

The 20-point send check

Go through this before you email your pitch deck to an investor. It takes about 15 minutes. Every box you can't tick is a question you will be asked anyway.

Story and clarity

- 01 ☐ Slide 1 says in one sentence who you help, what you do and what changes for them
- 02 ☐ Someone outside your industry can explain your company after reading the deck once
- 03 ☐ Every headline is a statement ("Invoices cost small teams a week a month"), not a label ("Problem")
- 04 ☐ The problem is specific: a clearly defined customer, a real pain and what it costs them today
- 05 ☐ Your solution answers exactly the pains you named, in the same order

Market, competition and model

- 06 ☐ Your market size is calculated bottom-up (number of customers × price), not only quoted from a report
- 07 ☐ You show what customers use today, including spreadsheets and doing nothing
- 08 ☐ You state clearly why customers switch to you, and why that is hard to copy
- 09 ☐ Your price, who pays and how revenue grows per customer are visible on the slide
- 10 ☐ You can explain in one sentence why now is the right moment for this company

Proof and numbers

- 11 ☐ Your strongest proof (paying customers, pilots, letters of intent or interviews) is on one slide, with dates
- 12 ☐ Every metric has a definition, e.g. "active = used in the last 30 days"
- 13 ☐ Each number is identical on every slide where it appears
- 14 ☐ Your projections name the three assumptions they depend on
- 15 ☐ Achieved milestones look clearly different from planned ones

Team, ask and sending

- 16 ☐ The team slide shows why you are the right people for this specific problem
- 17 ☐ You ask for one exact amount (not a range) and say how many months of runway it buys
- 18 ☐ Use of funds and milestones show where this round gets you, ideally to the next round
- 19 ☐ The deck is a PDF of 10–15 slides that makes sense without you presenting it, and all links work
- 20 ☐ Your email is 3–5 lines: one-liner, strongest proof, the ask and a request for a meeting

Want the full system?

The Investor Pitch Deck Kit gives you 35 Canva slides, a 14-page Founder Guide that explains what investors look for on every slide, and 12 AI prompts that critique your deck before investors do.

Launch special: CHF 19 ~~CHF 29~~

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