

# Pitch Deck Checklist

Creating a Pitch Deck is a repeatable process – and we’ve created dozens. If you would like to work with us to professionally develop your pitch deck, email David All at [david@onenineninety.com](mailto:david@onenineninety.com). Good luck and send us your final deck and the results!

## I. The Purpose, The ‘Why’

---

### WHY CREATE THIS DECK?

---

**The Primary Purpose of this Deck Specifically:**

*Ex: To land a seed round investment for my startup; close a new customer; develop a keynote presentation, etc.*

**Secondary Purpose (if applicable):**

**Your Broader Objective as a Business:**

## II. The Presentation

# WHAT ARE WE CREATING?

---

**One-Time Use or Multiple Use:**

**You Should ALWAYS Know the Answers:**

**How will it be presented (projector, iPad, print, Oculus, etc.)?**

**To how many people?**

**Will you be 'Pitching' in person or over phone or will Deck be stand-alone?**

**Do you need a 'Presentation' version and a stand-alone version optimized for email?**  
(Asynchronous vs. Synchronous)

**List all the places with optimized size/settings you will upload your presentation decks:**

**Do you like slides that are majority visual with rich photos and illustrations or more text-based that are meant to be read?**

**Do you have any general comments about Presentation design we can take into consideration?**

**Desired Final Product File: PPT, Keynote or PDF?**

## WHAT ARE YOU WORKING WITH?

---

Even if you are the person creating this pitch deck, it is a good idea to organize the assets you intend to use, particularly if you expect others to access the raw files to make future pitch decks. Here's what we look for:

#### **GOOGLE DRIVE: "Decks" Folder Content**

- Deck outline/content for current project if started (usually a Google Doc)
- Current presentation deck
- Previous Final Decks
- Any Aspirational Decks
- Any Competitor Decks

#### **Branding**

- All available versions of Logo
- Branding Guidelines and/or Style Guide
- Preferred Type/Font
- Preferred Colors (RGB, Hex)
- All Brand Assets (product photos, screenshots, etc.)

#### **Product**

- All screenshots of App or Website
- Product photos
- Environmental photos

#### **What Else?**

---

## WHAT'S THE STORY?

---

**We recommend keeping your entire presentation to 10-12 slides, no more than 15.  
Here's the format:**

1. TITLE
2. TEAM
3. CHALLENGE/PROBLEM
4. SOLUTION BROAD
5. SOLUTION SPECIFIC PRODUCT(S)
6. HOW IT WORKS
7. TOTAL MARKET OPPORTUNITY
8. TRACTION/VALIDATION/PROOF
9. ASK
10. CONTACT / QUESTIONS

Please create a basic outline -- not final, just get started now. Fill in as much of this information as you have and note the gaps.

**Once sections I - IV are complete, you are ready to work on your Pitch Deck!** *Section V walks you through some of our services and you totally don't need to complete it. Good luck!*

**WANT HELP STRENGTHENING YOUR STORY?**

**Would you like to work with us to develop and create your pitch deck?**

**Would you like us to advise/consult on your draft pitch deck?**

**Do you need us to conduct any research/writing on your:**

- COMPANY STORY
- AUDIENCE
- MARKET
- COMPETITORS

**Would you like to be a part of our Speaker's Bureau to land opportunities for you to share your message?**

**Would you like to learn about our *SpeakConfidently* program to ensure leaders deliver their message confidently?**

**Are there any infographics or process graphics you would like us to create?**

**Would you like us to style and photograph your product?**

**Would you like to create a video/visual/how-to as part of this presentation?**

Please contact David All at [david@onenineninety.com](mailto:david@onenineninety.com) to get started.