



# **YOUR PITCH DECK IS KILLING YOUR FUNDRAISING**

**THE NO-JARGON  
FRAMEWORK FOR PITCH  
DECKS**

# The One-Line Test:



"End-to-end AI-powered platform revolutionizing enterprise solutions"



"We help companies schedule meetings faster"



- Who exactly needs it?
- What exactly do you do?
- How exactly does it help?  
= One clear sentence

# The Numbers Rule



"Massive market opportunity in a rapidly growing space"



"2,000 paying customers, growing 20% monthly, \$50K MRR"



- What can you count?
- What can you measure?
- What can you prove?  
= Real metrics only

# The Problem



"Disrupting the inefficient legacy systems"



"HR teams waste 6 hours per hire on paperwork"



- Who has the problem?
- What does it cost them?
- How often does it happen?  
= Specific pain points

# The Solution



"Leveraging cutting-edge technology"



"Our form builder cuts paperwork to 10 minutes"



- What exactly do you do?
- How exactly does it work?
- What exact results do users get?  
= Clear outcomes

# The Market



"TAM is \$1T in this blue ocean opportunity"



"100K companies spend \$2K/month on this problem"



- Who exactly pays?
- How much exactly?
- How often exactly?  
= Bottom-up only

# The Traction



"We're making great progress towards market penetration"



"Customer base grew 3X in 6 months, with 80% retention"



- How many have already bought?
- How fast are you growing?
- How sticky is your product?  
= Tangible proof of progress

# The Competitor



"We're better than everyone else in the space"



"We're 30% cheaper and 2X faster than the next best solution"



- Who are your competitors?
- What do you do better?
- Why does it matter to customers?  
= Clear differentiation



# The Team



"World-class team with decades of experience"



"Our CTO built and scaled [Product] to \$20M ARR; our CMO doubled customer acquisition at [Company]"



- What are your team's key wins?
- How does their expertise match this opportunity?
- What have they built before?  
= Relevant credibility



# The Timing



"The market is ripe for disruption"



"Regulations change next year, creating new demand in our segment"



- Why is now the time?
  - What external factors create urgency?
  - How does timing make your solution inevitable?
- = Concrete reasons for action



# The Ask



"We're seeking funding to accelerate growth"



"We're raising \$1M to grow from \$50K to \$150K MRR in 12 months"

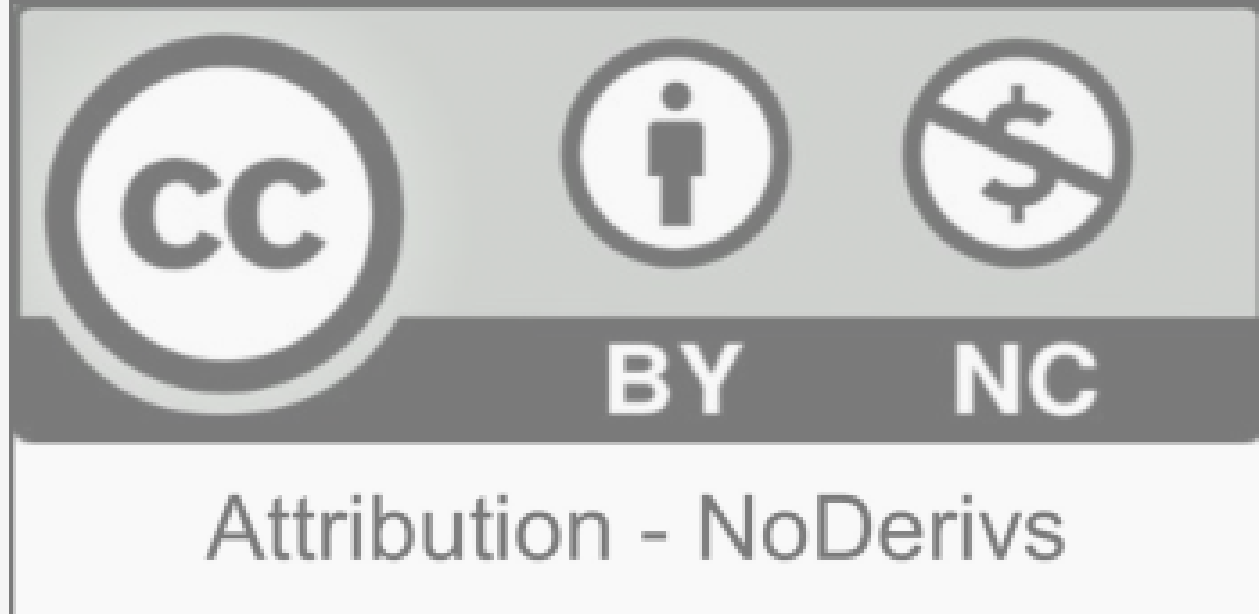


- How much do you need?
  - Where will it go?
  - What milestones will it hit?
- = A clear, compelling ask

# PLAIN LANG UAGE



2024 / DECEMBER



---

B U R A K B U Y U K D E M I R

**YOUR PITCH  
DECK IS  
KILLING  
YOUR  
FUNDRAISING**



**THE NO-JARGON  
FRAMEWORK FOR PITCH  
DECKS**