Malcolm Lewis | PitchDeckCoach.com

# Pitch deck template for early-stage startups

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Malcolm Lewis | PitchDeckCoach.com

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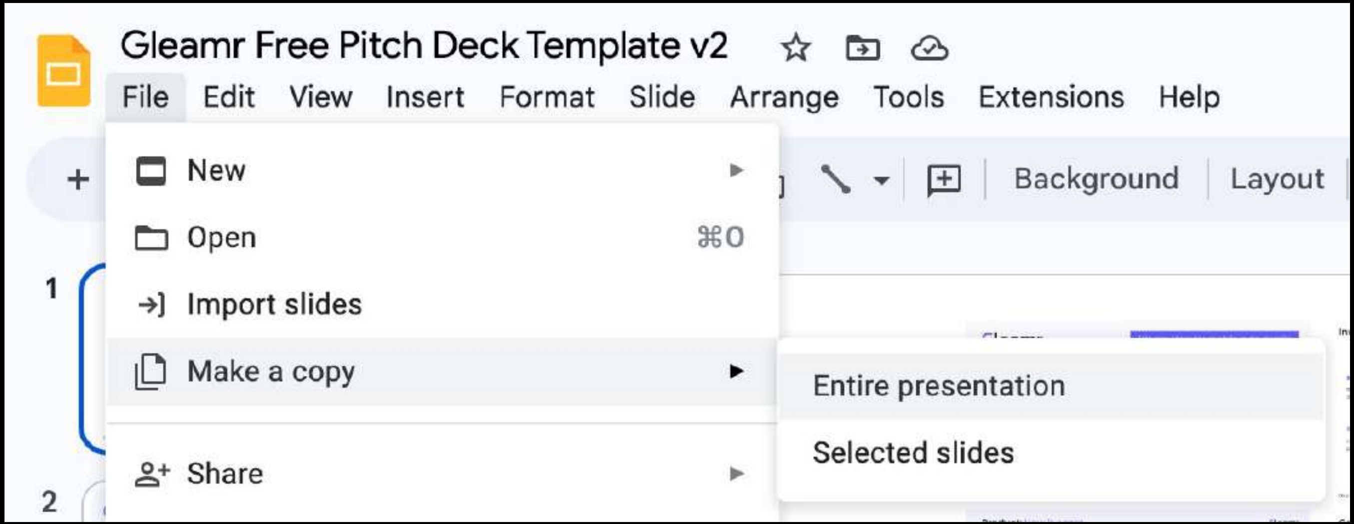

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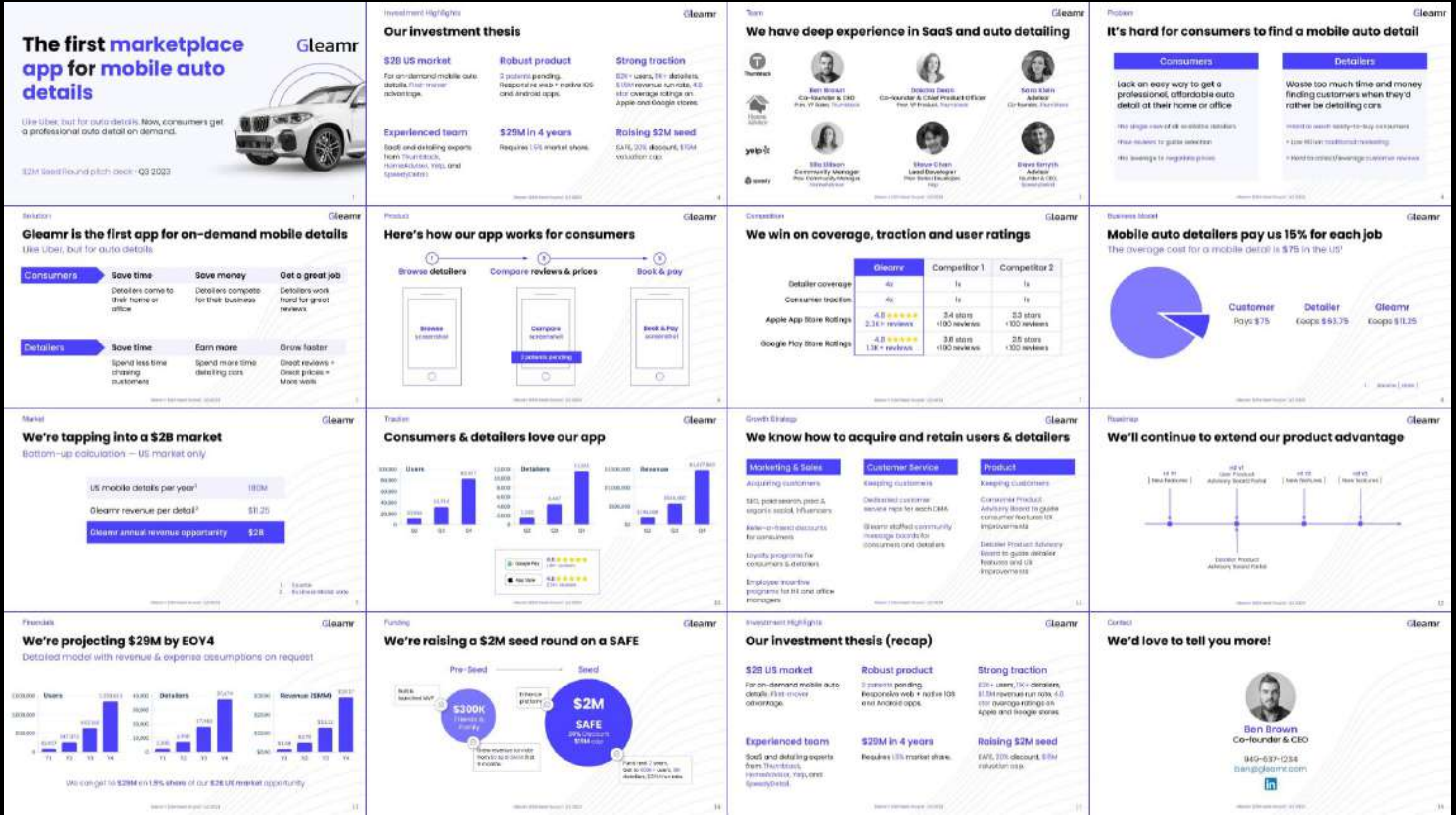
# Pitch deck overview



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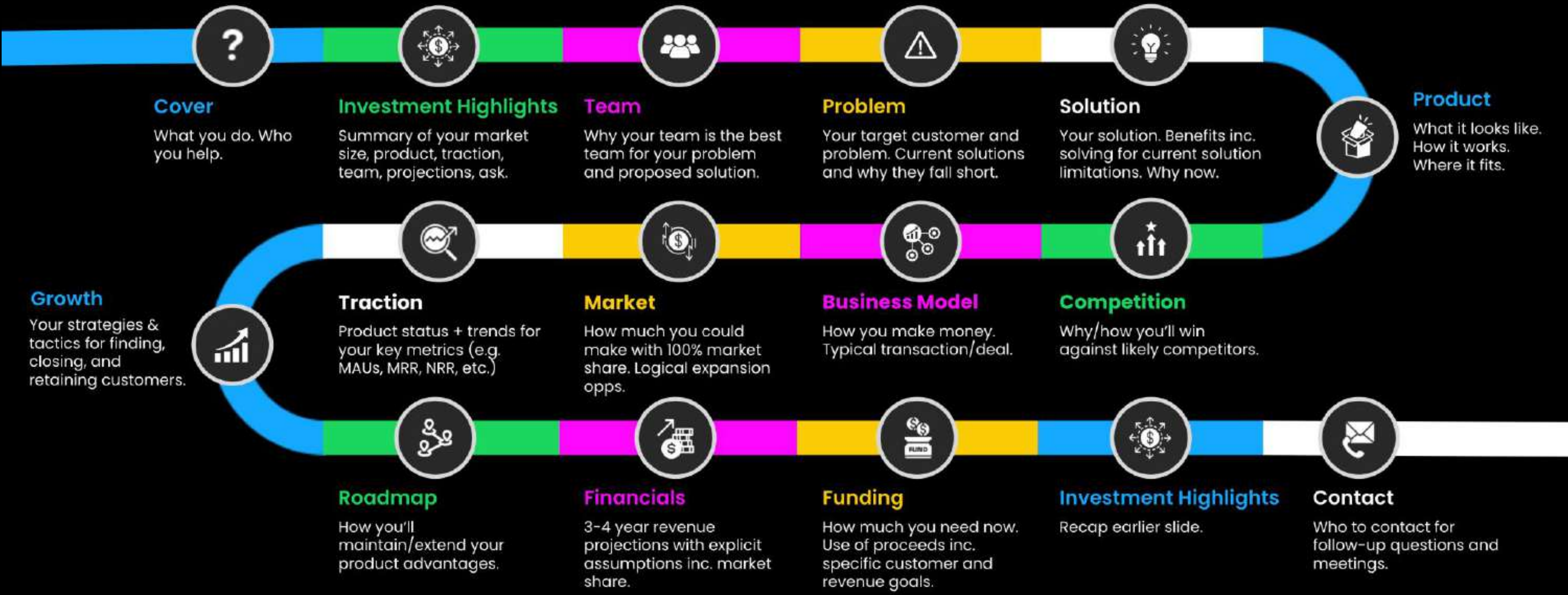
# Pitch deck slides and flow




Designed by **Sachin Ramje** | hyper-visuals.com

# Important Note

**Gleamr is a fictitious startup. All the information in this sample deck is made up**. I created Gleamr when I developed the first version of this pitch deck template in 2015. I felt that a fully worked example with sample content for each slide was more useful than a blank template.

Back then, there was no ‘uber for auto details’ hence the positioning.

Enjoy the deck and **contact me at pitchdeckcoach.com to book a free audit of your pitch deck** or learn how I can help you **take your pitch deck to the next level in 4 weeks or less**.



# Your pitch deck goal is to help investors ...

1. Understand your idea
2. Get excited about your idea
3. Love your team
4. Engage with you for more information



(4) doesn’t happen without (2) and (3)

(2) and (3) don’t happen without (1)

You must start by clearly explaining what your product does and who it helps so that investors understand your idea

# Need help with your pitch deck?

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Follow me on LinkedIn @ linkedin.com/in/malcolmlewis


# Let’s start.

# First up, your **Cover slide**

# Cover Slide

## Investor questions you should answer on this slide

- What do you do, and who do you help?
- What's your product category? Target customer? Primary use case and benefit?

## Pro Tip

- Include company name, logo, amount raising, round stage, approximate date. Keep date current to avoid looking stale. Include a relevant image to underscore what you do.

# The first consumer app for on-demand mobile auto details

Gleamr

Like Uber, but for auto details. Now, consumers can get professional auto details on demand at their home or office.

$2M Seed Round pitch deck · Q4 2023

# Investment Highlights

## Investor questions you should answer on this slide

- Why should we invest?
- Is your problem/market big enough? Product/team good enough? Are we a fit for your industry, ask, and investment stage?

## Pro Tips

- Provide 5-6 bullets summarizing your market, product, traction, team, near-term financial goals, and funding ask.
- Make it easy for investors to share your investment thesis with others... and encourage them to keep reading your deck.

Gleamr

# Our investment thesis

## $2B US market

For on-demand mobile auto details. US only. 9-month first-mover advantage.

## Robust product

Responsive web + native iOS and Android apps. 2 patents pending.

## Strong traction

82K+ users, 11K+ detailers, $1.5M revenue run rate in our first 9 months. 4.8 star average ratings on Apple and Google stores.

## Experienced team

SaaS and auto detailing veterans from Thumbtack, HomeAdvisor, Yelp, and SpeedyDetail.

## $29M by EOY 2026

With 1.5% market share.

## Raising $2M seed

SAFE, 20% discount, $15M valuation cap. $500K already committed.

# Team

## Investor questions you should answer on this slide

- Why is your team the best team for this opportunity?
- What experience do you have solving similar problems?
- What experience do you have building similar solutions?
- What experience/success have you had with similar startups?
- Have team members worked well together in prior companies?

## Pro Tip

- Include employer logos for visual interest and impact.

# We have deep experience in SaaS and auto detailing

**Ben Brown**
Co-founder & CEO
Prev. VP Sales, Thumbtack

**Dakota Dean**
Co-founder & Chief Product Officer
Prev. VP Product, Thumbtack

**Sara Klein**
Advisor
Co-founder, Thumbtack

**Ella Ellison**
Community Manager
Prev. Community Manager, HomeAdvisor

**Steve Chan**
Lead Developer
Prev. Senior Developer, Yelp

**Dave Smith**
Advisor
Founder & CEO, SpeedyDetail

# Problem

## Investor questions you should answer on this slide

- What problem do you solve?
- Who has this problem?
- What are some of the biggest pain points?
- How is this problem solved today, without your product?
- Why do those current solutions suck?
- How big is this problem?
- Is the problem getting bigger? Why?

# It’s hard to get a mobile auto detail on demand

| Consumers | Detailers |
| --- | --- |
| Lack an easy way to get a professional, affordable auto detail at their home or office | Waste too much time and money finding customers when they’d rather be detailing cars |
| >No single view of all available detailers | >Hard to reach ready-to-buy consumers |
| >Few reviews from to guide selection | > Low ROI on traditional marketing |
| >No leverage to negotiate prices | > Hard to collect/leverage customer reviews |

# Solution

## Investor questions you should answer on this slide

- What's your solution to the problem?
- Is your solution an app, software, a device, or ???
- What are the benefits of your solution?
- How much better is your solution?
- Why is now the right time for your solution?

## Pro Tips

- Match your solution benefits to the limitations of current solutions listed in your Problem slide.

Gleamr

# Gleamr is the first app for on-demand mobile details

## Like Uber, but for auto details

| | | | |
|---|---|---|---|
| **Consumers** | **Save time** | **Save money** | **Get a great job** |
| | Detailers come to their home or office. | Detailers compete for their business which lowers prices. | Detailers work hard for great reviews. |
| **Detailers** | **Save time** | **Earn more** | **Grow faster** |
| | Spend less time chasing customers. | Spend more time detailing cars Gleamr fee is guaranteed ROI. | Great reviews + Great prices = More work. |

# Product

## Investor questions you should answer on this slide

- How does your product work for each stakeholder?
- What does your product look like?
- Where does your product fit in your customer’s world?

## Pro Tip

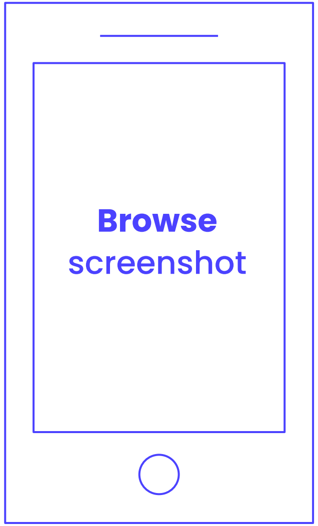
- Break your product’s primary use case down into 3-5 simple steps and show the user experience for each step. Add a Case Study slide if you think it’ll help.

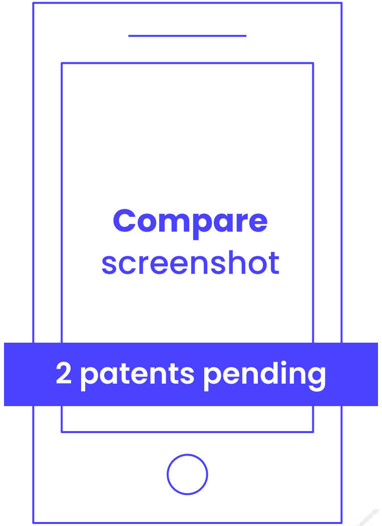
Gleamr

# Here's how our app works for consumers

1 → 2 → 3

**Browse detailers** | **Compare reviews & prices** | **Book & pay**




Gleamr

# Here’s how our app works for detailers

1. **Manage profile**
2. **Accept jobs**
3. **Track earnings**

**Manage** screenshot

**Accept** screenshot

2 patents pending

**Track** screenshot

# Competition

## Investor questions you should answer on this slide

- Who are your competitors?
- How will you beat them?
- How sustainable (defensible) are your advantages?

## Pro Tip

- Only list competitive advantages that customers truly care about. I.e., Advantages that will win deals over your competition.

Gleamr

# We win on coverage, traction, and user ratings

| | Gleamr | Competitor 1 | Competitor 2 |
|---|---|---|---|
| Detailer coverage | 4x | 1x | 1x |
| Consumer traction | 4x | 1x | 1x |
| Apple App Store Ratings | 4.8 ★★★★★<br>2.3K+ reviews | 3.4 stars<br><100 reviews | 3.3 stars<br><100 reviews |
| Google Play Store Ratings | 4.8 ★★★★★<br>1.3K+ reviews | 3.6 stars<br><100 reviews | 3.5 stars<br><100 reviews |

# Business Model

## Investor questions you should answer on this slide

- How do you make money?
- Do you charge per customer? Per transaction? Or ???

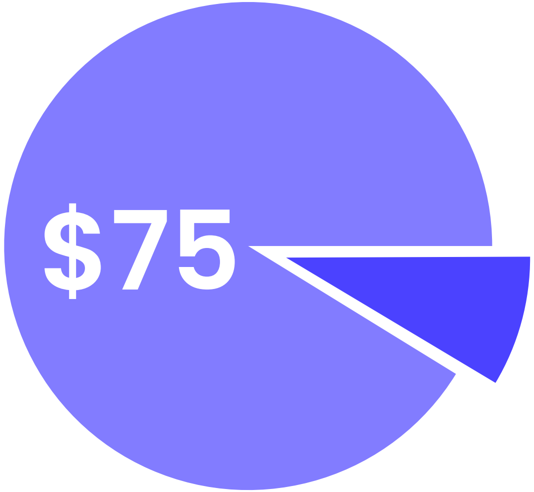
## Pro Tip

- Keep it simple. List all revenue streams if you have more than one.

Gleamr

# Mobile auto detailers pay us 15% for each job

## The average cost for a mobile detail is **$75** in the US[1]




**Customer**
Pays $75

**Detailer**
Keeps $63.75

**Gleamr**
Keeps $11.25

1. Source [ date ]

# Market Sizing

## Investor questions you should answer on this slide

- How big can you get?

## Pro Tips

- A bottom-up calculation is best for credibility and explicit assumptions. Use customer count x ARR per customer.
- List sources for customer counts and other data.
- List the annual revenue opportunity for logical market and/or product expansions to get to $1B and beyond.

Gleamr

# We’re tapping into a $2B market (US only)

## Bottom-up calculation

| | |
|---|---|
| US mobile details per year[1] | 180M |
| Average cost per detail[2] | $75 |
| Total mobile detail revenue per year | $13.5B |
| **Gleamr annual revenue with 15% rev share** | **$2B** |

1. Source
2. Business Model slide
3. Assuming 15% share

# Traction

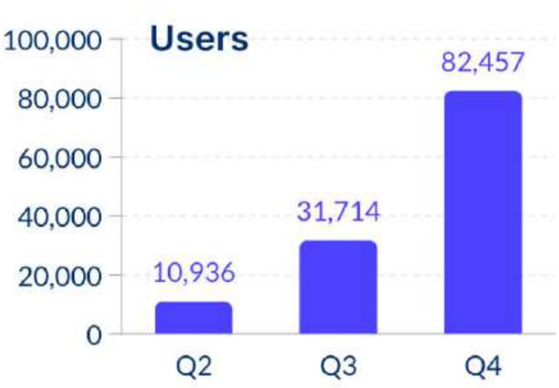
## Investor questions you should answer on this slide

- How much do customers love your product?
- What are your key metrics?
- How fast are you growing your key metrics?

## Pro Tip

- Pick metrics that matter for your business. E.g. MAUs and DAUs vs sign-ups. Trends over time are more useful than snapshots.

# We've experienced strong growth in our first 9 months






Google Play 4.8 ★★★★★
1.2K+ reviews

App Store 4.8 ★★★★★
2.3K+ reviews

# Growth Strategy

## Investor questions you should answer on this slide

- How will you reach customers? Activate them? Retain them?

## Pro Tip

- Break out your strategies and tactics by function.
- Be as specific as possible. E.g. If you mention industry trade shows, list the top 2-3 that you'll attend for your market.

Gleamr

# How we'll acquire and retain users & detailers

## Marketing & Sales

### Acquiring customers

SEO, paid search, paid & organic social, influencers.

Refer-a-friend discounts for consumers.

Loyalty programs for consumers & detailers.

Employee incentive programs for HR and office managers.

## Customer Service

### Keeping customers

Dedicated customer service reps for each DMA.

Gleamr staffed community message boards for consumers and detailers.

## Product

### Keeping customers

Consumer Product Advisory Board to guide consumer features UX improvements.

Detailer Product Advisory Board to guide detailer features and UX improvements.

# Roadmap

## Investor questions you should answer on this slide

- How will you maintain and extend your product and business moat over time?

## Pro Tips

- In addition to major product features and modules, consider certifications (e.g. SOC) and integrations that might also enhance your competitive position.

Gleamr

# How we'll maintain and extend our product advantage

**H1 2023**
Launched MVP.

**H2 2023**
Detailer Product
Advisory Board Portal.
Employee Incentive
Program.

**H1 2024**
User Product
Advisory Board Portal.

**H2 2024**
Loyalty Program.

**H1 2025**
In-house payment
processing.

# Financials

## Investor questions you should answer on this slide

- How fast can you grow and how big can you get over the next 2-3 years?

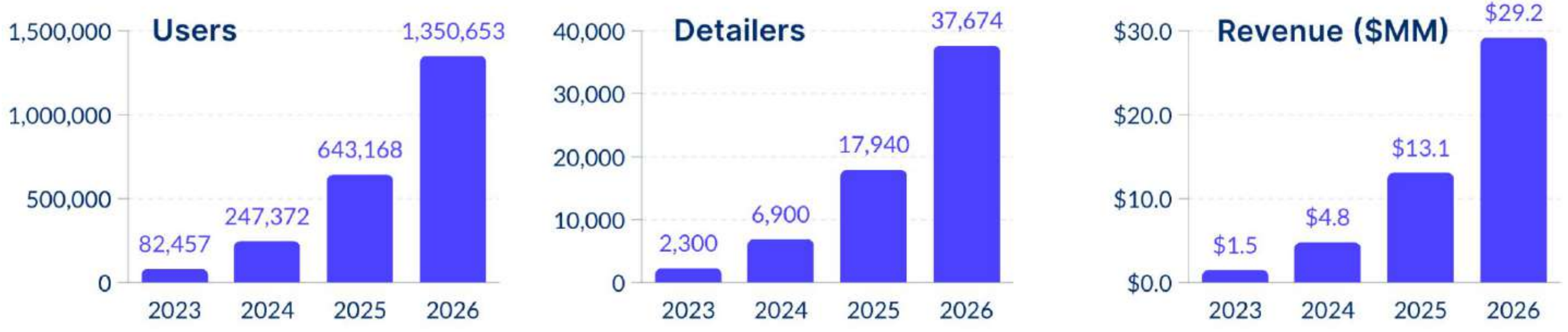
## Pro Tips

- Offer to share your pro forma Income Statement on request including explicit assumptions for revenue and expense drivers.
- Investors care less about the numbers and more about your thought process in building the model.

Gleamr

# We're projecting $29M by EOY 2026

## Detailed model with explicit revenue & expense assumptions on request




We can get to **$29M** on **1.5% share** of our **$2B US market** opportunity

# Funding

## Investor questions you should answer on this slide

- How much money do you need right now? On what terms?
- How will you spend the money?
- What will you accomplish WRT product, customers, and revenue?

## Pro Tip

- Be as specific as possible on your ask and use of proceeds. Address what you'll achieve in addition to where you'll spend.

Gleamr

# We're raising a $2M seed round on a SAFE

## $500K committed, $1.5M remaining.

**Pre-Seed** → **Seed**

Built & launched MVP

**$300K**
Friends & Family

Grew revenue run rate from $0 to $1.5M in first 9 months

Enhance platform

**$2M**

**SAFE**
**20%** Discount
**$15M** cap

Fund next 2 years.
Get to 600K+ users, 18K detailers, $29M run rate.

# Investment Highlights Recap

## Investor questions you should answer on this slide

- Recap your investment thesis.

## Pro Tips

- Repeating this information reminds investors what they have read (if they got this far). It also provides them with a ready-to-go investment thesis they can share with their team.

# Our investment thesis (recap)

## $2B US market

For on-demand mobile auto details. US only. 9-month first-mover advantage.

## Robust product

Responsive web + native iOS and Android apps. 2 patents pending.

## Strong traction

82K+ users, 11K+ detailers, $1.5M revenue run rate in our first 9 months. 4.8 star average ratings on Apple and Google stores.

## Experienced team

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## $29M by EOY 2026

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## Raising $2M seed

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# Contact

## Investor questions you should answer on this slide

- Who should we talk to if we have follow-up questions?

## Pro Tip

- Include your phone, email, and a link to your LinkedIn profile. Make sure you (and your team members plus advisors) all update your LinkedIn profile to match the story in your pitch deck.

Gleamr

# I’d love to tell you more!


## Ben Brown

Co-founder & CEO

949-637-1234

ben@gleamr.com

The end. Got questions or comments? Drop me a line at malcolm.lewis@gmail.com

And one more thing ...

# Need help with your pitch deck?

Book a **free pitch deck audit** or a **free intro call** on pitchdeckcoach.com

Follow me on LinkedIn @ linkedin.com/in/malcolmlewis

# pitchdeckcoach.com

Hi, I’m Malcolm Lewis, a pitch deck coach for seed and early-stage startups. I'm also a former founder/CEO/CMO at 8 tech startups that produced 6 exits including a $1B IPO and an $11B Secondary. My investor decks have raised over $300M from angels, VCs, and institutional investors.

After 25 years as a startup operator, I now help founders build concise, compelling pitch decks that help them stand out, get meetings, and get funded.

Visit me at **pitchdeckcoach.com** to learn more