

BUILDING A BETTER PITCH DECK



JOHN
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CENTER

AMERICA'S
SBDC
IOWA



KEEP IT SIMPLE



Focus Your Message

Straightforward, clearly-explained ideas are easier to understand



Emphasize Key Info

Break out your key points to make them memorable



Visuals Do More

Images, graphs, and infographics can work harder than a long paragraph of text



Keep It Consistent

A cohesive style enhances your storytelling & your credibility

GENERATING THE SLIDES

Business Model Canvas

The BMC helps you find and focus on the metrics that matter.

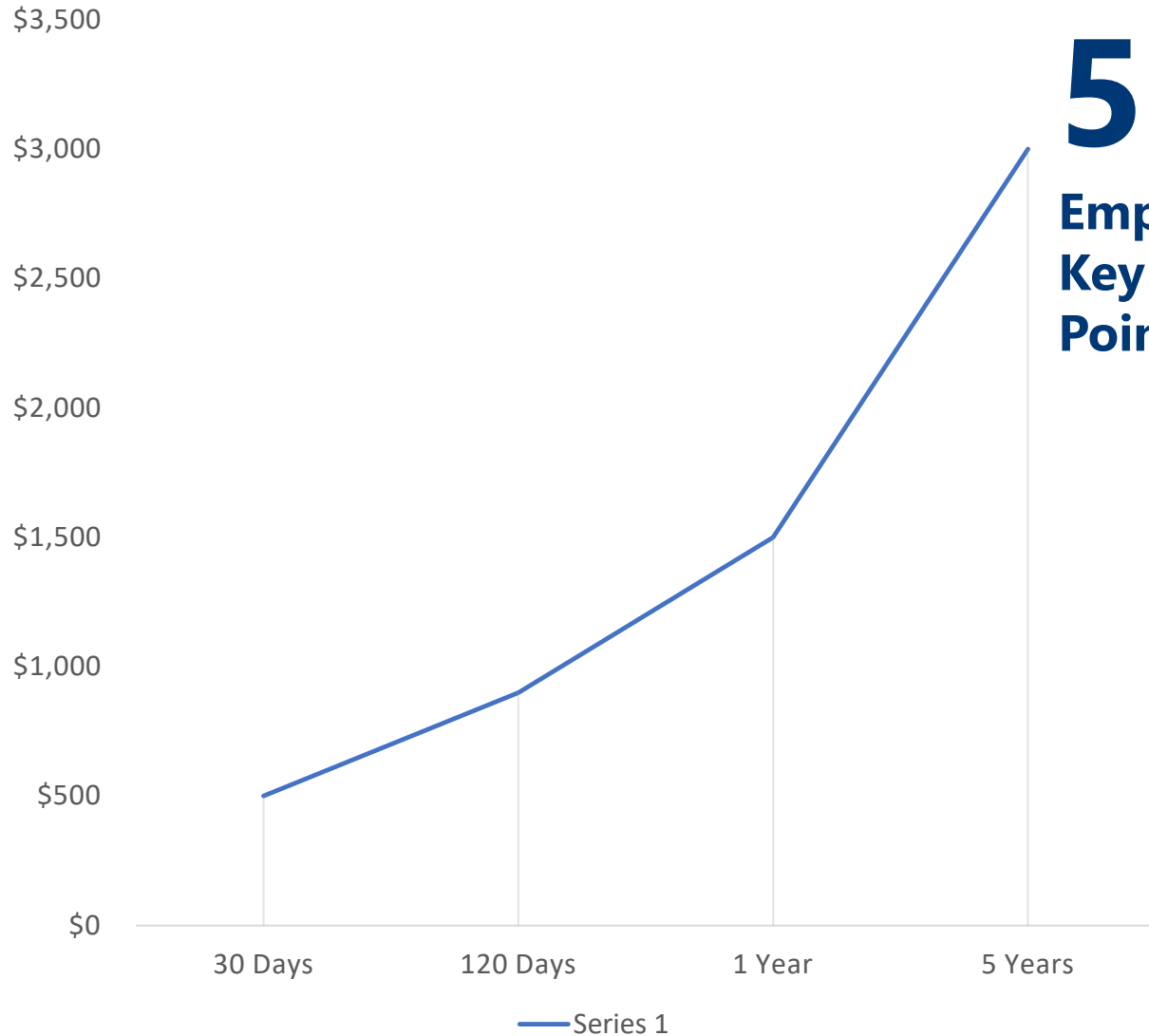
Results & Data

The BMC is a reference for your pitch deck. Analyze the metrics and identify the key takeaways.

Your Pitch Deck

Convert these key takeaways into slides that convey the most important information to the pitch judges.

What slide goes when?
Check your weekly instructions for the recommended slide structure and order



50%

**Emphasize
Key Data
Points**

USE YOUR RESEARCH

TO BEST TELL YOUR STORY:

Expand on key data points, research, or customer insights when you need to.

Using your text strategically maximizes its impact, whether it's giving context to data, telling your personal story, or expanding on your customers' pain points - and your solution!

TELL YOUR STORY WITH DATA

	My Biz	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Focused Message	✓	✗	✗	✗	✗
Engaging Story Telling	✓	✗	✗	✗	✗
Clear Data That Sells The Story	✓	✗	✗	✗	✗
Consistent Branding	✓	✗	✗	✗	✗

TELL YOUR STORY WITH DATA

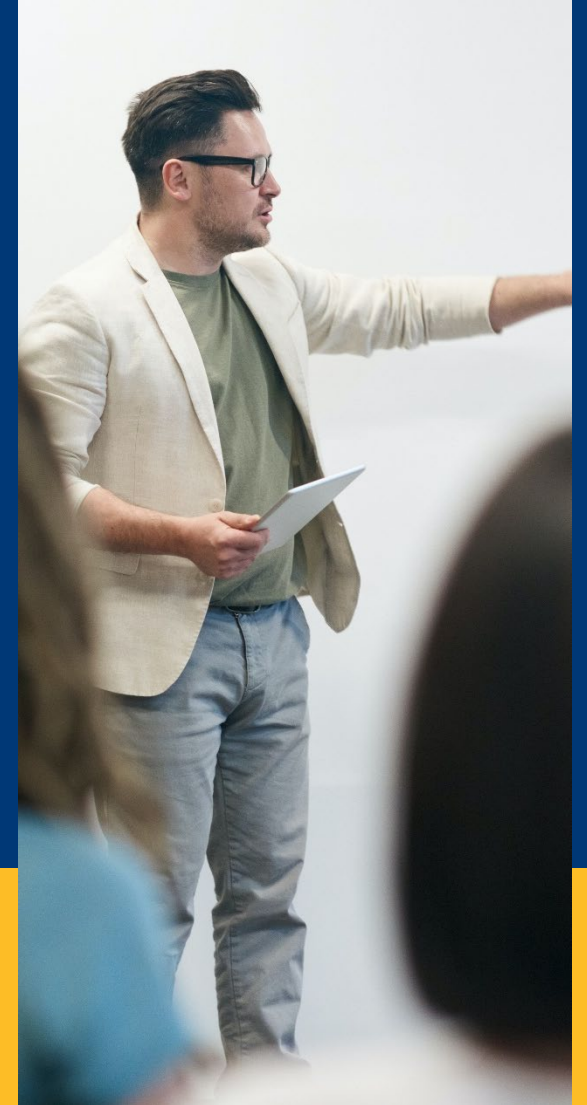
The image features three overlapping circles arranged horizontally. The leftmost circle is dark blue and contains the text 'TAM' in white. The middle circle is light blue and contains the text 'SAM' in dark blue. The rightmost circle is yellow and contains the text 'TM' in white. The circles overlap such that the middle one is partially behind the left one, and the right one is partially behind the middle one.

TAM

SAM

TM

TELL YOUR STORY WITH IMAGES



The 5/5/5

NO MORE THAN:

FIVE words per line of text

FIVE lines of text per slide

FIVE text-heavy slides in a row

Things to Remember

- Readability
 - No harsh color combinations or illegible fonts
 - Use quality images – no watermarks, no distortion
 - Highlight key points with bullet points
 - Know when to break the rules to make a point
- Consistency
 - Fonts. Colors. Spelling. Logos.
 - Each slide can have a different format, as long as the overall effect is cohesive

Pro Tip: Lots of logos? Some have backgrounds but some don't? Add a background box to visually even them out →



GET INSPIRED



For slide formats and design, get inspired with some of the best startup pitch decks by searching Google.

Or explore resources like Slidebean, Venngage, Canva, and HubSpot (just to name a few!).

TOGETHER, SHAPING THE FUTURE.



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