actually solve this problem, you need more than your standard problem analysis. And here is how you do it right:

First, highlight the current status quo with numbers and data to illuminate the negative consequences of your problem.

1



2



This structure not only proves your in-depth understanding of the problem, but also of competitive solutions and what to do better. Investors will be impressed!

Hack investor brains with these number tricks.



With simple number tricks you can artificially increase the perception of your data.

Which one feels bigger?



Magnify your numbers by using bigger bases, e.g. year vs. month.

€240k per year

lost due to inefficient reporting tools

€20k per month

lost due to inefficient reporting tools



Multiply % with the big underlying numbers.

48M Germans

have sleeping issues

60% Germans

have sleeping issues



Convert everything into money to clearly show the business impact.

€5,600

extra costs due to productivity loss

30-40 hours

of work wasted



If in doubt, show what people are losing, not what they can gain. Loss is always felt more strongly than gain is enjoyed.

Problem

Investors want to invest in...

BIG PROBLEMS

If you can't convince them of the massive size of the problem, you have already lost.

Also drill down to the actual core of the problem. If you present a fact, always ask yourself "So what?".

This way you check, if it really is a PROBLEM or just a fact that seems like one.



Pitch Decks need clear images and messages that investors can understand quickly.

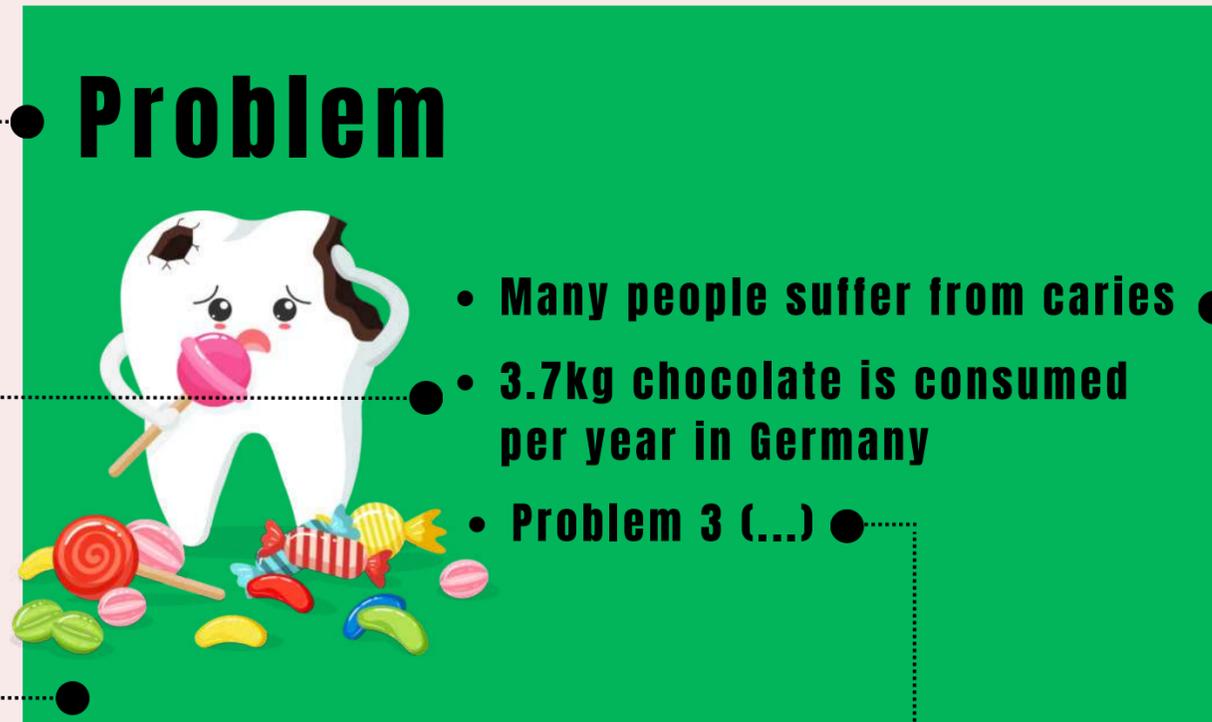


✘ Avoid these mistakes investors hate

Vague Title The most prominent place of the slide (i.e. headline) contains no real information or message.

Just a Fact

Your fact must be a real problem, not just a fact. Tooth pain, dentist costs, sick days are real problems. Kilograms of chocolate are not.



Quantifications Missing

Statements are vague and without any indication regarding their magnitude.

Sources Missing

This statements are unsupported and cannot be checked - so why would anyone trust these "facts"?

More Than One Problem

Your problem must be clear and defined. Don't just list endless problems. What is THE problem?



Business Angel
Katja Ruhnke

Pitch Deck Transformation all-in-one package

With this simple pitch deck guide, designing an investor-ready slide deck was never easier. However, if you are not a design guru or just want it to be 110% perfect, we've got your back.

Get ready for the ultimate Pitch Deck Transformation. Our Pitch Deck experts will create:

-  a **strong storyline** so that investors simply **HAVE** to click to the next slide
-  **optimized content** that everyone can easily understand and always think **"WOW"**
-  an elegant, **consistent design** that effortlessly supports your message



With over 3,000 pitch deck reviews, we definitely know what a pitch deck needs to look like so investors fall in love with it.

Want to know more?

 arnas@addedval.io

Start your fundraising with a phenomenal pitch deck
for **3,850€ incl. 20 pages**

+ 19% VAT

More info 

Co-Founder AddedVal.io

Arnas Bräutigam

Solution

A perfect solution slide implicitly ties into the problems presented before. It offers and explains an elegant, clear solution and how the solution works.

Anybody must understand, how the benefits solve the customer pains - even if they're not an expert.

 "I can clearly see that this solves the pain."

Check these boxes:

- Show your product
- Recap brand + slogan
- Broadly display features
- Incl. solution summary

★ Build a slide like this & no investor can resist

Why Should The User Care? Explain in one sentence **WHAT** you build & **WHY** this solves the problem.

FINANCE GURU is the first wellness-finance app so you never have to worry about money again.

-  Dashboard connecting all your bank accounts
-  Guided meditations with focus on finance
-  Experts counselling on finance education

Finance Guru is the first finance tracking app that holistically includes mental health into financial planning.

Show Your Product What better way to introduce investors to your solution than by actually showing them your product?

Overview of Main Features This is a broad overview of what your solution does - details follow on the product slide.

Solution Summary Round up your solution in a brief summary.

 **Solution vs. Product** Not all decks need a solution and a product slide. If your product is easy to understand, one of both will be enough. If not, then use a solution slide to **give a broad overview** first. Use the product slide afterwards to show **all the important details**.

Solution

Investors do not understand the real genius of your solution, if you overwhelm them with unstructured information.

Your solution seems more like a nice-to-have? Then you will quickly lose your potential investor's interest.



The problems that are presented on the problem slide can be reflected almost 1:1 on the solution slide, in such a way that you can clearly see: I solve problem 1 like this, I solve problem 2 like this, etc.



up.lftd

Antonia Wälzholz

✘ Don't try to convince investors with weak claims

Be Confident, But Realistic

You're trying to change the world with your startup - great! But don't exaggerate. Investors value realism.

Feature Overload

If you list too many features, the investor will not know which of these are the real gamechangers.

THE BEST TRADING PLATFORM IN THE WORLD

Why we are better than already existing platforms



Complex Technical Terms/Abbreviations

Non-experts must be able to understand everything.

Show Benefits, Not Features

24/7 customer service is a feature. Reversing a wrong stock trade on a Sunday is a real benefit. Customers mostly buy benefits, so show those.

Avoid External Links

Product videos are great, but not in your pitch deck. You want investors to click the next slide, not get lost in your video.

We change the way trading is done.

Avoid empty claims and buzzwords

The solution slide must show, HOW you achieve the desired results. Use data, statistics, surveys and other forms of proof.

Product

Physical product

Your solution slide showed the meta-view. The product slide shows the details and individual benefits.

Neither bore nor confuse the reader. Get the balance between details and overview just right.

 "This product solves the problem."

Check these boxes:

- Show your product
- Recap brand + slogan
- Highlight benefits
- Include features

★ Get inspired by this template

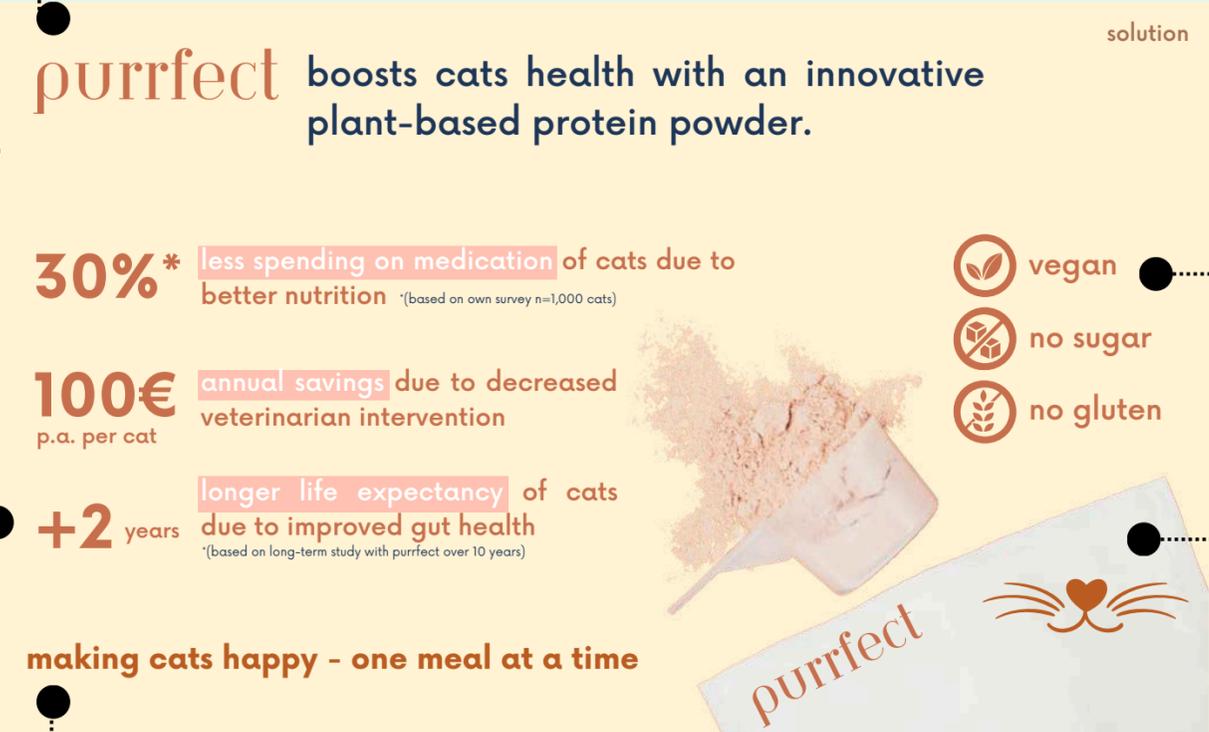
Slogan

A good slogan acts like an Action Title by summarizing your product in one clear sentence.

Benefits

List real **benefits** of your product and **back them with proof** by using the formula: [benefit] through [feature].

Introduce Your Brand Recap your brand's name and logo so it sticks in the investor's head.



State Your Mission Why are you putting your product out into the world? **State your strong mission statement** and hook investors to get on board. (optional)

Product Features

Highlight the most important product features - typically no more than 3.

Highlight Your Product Visually

Add rendered pictures, screenshots or other visualisations so investors have **visual support imagining your product.**

 **Physical product** For physical products the **solution** and **product** can also be combined into one slide, if the product itself is self-explanatory (in this case: everyone knows how a protein powder is used). However, make sure that you **add enough details** to really drive the point of your uniqueness home.

Product

Digital product

Digital products often require more explanations to understand than physical products.

Show the investor the most important views, benefits & features while not confusing with too many details.

"This product solves the problem."

Check these boxes:

- Show your product
- Recap brand + slogan
- Highlight benefits
- Include features

★ With this slide investors want your product straight away

Products Goal Describe your product's goal in the headline as concisely as possible.

product

Find your perfect toddler-match in 3 easy steps

With ToddlerMatch finding fitting toddler-parents in under 10 minutes is easier than ever.

Step 1: Fill out your profile

Hey Sofie
fill out this form so we can start finding toddler friends for your baby!

Where do you live?
In which distance are you looking for toddler friends?
1-2km 2-5km >5km
What activities are you most interested in?

Add relevant information so we can find fitting toddlers for your child.

Step 2: Select fitting matches

Here are your matches

Laura	89%
Ema	65%
Luis	54%

Choose from our algorithm-selected best matches according to your profile.

Step 3: Match and Meet

Laura wants to meet up!

Match and Meet with parents and their toddlers.

Step-by-step Explanation

The easiest way to explain a product is by describing the essential steps in your customer journey.

Visualise Your Product

There is no easier way to explain a product than by actually showing it.

Provide Explanations

Support your pictures by the shortest possible explanations.



Digital product

As digital products are typically more complex and consist of various features, separating the solution and product slide often makes sense. Make sure to **explain your technology without assuming deep technical know-how** on the investor's side.

Product

The worst that can happen on this slide: the investor does not understand your product.

Ask people who don't know your startup to summarize in their own words, what your product is. You can learn a lot from those interactions.



The biggest problem is when entrepreneurs believe that they have a great product, but that doesn't automatically mean it has product-market fit with its customers.



Business Angel

Göran Göhring

✘ Avoid these mistakes investors hate

Features Without Explanations

Even if you think that the features are easy to understand, it never hurts to bring home your point by giving a short benefit explanation.

USP/Feature Overkill

Not everything is a real USP and too many features make it impossible to see the core message.

dr. clean - the dental revolution

- Pro-White-Pearl technology
- Kills 100% of bad bacteria
- Recycled packaging material
- Made in Germany
- Rainforest alliance
- Tooth care online community



With our patented dr. clean toothpaste we revolutionize dental hygiene like never before. Years of research have created the most powerful dental care product ready to take over the market. Our innovative technologies make us stand out in the market and crush all competition - from incumbents and challengers alike.

Low Quality Pictures

It's YOUR product - show how much you love it with high quality images.

Long Text

Nobody likes to read long paragraphs of text - it's exhausting.

Vague or complex explanations

If your reader cannot understand your product, your deck will be closed right here and now.

Business Model

Physical product

The most important question: How do you make money?

For physical products show your unit economics so investors understand how you can scale.

"Straightforward & good unit economics."

Check these boxes:

- Break down costs
- Show customer groups
- Explain supply chain
- Give an outlook

★ Convincing Business Model explanations investors understand

Describe Your Supply Chain

Your supply chain reveals important insights about your business. Especially for physical products, it's important to explain how your product comes to life.

Include Business Customer Focus

Who are you selling to - consumers or businesses?

Add Your Customer Persona

Knowing your customer persona is key - otherwise how can you be sure your product will work?

Cornphone generates high margins of 75% per sale by using local corn-suppliers and having inhouse production.



Present Margin & Costs

For physical products the most important KPI - how much do you earn?

Break Down Costs in More Details

...so investors have the complete picture.

Include an Outlook

How does the future of your product look like? Can you further decrease costs? Are you planning different product extensions? Describe it.

Business Model

Digital product

The most important question:
How do you make money?

Using standard business model types & explicit numbers will make it easy for investors to understand your business case.

"Clearly defined pricing & identified customers."

Check these boxes:

- Short summary
- Aggregate numbers
- Incl. pricing strategy
- Ideal customers

★ Sexy Business Model slides investors love

Smart Wording

Use active words like "launch" and "quickly gain" backed with numbers "12.2k€ ARR" to demonstrate strength.

BLUE business model

Scalable and accessible B2B SaaS solution

We launch with Freemium to quickly gain market share and earn €5.8k ARR per client.

START

- ✓
- ✓

0 €

billed monthly

GROW

- ✓
- ✓
- ✓

49 €

SCALE

- ✓
- ✓
- ✓
- ✓

99 €

OUR CUSTOMERS

- 🎯 SME, family businesses
- 👥 100-499 employees

OUR METRICS

- 📊 €5.8k Average revenue per Account
- 💰 €39k CLTV at 6.8y
- 💳 €7k Customer Acquisition Costs

Business Model In One Sentence

Use standards like SaaS, commission-based etc. to help investors quickly understand your model.

Customer Types

Show us the types or groups of customers you are selling to.

Pricing Tiers

Highlight the different subscription plans, what value they offer and how much money they make you.

Show Aggregate Numbers

What do you earn and spend per client? Let us know!



Important KPIs

CLTV

Customer Lifetime Value

CAC

Customer Acquisition Costs

ARPA

Average Revenue Per Account

Business Model

An investment is about making money. Much more money than you put in.

If it is not clear, how the startup is going to earn that money, it will be hard to convince an investor.



The business model slide should only describe the core of the startup. [...] The slide should explain it as simply as possible.



BaseTemplates

Maximilian Fleitmann

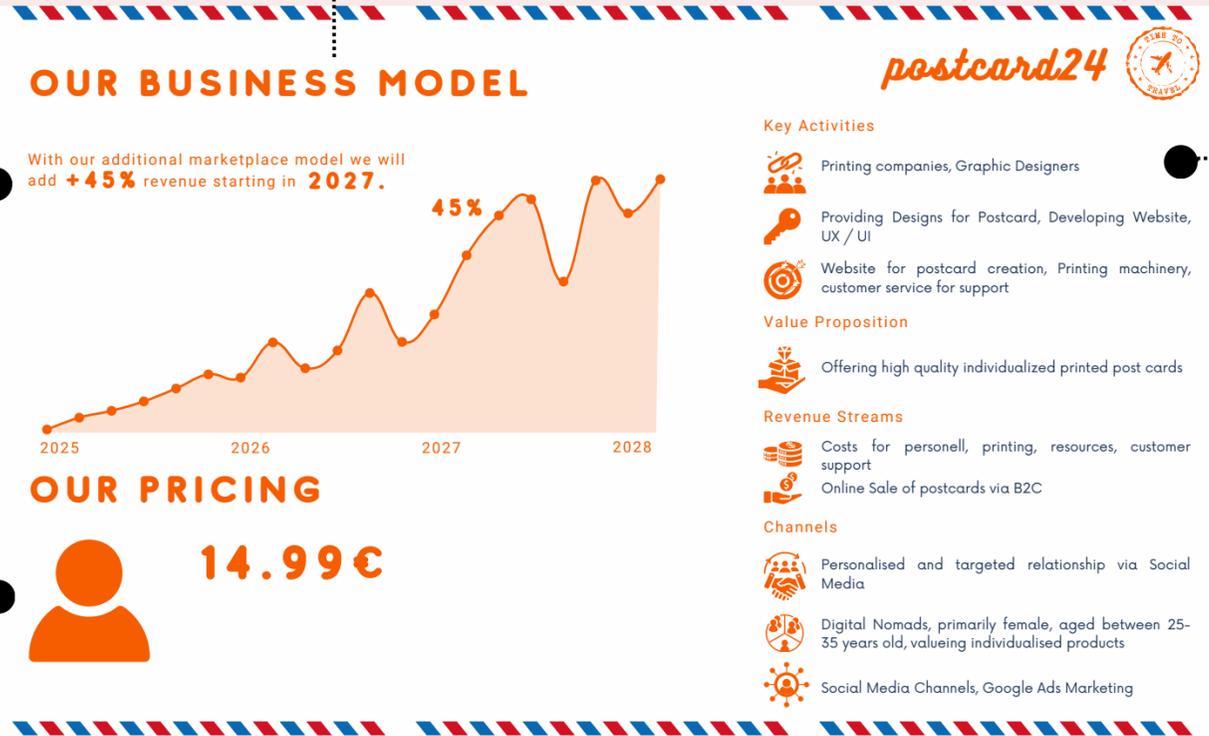
✘ Avoid these mistakes investors hate

Revenue Streams Of The Distant Future

In 3 years, you will have a commission-based marketplace? It's too early to show that here.

No Core Message as Summary

"Business Model" is not a slide title, but only an indication on which slide we are.



Full Business Model Canvas

Too much textual information will confuse the reader. Only focus on the core data.

Pricing ≠ Business Model

Only showing your pricing per user without giving aggregate numbers per company.

Business Model Without Numbers

It's good to know how your business model works in principle. But without numbers, it's rather pointless.

Market

You can start with a niche product, but your overall market needs to be BIG.

Investors are here for a 10x exit, so small markets will not be enough.

 "Market is huge and growing - ideal timing."

Check these boxes:

- TAM, SAM, SOM
- Future outlook (CAGR)
- Credible sources

★ Show investors how tempting your market is

Include TAM, SAM, SOM

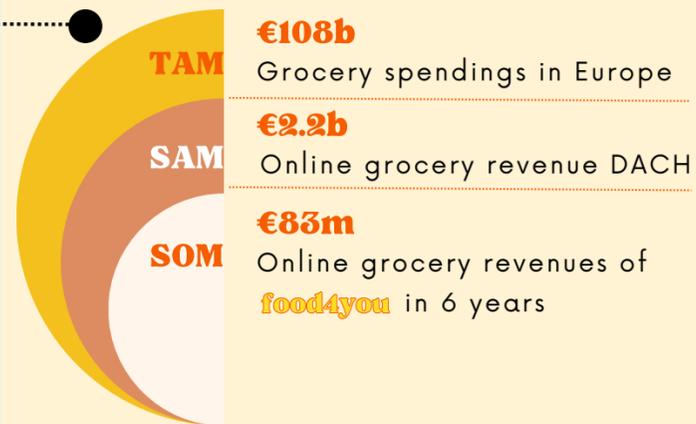
Think of the SOM (Serviceable Obtainable Market) as the revenue you will make in 5-10y - if everything goes well.

food4you

Market Environment

A 108b€ market ready to be won

With an attractive outlook: by 2030 65% of food will be bought online.



*sources: serious source

Always: Credible Sources

Plan bottom-up or top-down. Always show transparently where the are numbers from and/or show important assumptions for your own calculations.

Give a Future Outlook

Outlook
3.8% CAGR
in the online food grocery segment promises enormous growth opportunities

Today's market size is important, but even more so is tomorrow's size.

How you never fail TAM, SAM, SOM again



TAM, SAM, SOM is the most commonly used visualization to analyze a market.

We explain how it works:

TAM (=total available market)

TAM represents the maximum potential demand for the current and future products/services of your startup if it were to capture 100% of the market.

SAM (=serviceable available market)

SAM represents the portion of the TAM that your company can target and serve in the long-term, e.g. considering product, location, timing etc.

SOM (=serviceable obtainable market)

SOM refers to the % of the market that your company can realistically capture in the short/mid-term, also considering competition.



Check out this easy example

Imagine you want to build an online shop for cat supplies:



all the **pet owners** worldwide as you can expand into other pets later on



only **cats owners** in your geographic area, e.g. **Europe**



realistic % of **SAM** that you can win as your customers in **5-10 years** if everything goes well

Market

Defining and clearly showing the market you operate in can be challenging.

Still, it's your job to give investors a look at the potential revenue that you may one day make if you really conquer a market.

Be precise and factual.

⊗ Avoid these mistakes investors hate

Meaningless Action Title

Do not include strongly exaggerated statements. It's not good if you cannot prove them with data and/or statistics.

Long Numbers

Writing out the numbers in full makes them look bigger, but also harder to read. Better write €20m than €20,000,000.

Currency or Unit Missing

Investors don't know what you are talking about when the numbers have no units.

Market Not Clearly Defined

Do you already know your market or are you still trying to get into ALL the markets?

Backward-looking Data Only

The market has grown so far, not bad. But what about the future? Let us take a peek.



Go-to-market

Startups often raise money for growth, i.e. marketing and sales.

In this case, you must show the investors the strategy with which you are going to convert the investment into customers. With details.

"They have a sound market understanding."

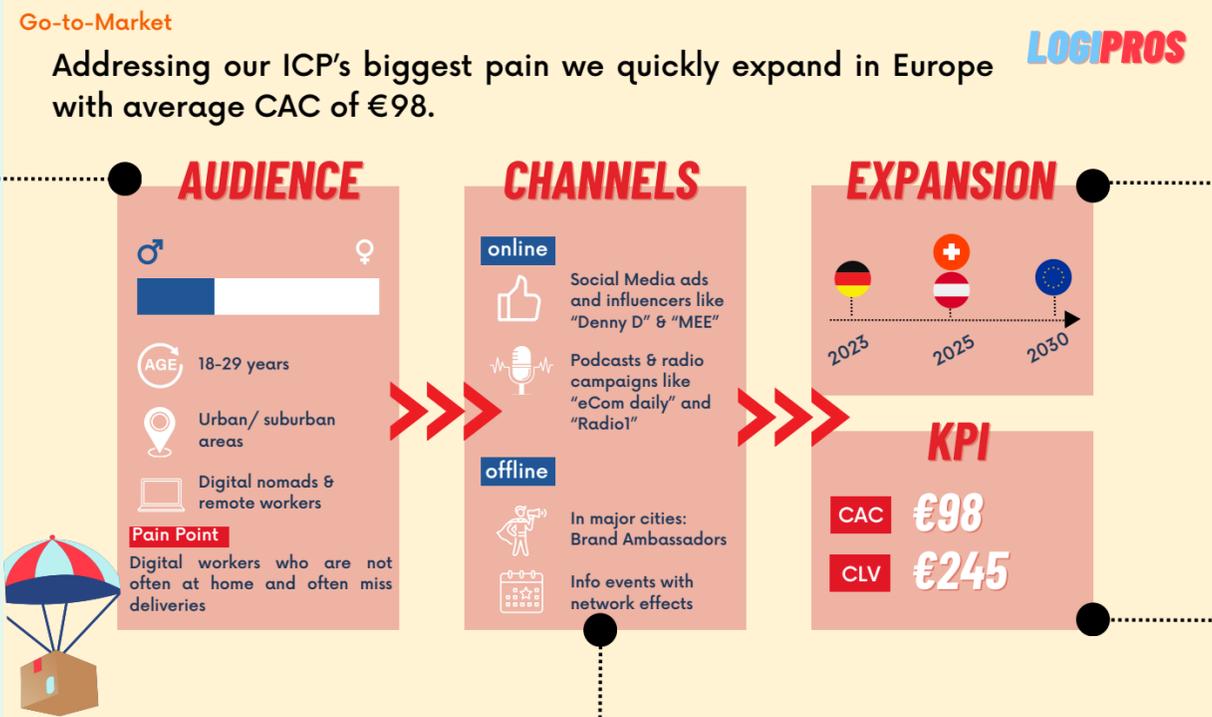
Check these boxes:

- Target audience
- Customer channels
- Expansion strategy
- Customer KPIs

★ This slide is guaranteed to captivate investors

Identify Your Target Customers

What is your ICP (Ideal Customer Profile)? Describe it with enough details to paint a clear picture.



Describe The Main Channels To Reach Clients

Where do you find your clients? And how do they become aware of your product?

Hint at Your Expansion Strategy

Show investors that you look ahead. This can be geographies, but also verticals etc.

Include Relevant KPIs

Customer Acquisition Costs (CAC) and Customer Lifetime Value (CLV) are crucial on this slide.

Go-to-market

Having this slide in your deck you are already better than 80%+ of other startups who completely neglect it.

Still, no product sells itself. Investors know that a weak distribution strategy will lead to mediocre results.

❌ Investors won't forgive the following mistakes

Warm Intros

Your network is limited. Warm intros are not a sustainable strategy for growth.

Numbers Missing

There is no business strategy without numbers. This is important.

Using ALL the Channels

Without focus, you are lost. Being active on all channels is not a strategy, but a recipe for disaster.

With our broad expansion strategy we will quickly gain enormous traction

Katharina Wesl
Lead investor
Well connected investor on board eager to network for us

Our marketing channels are a mix of online & offline tools

offline: [store icon], [shopping cart icon], [advertisement icon]

online: [Facebook icon], [LinkedIn icon], [Instagram icon], [TikTok icon], [Twitter icon], [YouTube icon]

EAR OFF

2023-2025 Market Launch in Germany
2025-2029 Expansion France
2030-2033 Expansion Portugal & Spain

Map of Europe with markers 1, 2, and 3.

Focusing Too Much on The Future

Your expansion timeline is not your go-to-market strategy. Do not put it in the center of your slide.



Outsourcing is not an option

Even if you are not a marketing/sales genius... just handing it over to a full-service agency is **not** a viable go-to-market strategy.

Traction

Investors want to know if everything they read so far is merely theory - or already a business.

A strong traction slide thus shows your business successes, no matter how small. Tech traction is nice, but less relevant here.

 "The startup has created momentum."

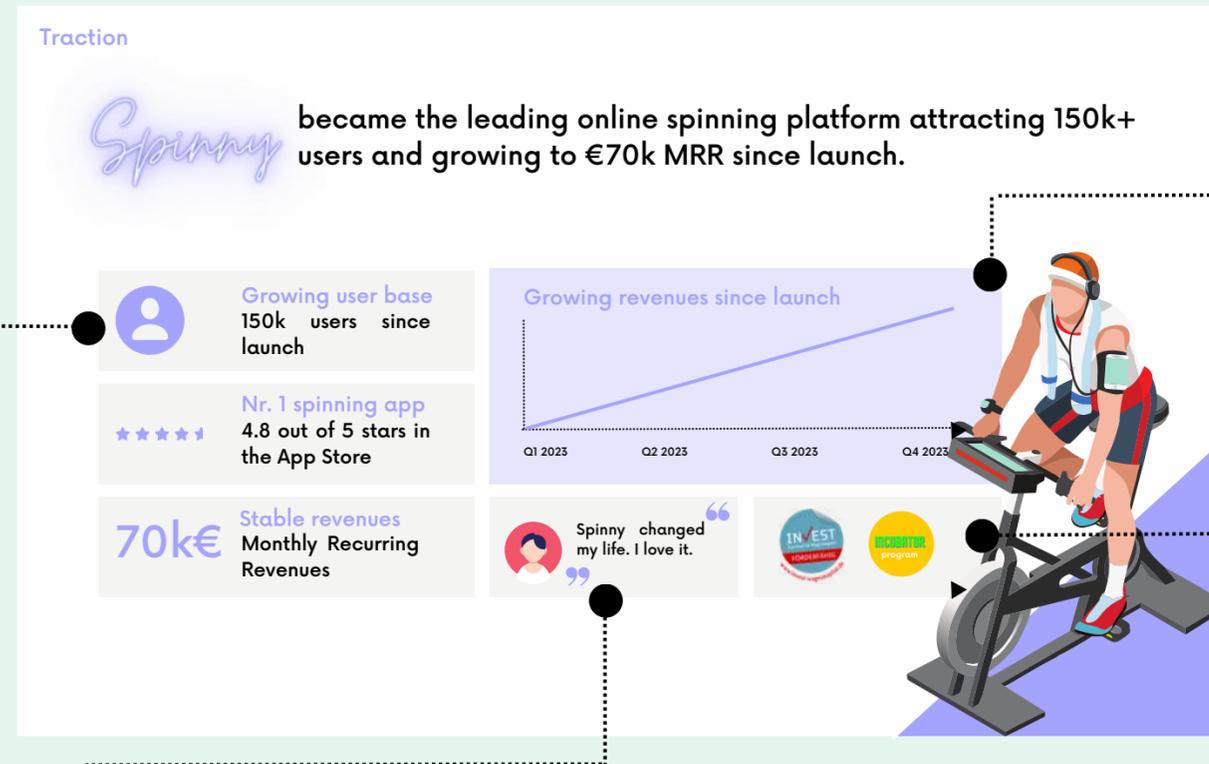
Check these boxes:

- Generated revenues
- Relevant KPIs
- Testimonials
- Grants & programs

★ Illustrate the compelling growth of your business

Highlight Your Main Achievements

No matter if your startup is still in the ideation phase or already taking over the market - highlight the most relevant achievements for investors.



Revenue history

Show the speed of your growth by giving details on revenue development over time.

Mention Grants & Programs

Public grants, awards, being part of an accelerator program etc. - this is the perfect slide for such achievements.

Include Testimonials

Testimonials from customers are a great way to show that your product provides real value.



Ideal KPIs to show

1 Revenue

2 Customers

3 Active Users

4 Letters of intent

5 Client interviews

6 Awards



Traction

A weak traction slide will turn a fascinated investor into a big "No thank you".

It's not necessary to show millions in revenue, but you must convince the investor that you have validated your concept in the market, not only in your close circle.

❌ Investors won't forgive the following mistakes

Tech Traction Only

You have finished developing a complex product, but no real client ever used it? That's not going to work.

Planned Revenue as Traction

Being optimistic is good. But showing anything but real existing achievements on this slide feels like fraud. Stick to hard facts.

Vague Claims

Claims not backed by data, e.g. "tremendous growth" makes investors suspicious.

SalesRobo

SalesRobo took off with tremendous growth making it a serious player

Our achievements

- **MVP live** and ready for test in private beta with possible clients
- **€400k** planned revenue until the end of this year (assuming 100 clients)

Clients love us

- **30k followers**
- **20k followers**

With **SalesRobo** we enter a new stage of how sales are done. We already collected positive market feedback by 60+ potential clients confirming that we will be the most interesting player on the market currently.

Vanity Metrics

TikTok followers are nice, but no success guarantee. Present the hardest possible KPIs.

Important Facts Hidden in Long Text

Investors cannot be impressed by traction metrics like "60+ potential clients" that are hidden in the middle of a long paragraph.

Competition

Every startup has competition. Often, it is direct, sometimes indirect and almost always it's the status quo (i.e. clients not changing their behavior).

You don't present your competitors in a bad light, but rather show that you have found a unique new positioning.

"Defensible USPs are clearly present."

Check these boxes:

- Competitor overview
- Competitive landscape
- Include real USPs
- Info about competitors

★ Demonstrate your competitive edge to investors

Comparison With Your Direct Competitors

Find relevant features and services you set yourself apart from your competition. This is your opportunity to shine.

blumi is quickly taking over a yet unsaturated market and positions itself in the upper premium niche

Direct competitors	<i>blumi</i>	<i>blume30.de</i>	<i>flora.shop</i>
Positioning	Flower allrounder with 360° online presence	Online flower shop with strong offline presence	Small player with more focus on offline markets
Founded	2018	2014	2021
HQ	DE	DE	CH
Funding Amount	-	€14m	€600k
Online Shop	✓	✓	✓
Flower subscription	✓	✗	✗
Virtual bouquet designer	✓	✓	✗

blumi sets itself apart from competition by holistically bringing the flower shopping experience to the digital space while keeping the feeling of an offline shopping experience.

Indirect competitors

- Traditional flower shops
 - ✗ No price transparency
 - ✗ Limited portfolio
 - ✗ Not scalable
- Traditional supermarkets
 - ✗ Lacking quality
 - ✗ Limited options

Include Your USP Perfect moment to summarize your Unique Selling Proposition. So what makes YOU truly unique?

Provide Background Information

Don't expect investors to know every competitor of yours in detail - give them short descriptions and background, e.g. about **positioning**.

Include Indirect Competitors

Indirect competitors (or users accepting the status quo and not doing anything) can be more of a threat than direct competitors - so don't ignore them!

Competition

Competitors are not your enemies. Do not make them look as if they were.

An well-researched and honest competition overview will show the investor you are not afraid of strong rivals.

On the other hand, being the self-proclaimed one and only solution out there will seem implausible.

✘ Investors won't forgive the following mistakes

Logos Only

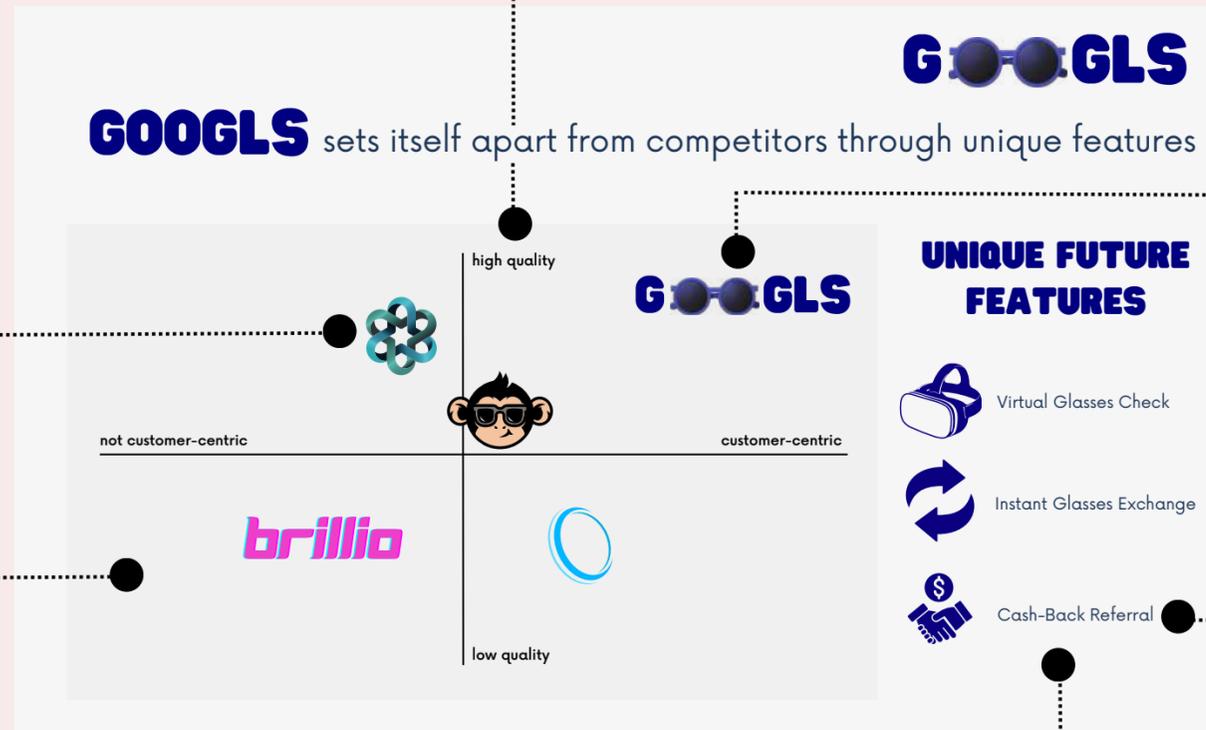
It is nearly impossible for investors to find necessary data on your competitors, if you do not even show their full names.

Leaving Out Obvious Competitors

Do your research well, unless you want to seem dishonest by not disclosing important competitors.

Conflicting / Random Dimensions

Dimensions on opposite sides of the axis should be logically connected - and not too random.



Your Future Self vs. Today's Competition

Comparing the features you plan to develop in 2 years with what competitors offer today is a bit unfair, don't you think?

Upper Right Corner

A coordinate system is rather simplistic and a lot of space between your startup and the next competitor slightly unrealistic.

Integrating Irrelevant Product Features

Double-check: What is REALLY a core feature or benefit of your product?

Team

Your team is your startup. Show the investors, that you are the right team to build (and sell) your product.

Give the investor enough concrete data to come to that conclusion, i.e. more than just a name, photo and role.

 "Winning is possible with this team."

Check these boxes:

- First + last name
- Professional background
- Educational background
- Role & responsibility

★ This is how you make your team shine in front of investors

Show Team Structure and Roles

Define the different responsibilities among the team so investors get the big picture.



Great Pictures

Use professional and uniform (same style, background, etc.) business pictures of the entire team.

Highlight Your Relevant Experience

Highlight relevant professional and educational experiences that make your team a perfect match for your business.

First and Last Name

Investors want to research you on LinkedIn and on the web. Give them your full name & even better: link your LinkedIn.

Add Logos of Former Companies

Your former employers also are important proof for investors about the experience you gained.

Mention concrete successes, results and numbers.



Pro Tip

As a D2C startup, you need a marketing genius. In B2B, you need a sales rock star. As a deeptech startup, your CTO must be a wizard. **Show that you understand which roles are essential for you.**

Team

You have probably heard it often: team, team and team are the three most important decision criteria for an early stage startup.

If you fail to convince the investor of the quality of each individual founder, then you will most likely not have an investor.



Investors want to see that the team works together and that it sticks together.



umove

Lüder Brüggemann

❌ Investors won't forgive the following mistakes

Low-quality Pictures

Grainy pictures in different styles make your team look less like a well-functioning team and more like a random group of people.

Long Continuous Text as Descriptions

Reading paragraphs with more than 3 lines is annoying. Do not put relevant data where investors don't read it.

Cliché Claims

It is hard to make a real impression just by claiming to be especially "motivated" or "experienced".

Our team philosophy: We have the courage to take different paths.



The maker

Sophie is our catalyst in the team: she always knows what to do next. With 5 years of work experience and a prior vocational training in the knitting space, she is responsible for our operations.



The thinker

Tim is our brain: without him we wouldn't have a tech product of this significance. His academic career in robotic optimization took him around the world and in front of a broad network of potential partners.



The analyst

Tom is our calculator: he makes sure the bills are always covered at the end of the month. With his prior 14 year experience at Lehman Brothers bank, he is an invaluable asset to our startup.

Esoteric Titles

Everyone understands titles like CEO, CTO, CRO etc. So stick to the standards and don't invent new ones.



Unclear responsibilities

Co-founders sharing the same responsibilities in your startup are a recipe for future conflict. Avoid this.

Roadmap

Showing investors your ambitious future goals is good, but the question is: How will you get there?

Give your plans credibility by mapping out a step-by-step action plan.

 "They have clear goals and actions ahead."

Check these boxes:

- Timeline
- Use of funds
- Include aimed goals
- Fundraising plan

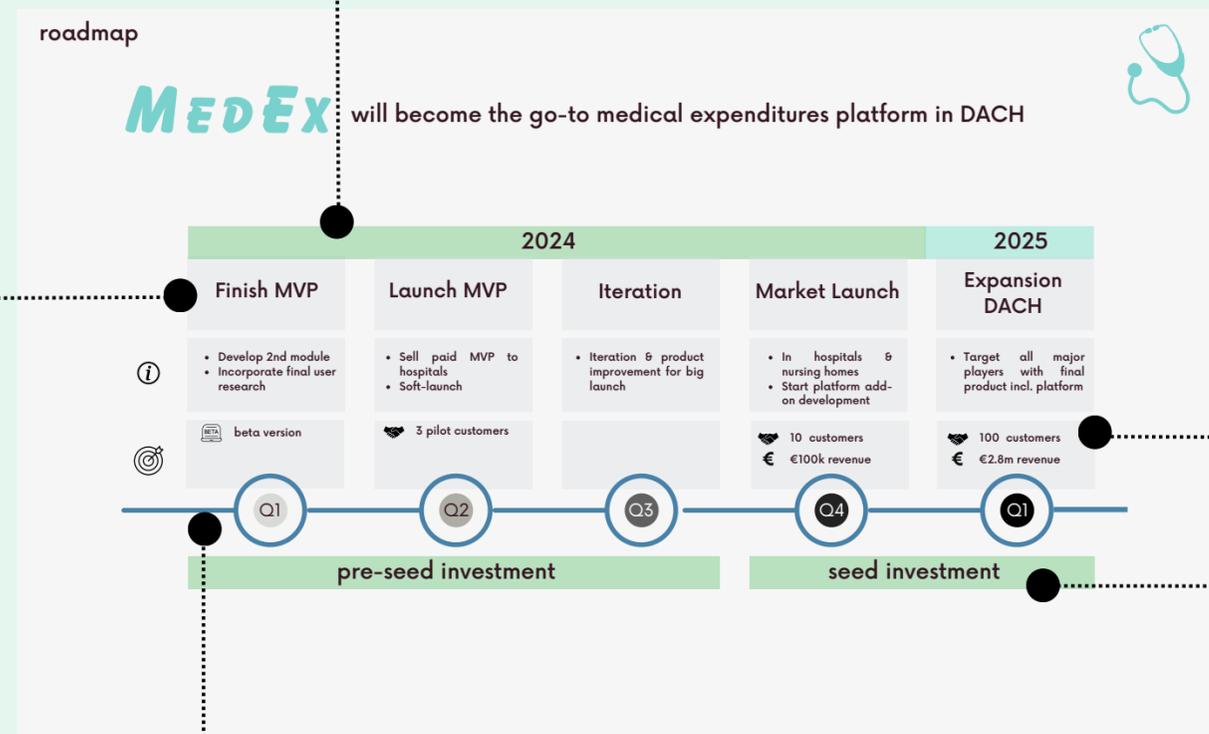
★ Show investors your fast track to success

Use Actual Years In Your Timeline

It's easier to understand when everything starts and ends when you refer to actual dates - not only "year 1", "year 2" etc.

Describe Your Planned Stages

Use short descriptive phase names.



Good Timeline Intervals

Planning in quarters like Q1, Q2 etc. offers the right balance between detail and overview.

Distinguish Between Actions and Goals

Also show concretely what you will achieve in each step - not only what you will do.

Include Fundraising Plan

You can hint at your next funding round to show that you plan ahead in financial matters.

Roadmap

A glimpse into the future must contain both tech and business elements. Do not confuse this slide purely with a feature development plan.

The less precisely you show your next steps as a company, the harder it will be for the investor to envision him- or herself being part of your future.

✘ Investors won't forgive the following mistakes

Phase Numbering

We read from left to right, so we know which phase comes first. Using numbers is a waste of space.

Timeline Missing

Without a timeline your roadmap adds no value.

Tech Aspects Only

Your company is much more than your product. So why only show a tech / development roadmap?

So Many Features

The investor needs to understand the value and meaning of new product features. Otherwise, they will mean nothing.



Funding

You have presented the facts. You have made your case. Now it's time for the ASK.

In the funding slide the investor will see what investment is needed, what it will be used for and what it will achieve.



"Seems like a promising investment opportunity."

Check these boxes:

- Cash runway
- Goals to achieve
- Use of funds
- Include industry trends

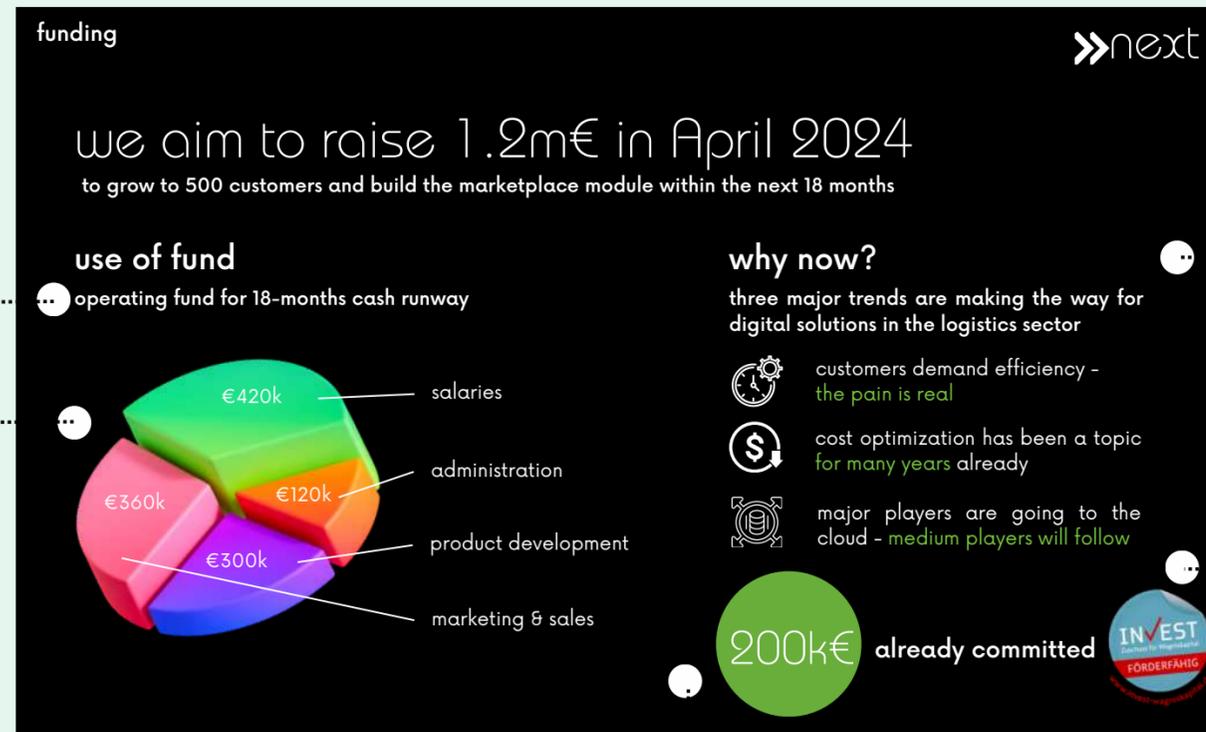
★ Show the investors what you ask of them

Cash Runway and Goals

Indicate how long the required money will last and what specific goals you will be able to achieve in that time.

Show The Use Of Funds

Visualize how you will spend the money to reach your goals so that investors can agree with your plan. Prefer € values to % values so that your reader does not have to do the math.



Include Committed Capital

Get investors on board by showing them that they are not the only ones who find you intriguing.

Integrate Industry Trends

Why is NOW the right timing to invest?

Hook investors with some impressive trends & facts and secure your funding.

Show Labels

If you are INVEST certified, angels will get free government money for their investment. Show the label here.

Funding

The subconscious message in this slide is: we know how hard it is to give us your money - but trust us to spend it the right way.

If your funding slide is too vague and unrealistic, then investors will shut their checkbooks faster than you can say "use of funds".



Be sure to show which value inflection point you are planning to hit with the money from the capital raise. Most founders only show how they will spend the funds, but not why the company will be more valuable afterwards.



Investor & Entrepreneur

Johannis Hatt

❌ Investors won't forgive the following mistakes

Too Much, Too Early

Asking for €5m when all you have is a pitch deck is too much. You will raise partial amounts in different rounds.

Unclear Plan

Being vague in your goals lets the investor doubt if you really have a growth plan ready to go into action with the new funding.



Details of Use of Funds Missing

Why would you make the investor guess the use of funds just from a rough diagram or just a headline?

Claiming To Become Profitable

It's much harder to become profitable as you may think. It's also not what most investors want you to do. So if you have a plan for an early break-even, then great - but keep it to yourself.

Showing The Entire Way To Exit

Yes, you can hint at your next round. But do not show a 10y fundraising "plan" - nobody will believe it.

CTA

It's a wrap! The investor has made it through your pitch deck.

Make it 100% clear how to get in touch with you - and make it as easy as possible.

 "I want to talk to them - now!"

Check these boxes:

- Strong CTA
- Personal contact details
- Calendar invite link
- "Pass me on" wish list

★ Get your investor to act

Strong Investor Call To Action

Your CTA can even be witty and play with words about your startup.

It should remind the investor why working with you will be rewarding.

Picture And Details of Contact Person

Make it clear who the investor will be speaking with.

Use The Network of Investors

If your deck does not contain very sensitive information, why not encourage investors to pass it on?

Make Setting Up a Call Easy

A calendar booking link for a 15min slot should be enough for both sides not to waste too much time, if it's not a great fit.

CTA

Investors are not stupid. If they love your startup, they will find a way to contact you.

But why would you make it hard for them after putting all the effort into crafting an exquisite deck?

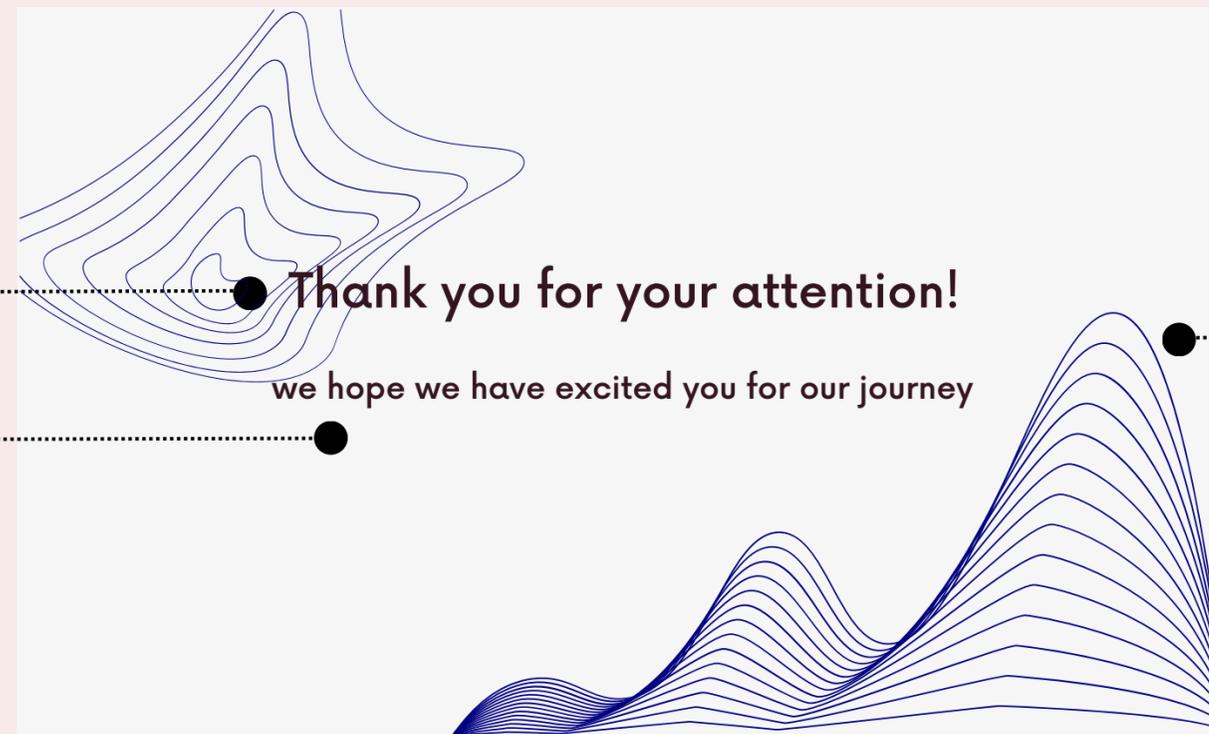
❌ Investors won't forgive the following mistakes

"Thank you" Is Not a CTA

The whole purpose of the deck was to get the investor to contact you. You need to explicitly state what you want them to do next.

Avoid Weak Wording

"Hope", "wish", etc. is all vague wording - use pro-active words to show investors your confidence.



Don't Add Unnecessary Decoration

Only because there is not much content on the CTA slide, you do not need to add unnecessary graphics and visuals - stay minimalistic and aligned to your design instead.

Non-Disclosure Agreements are typically a bad idea.

i NDAs (Non-Disclosure-Agreements) are confidentiality agreements between two parties to protect sensitive information of a business.

💡 Should startups ask for NDAs from investors BEFORE sending the deck?

Business Angel Tim Schumacher writes in his [blog](#) why he is convinced that **good startups do not need an NDA.**

- 1** An idea is nothing without a strong execution. Several teams work on every good idea at the same time anyway - strong founders know that.
- 2** Angels and VCs are probably the last to copy an idea, since they see numerous ideas and don't have the time to copy them.
- 3** Every good investor has a reputation to uphold and would never share or publish data.
- 4** Good founders don't mass-contact investors. Instead, they look for thoroughly researched investors.

“
Founders asking for NDAs have the worst startups.
”



Business Angel
Tim Schumacher

Get your startup's valuation right

i It's not easy to hit the valuation sweet spot between giving away too many shares and being perceived as unrealistically high by investors.

$$\frac{x}{a} + \frac{y}{b} = 1$$

Two easy and practical approaches which work for pre-seed startups:

- 1 the rule of thumb and
- 2 the comparable startup valuation

2 Comparable startup valuation

AddedVal.io's comparable startup valuation tool

Filter our database of 2,500+ actual German startup valuations by stage, industry, business model, customer focus, year, company age and more:

- from pre-seed to later stage
- funding rounds from 2019 up to last week (updated weekly)
- including investor types and more

Check your valuation for free

1 Rule of thumb



A simple rule of thumb is: the financing volume times 4 gives the pre-money valuation.

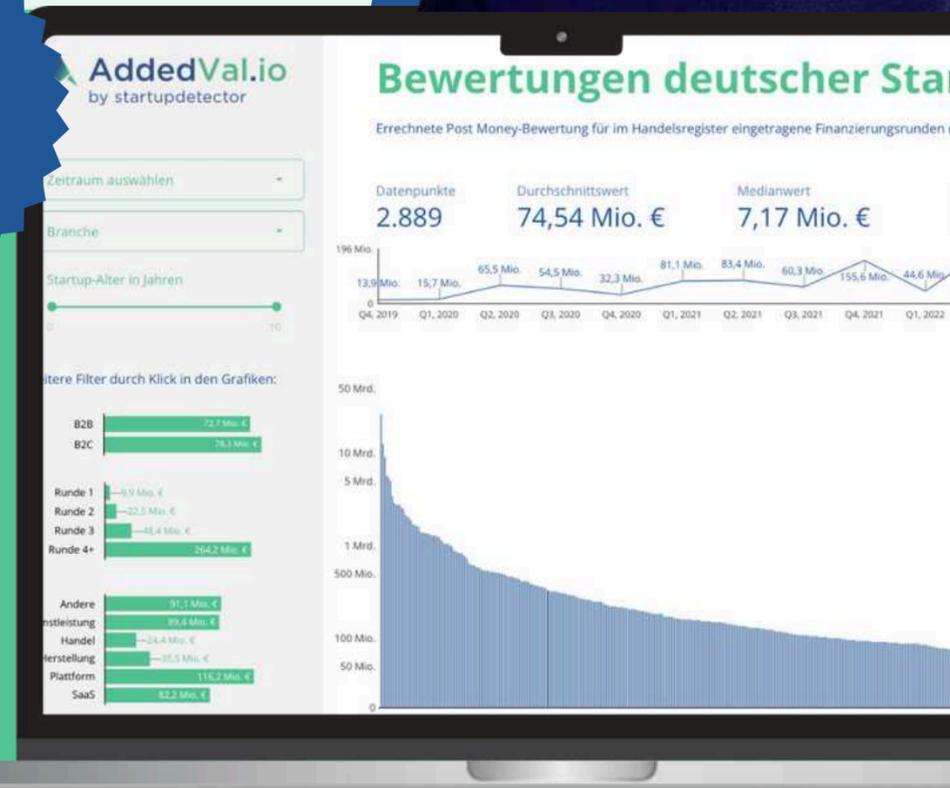
Example: you want to raise €300k in the pre-seed round, then your pre-money valuation is €1.2M and the post-money valuation is €1.5M (so you give 20% of the shares to investors).



Business Angel
Florian Huber



FREE



What if...

...you could find the investors for your (pre-)seed startup that change the game once and for all?

Fundraising can be easy if you use the smartest tools.

AddedVal.io's investor platform



Easy access to 7,000+ early stage business angels, family offices and VCs in Germany



Indispensable insights into valuations, ticket sizes, and more - so you are always in the driver's seat



Smart filtering options - so you find investors that are right for your startup



Discounts for tools like business angel pooling and access to experts for grants and subsidies.

Early stage investors

Startup Industry: Round No.:

Customer Focus: Year of Investment:

Business Model: Single Ticket Amount:

Include Keywords: Investor Type:

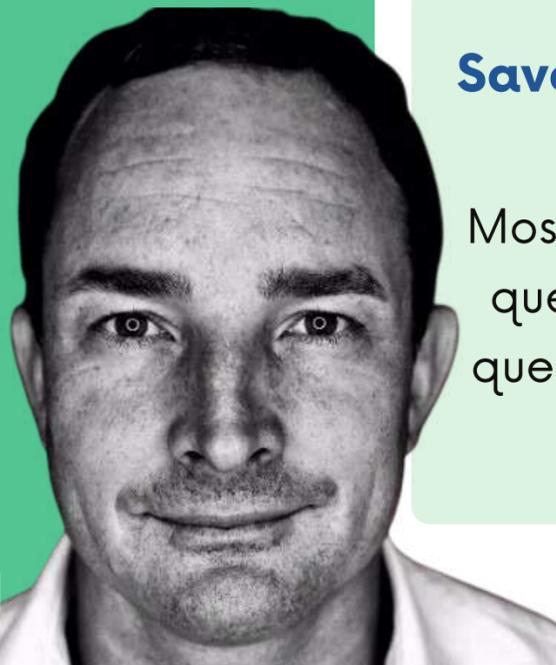
Search

Investor	Date	Round	Startup	Round Details
Super good Angel GmbH Angel LinkedIn	01.01.23	1	Amazing Startup GmbH Industry Customer Focus Business Model Education B2C SaaS Keywords Education, Software, Language	Single Angle Shares Total Dilution 0,55% 28.55% Press Ticket Amount Total Round Size 19.199€ 11.000.000 € Startup Valuation 3.502.502€
Unicorn Venture GmbH VC LinkedIn	10.06.22	1	Best Idea GmbH Industry Customer Focus Business Model Health B2B Production Keywords Medicine, Scanner, Skin	Single Angle Shares Total Dilution 12% 27% AI Model Ticket Amount Total Round Size ~300.000€ ~507.000€ Startup Valuation 2.580.000€
Female Talent Fund GmbH Angel LinkedIn	03.04.22	3	Female Empowering GmbH Industry Customer Focus Business Model Finance B2C SaaS Keywords Software, Fintech, Software	Single Angle Shares Total Dilution 5.67% 30.44% Company Register Ticket Amount Total Round Size 690.399€ 9.500.000€ Startup Valuation 21.818.503€

Pro tip



My tip: test your pitch deck with 3 business angels first. This way, you will get a lot of questions with which to improve your deck and create a great real-life investor FAQ.



Investor & Serial Entrepreneur

Björn Jopen

Stand out from the crowd with Investor FAQ.

As a startup founder, you know: Your pitch deck is the ticket to an investor's heart. The only goal of the pitch deck is the meeting - for getting to know each other and answering questions about your business.

Do yourself and the investor a HUGE favor prior to the meeting:

Provide online FAQ with perfect answers to all possible questions!



Save time for yourself & your investors.

Most investors have similar questions - answer those questions before they are even asked.



Be perceived as a professional.

Investors love pro-activity. And maybe you even answer some questions they haven't thought about.



Deliver consistent, qualitative answers.

Everyone can have a bad day. However, this shouldn't impact your answers.

Better safe than sorry: These questions belong in your FAQ.

i Your investor FAQ can be an online document, spreadsheet, Notion page or anything else. The important thing is that you start with answers to typical questions and **update the document, whenever you get new questions or think of better answers to existing ones.** Why not begin with the following topics?



Business Model

- How do you make money?
- How much does a customer cost you?
- What's your Customer Lifetime Value?
- What are your Unit Economics?



Customers

- What do customers value most about your product?
- How do customers get to know you?
- How do you guarantee that you understand your customers' needs?
- How do you acquire new customers?



Competition

- Which competitor are you most afraid of?
- Why would the competition not copy your solution?
- What barriers exist that are hard to overcome by your competition?



Marketing & Sales

- How many users do you have?
- What are your most successful channels?
- What is your growth rate?
- How high is your conversion rate?
- How long is your typical Sales Cycle?



Finances

- What's your cash burn rate?
- When is the earliest you are going to be profitable?
- What is the most important indicator hindering growth?
- What are the KPIs you are measuring yourself with?



Market

- In which other areas can you potentially expand if you are successful?
- Which obstacles do you see in the future and how do you overcome them?



USP

- What knowledge do you have that others don't have?
- Why is nobody else doing this yet?



Fundraising

- How high is your valuation?
- Do you have existing investors & are they taking part in this round?
- What exactly are you using this funding for?
- Which milestones will you reach with this funding?



Team

- What is the worst thing that has happened to you so far?
- What was your biggest mistake so far?
- What impressive things did you accomplish in your life so far?

Start your data room early on to look professional and minimize stress.



First of all, data rooms securely provide important data to potential investors. But they also signal something crucial: that you are a well-organized team which investors can trust their money with. **Start adding documents and structure to your data room right from the start!**

Free for Everybody

- Pitch Deck
- Video Pitch
- Testimonials

Once in Contact

- Shareholder list
- Shareholder agreement
- Co-founder CVs
- Financial Model
- Product details

For Due Diligence

- Patent & trademark documents
- Monthly financial reports
- Customer & traction data
- Important contracts
- Market research
- Sales- & marketing strategy
- HR data
- etc.



Only grant reading rights so no changes can be made without your consent.



Structure docs in folders so investors are impressed by your organization.



Use this notion template to save a lot of time while looking professional.



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