

Pitch Decks

10 Tips for Preparing and Delivering Winning Pitch Decks.

Bret Waters • February 17, 2025

Eating junk food is killing people more than smoking, finds a study

TNN | Last updated on -May 6, 2019, 17:30 IST

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Comments (6)

01 /10 | Are you living a healthy life?



When it comes to following a healthy diet, smoking is considered to be one of the biggest evils risking our health. From the risk of developing cancer, cardiac complications, breathing difficulties and the danger of catching second-hand smoke, there is a very valid reason to say no to smoking.

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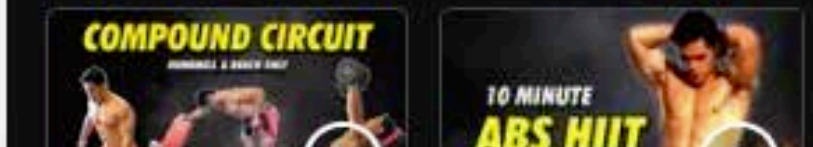
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JORDAN YEOH'S FITNESS



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“In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create”.

**- David Ogilvy
1965**







winning pitch decks

Upwork
https://www.upwork.com

Top 27 Pitch Deck Writers for Hire In February 2025 - Upwork

Find Industry Experts with Proven Results on Upwork™, the Top Freelancer Marketplace

Pitch
https://pitch.com › blog › 15-great-pitch-decks-from-su...

15 great pitch deck examples from successful startups

Jul 19, 2022 – We've rounded up 15 successful pitch deck examples from fern help get your creative juices flowing (and secure that term sheet).

Reddit · r/startups
30+ comments · 1 year ago

Examples of pitch decks and business plans? : r/startups

Your pitch/story should be concise and to the point, 10 slides max. Your appeal (40 slides) with the answers

37 answers · Top answer: T

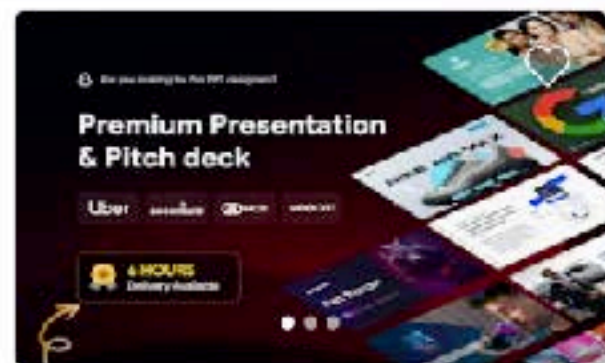
Any examples of successful

I reviewed 82 pitch decks in

Made a library of the succes

How to get good at making |

More results from www.redc



Devcubix Sal
I will do powerpoint presentation and investor pitch deck design
★ 4.8 (579)
From \$150
Offers video consultations

Alestra
I will do pc investor pi
★ 4.9 (1k-)
From \$95

Visme
https://visme.co › blog › t

35 Best Pitch Decks

Nov 14, 2024 – Discover the including Airbnb, Dropbox, U

Slidebean
https://slidebean.com



Justin
I will design your pitch deck and powerpoint presentation
★ 5.0 (42)



Komal
I will create investor pitch deck, business presentation
★ 5.0 (678)



I will write and design your investor pitch deck as powerpoint presentation
★ 4.9 (138)

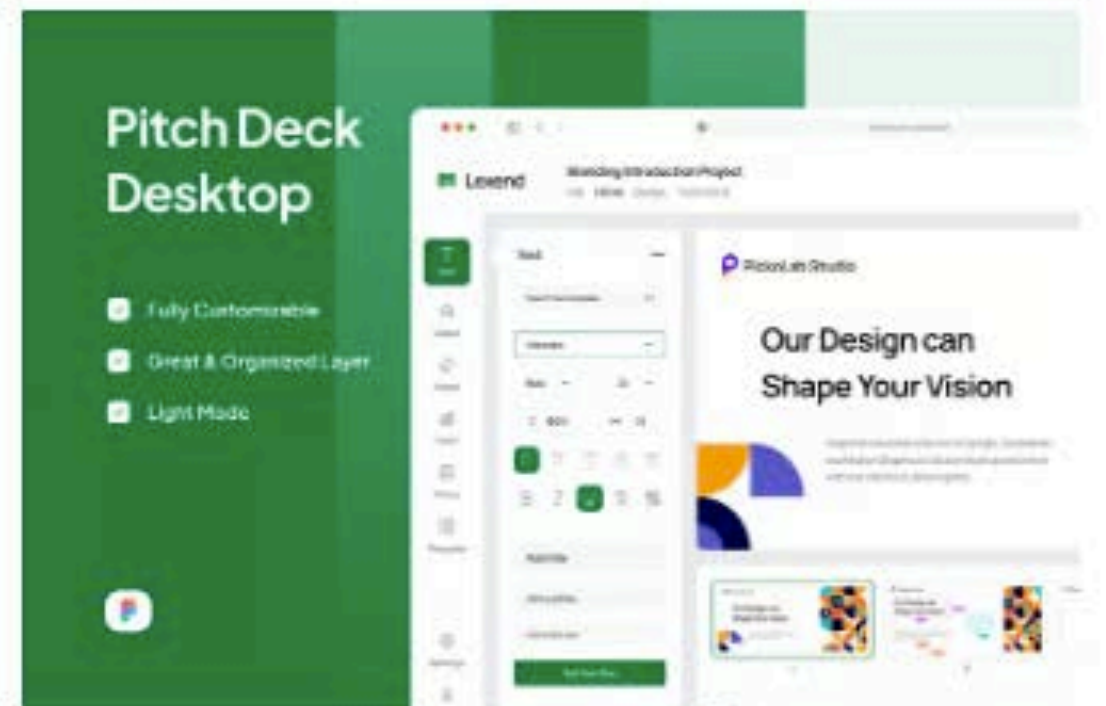
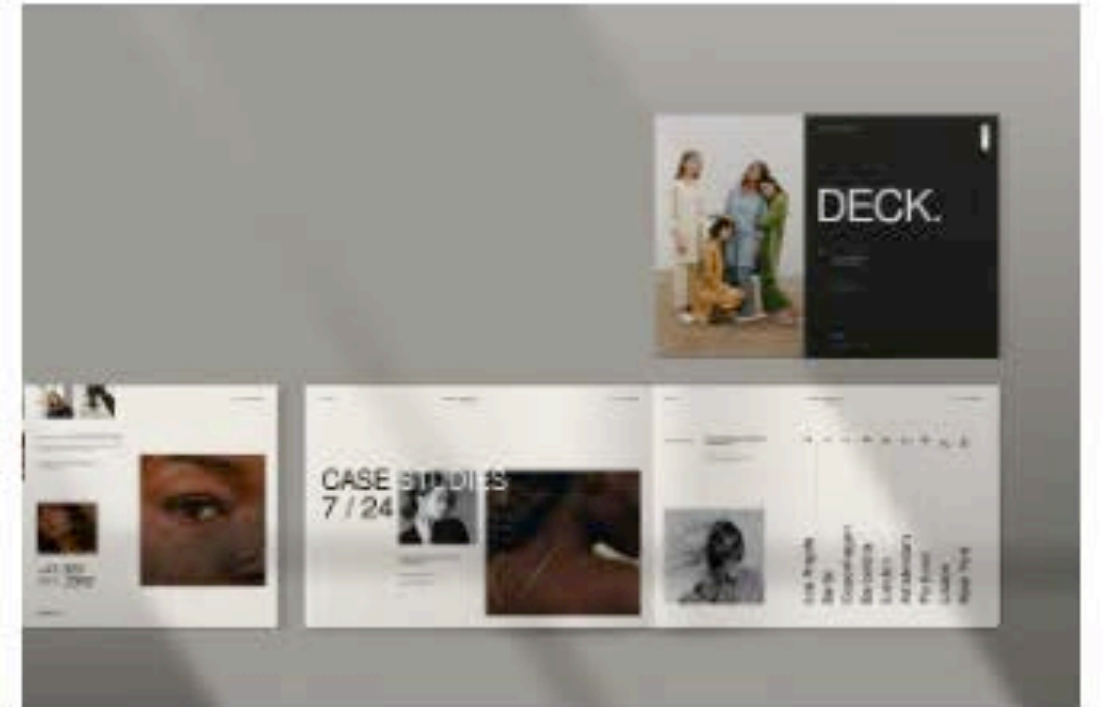
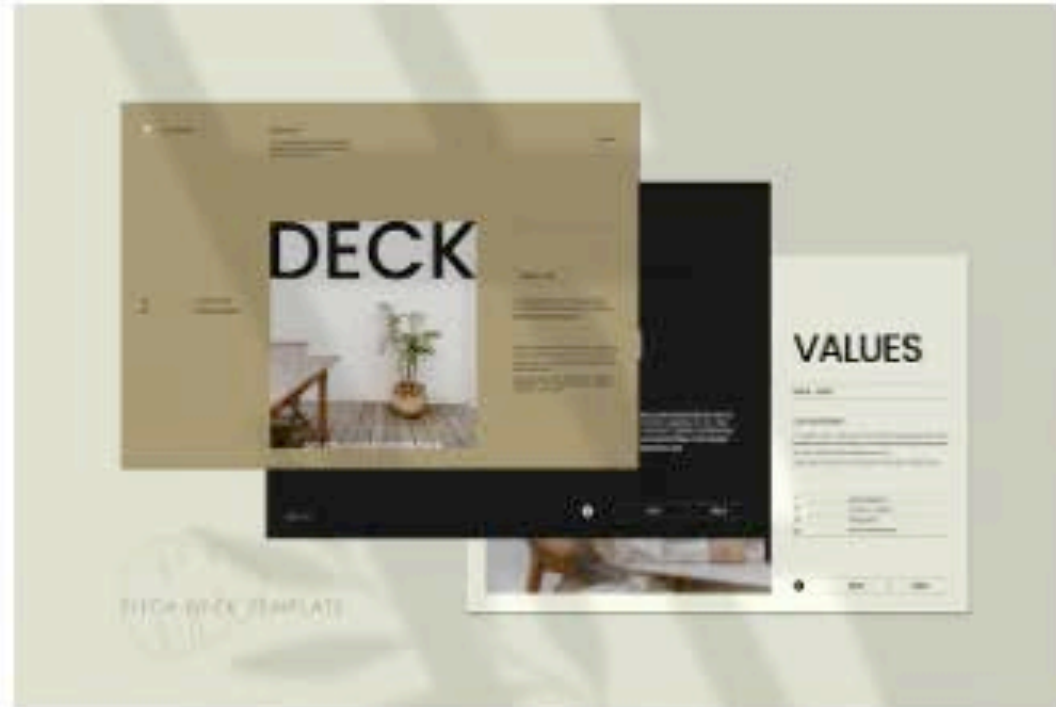
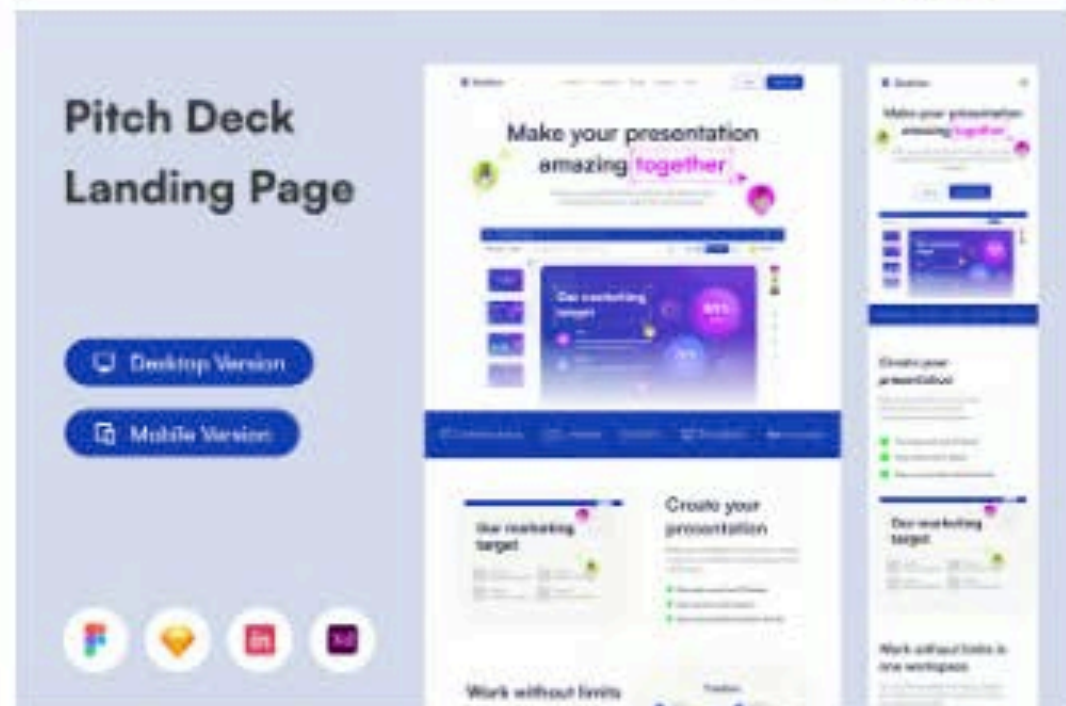


I will design investor pitch deck for business and startups
★ 4.9 (1k-)



Elena K.
Startup Pitch Deck Content, Design, Review by VC Partner | Fundraising
United States

View profile



→ Tip #1

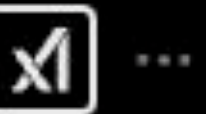
**It's not about the slides.
It's about the story.**

Investors don't invest in slides. They invest in an entrepreneur they trust, with a story they love.



Allison Byers

@apbyers



I HATE it when investors tell founders to hire designers for their decks. Such a waste of time and money.

Focus on getting the right content, narrative flow, making slides easy to read, and confidently presenting. Hiring a graphic designer isn't getting you a check.

6:35 AM · Apr 13, 2022

→ **Tip #1**

**It's not about the slides.
It's about the story.**

Investors don't invest in slides. They invest in an entrepreneur they trust, with a story they love.

Which means, actually, you shouldn't need slides at all.

→ Tip #2

**You're not developing "a deck".
You're developing a story that can
be told in different lengths.**

**You will need a 1-sentence version, a 1-paragraph version,
a 1-minute version, a 3-minute version.**



← 1-hour meeting to close deal.

← 3-minute.

← 1-minute.

← 1-paragraph.

← 1-sentence.

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JORDAN YEOH'S FITNESS
COMPOUND CIRCUIT
10 MINUTE ABS HIT

Fast food doesn't have to be unhealthy; imagine having fresh, healthy tacos delivered on-demand directly to your home or office!

→ Tip #3

Know your audience.

A great storyteller can adjust the messaging on the fly depending on your audience.

In today's world, there's no excuse for walking into a meeting without researching in advance the person you are meeting with.

A story that is 80% accurate and 100% clear is better than a story that is 100% accurate and only 80% clear.

→ Tip #4

Why you?

One of the most important things to communicate is what is it about you that makes you the perfect entrepreneur for this venture?

What is it about your background that gives you the insights, experience, tenacity, and passion that will be required to turn this venture into a success?

→ Tip #5

Always run short.

If you have a half-hour meeting scheduled, you want to go in with 3-minutes worth of slides and the ability to talk about whatever the investor wants to dive deeper into.

Nobody wants to sit through 30 minutes worth of slides. If you spend the entire meeting talking, you've lost the deal.

→ Tip #6

What is it?

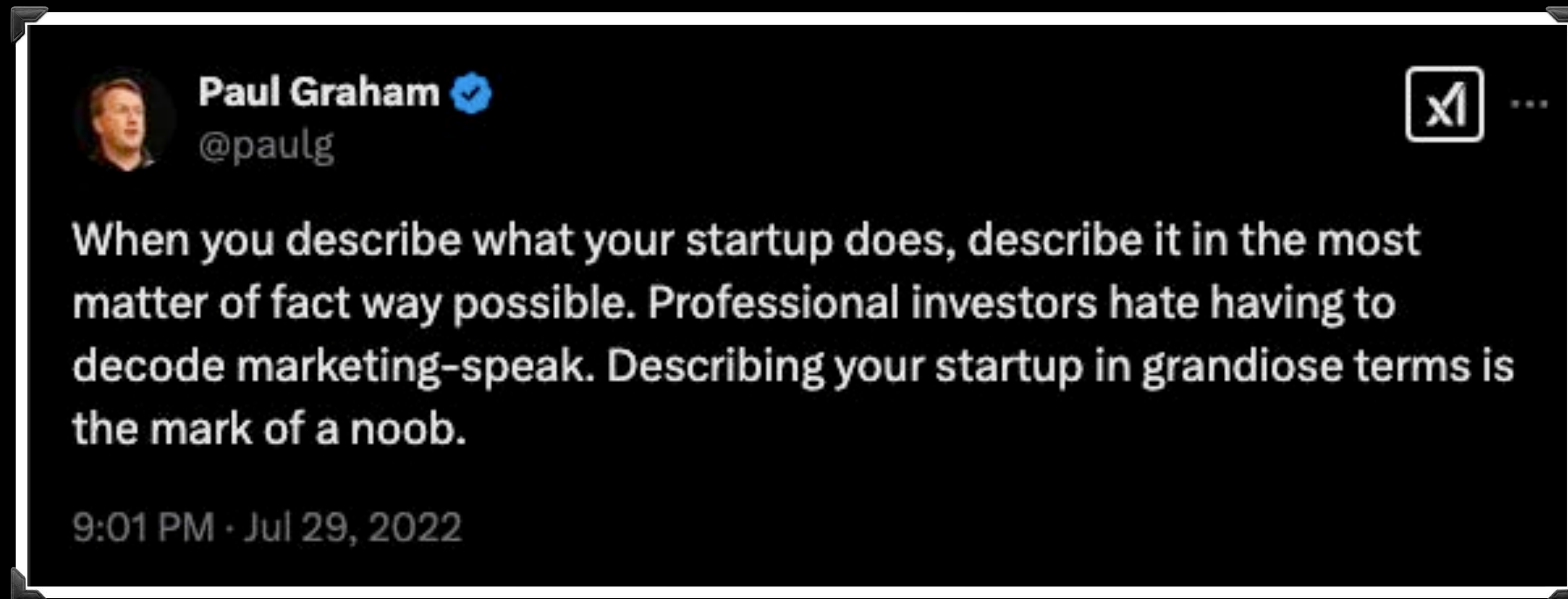
Fundamentally, an investor needs to know three things:

- What is it?
- What problem does it solve?
- How does it make money?

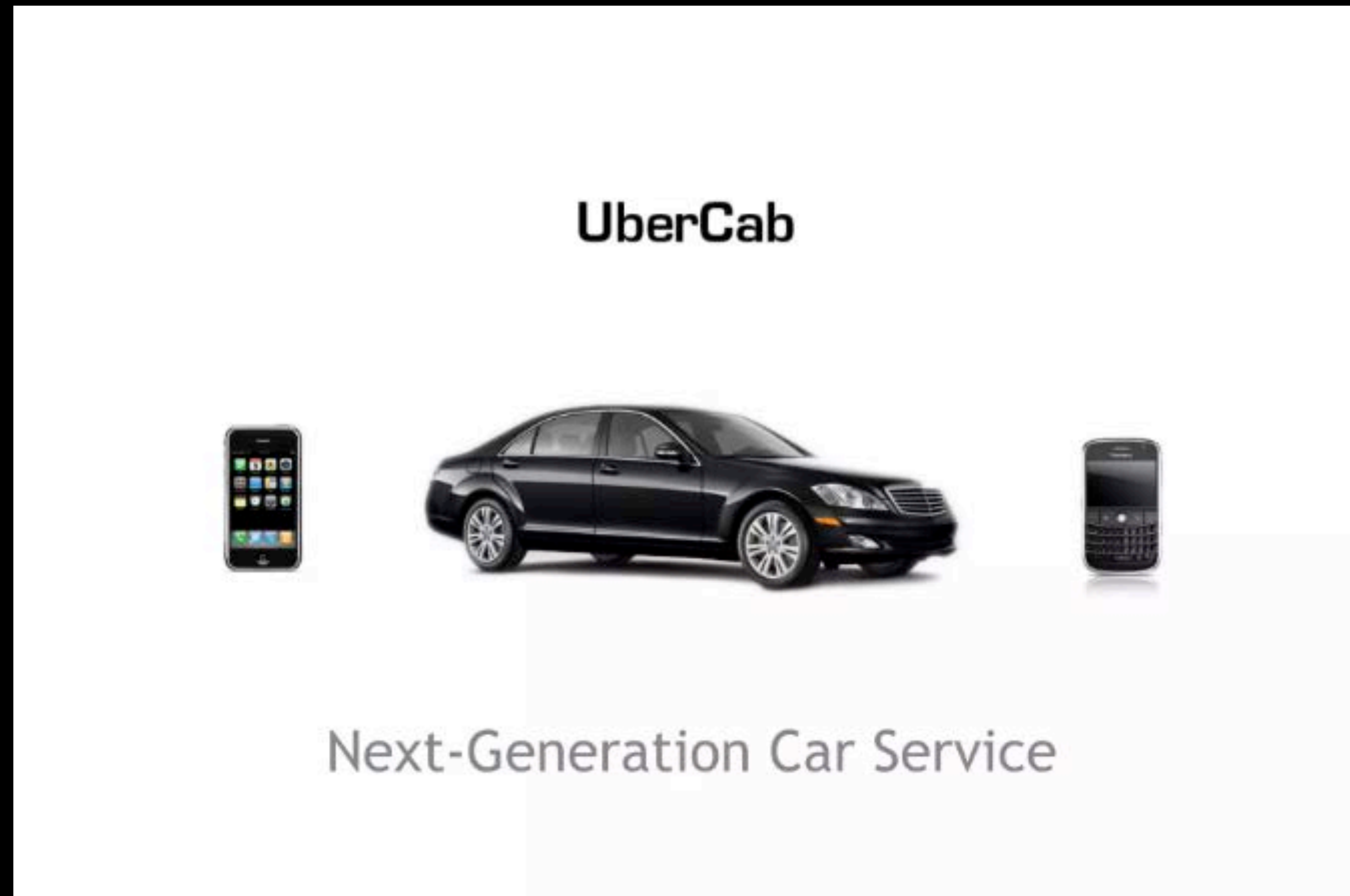
After the first slide, they need to understand what it is.

→ Tip #7

Describe it simply.



Did the Uber pitch deck call it “Disruptive mobile-optimized GPS-enabled cloud platform that changes the entire personal mobility paradigm”?



Did the Airbnb pitch deck call it “Peer-to-Peer accommodations marketplace platform using a proprietary engine and a revolutionary new trust mechanism”?

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

Americans spend over three hundred billion dollars per year on fast food, and most of it is incredibly unhealthy.

But what if we could get healthy meals fast, meals designed by a nutritionist? And what if they were tacos because everybody loves tacos!

I'd like to tell you about Fitaco, a new startup that, as the name implies, delivers tacos that keep you fit.

We're building a nationwide venture that delivers healthy, fresh tacos to you on-demand, directly to your home or office.

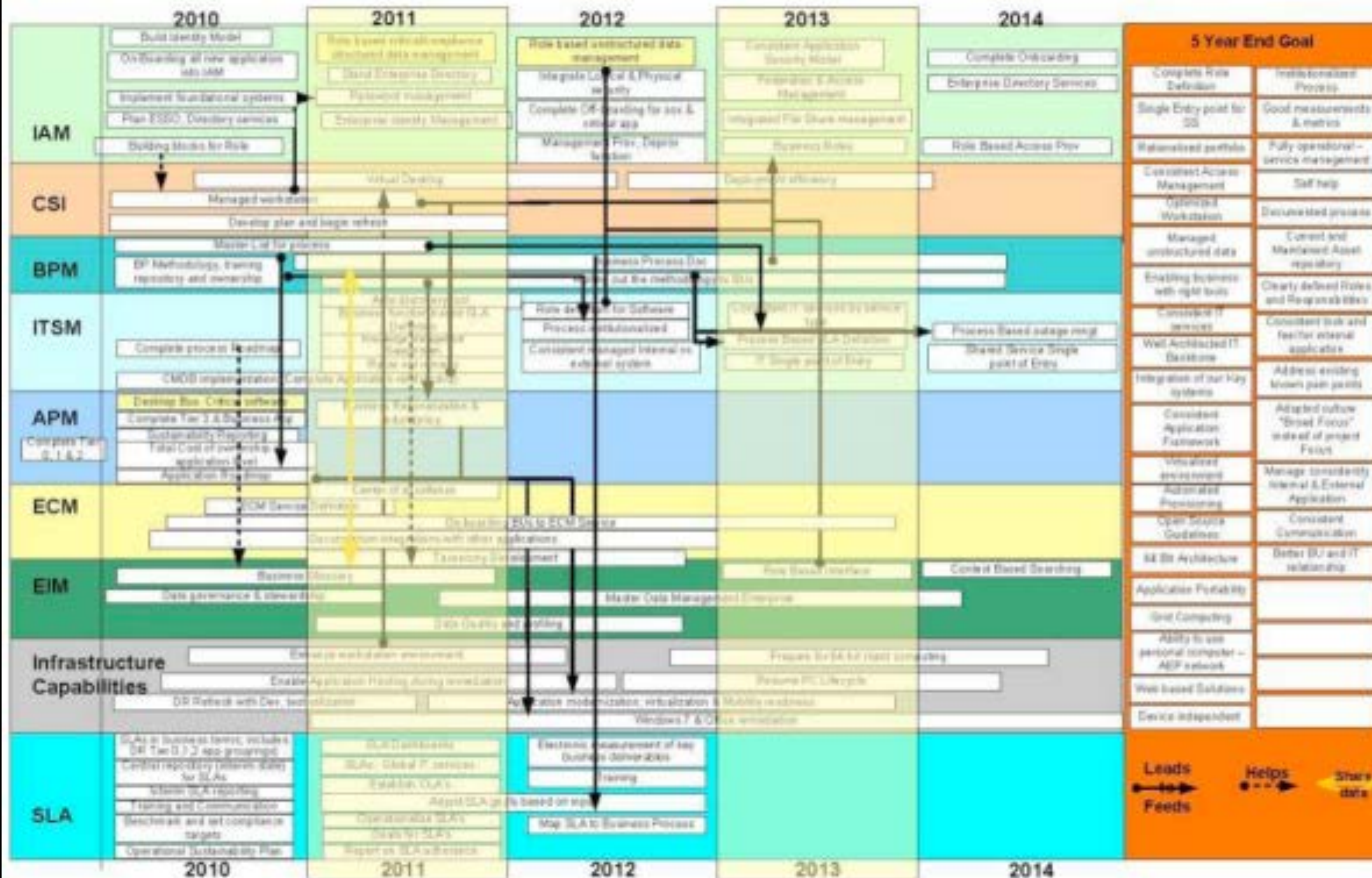
I'd love a chance to tell you more about what we're doing and the very compelling economics we have baked into the plan.

→ **Tip #8**

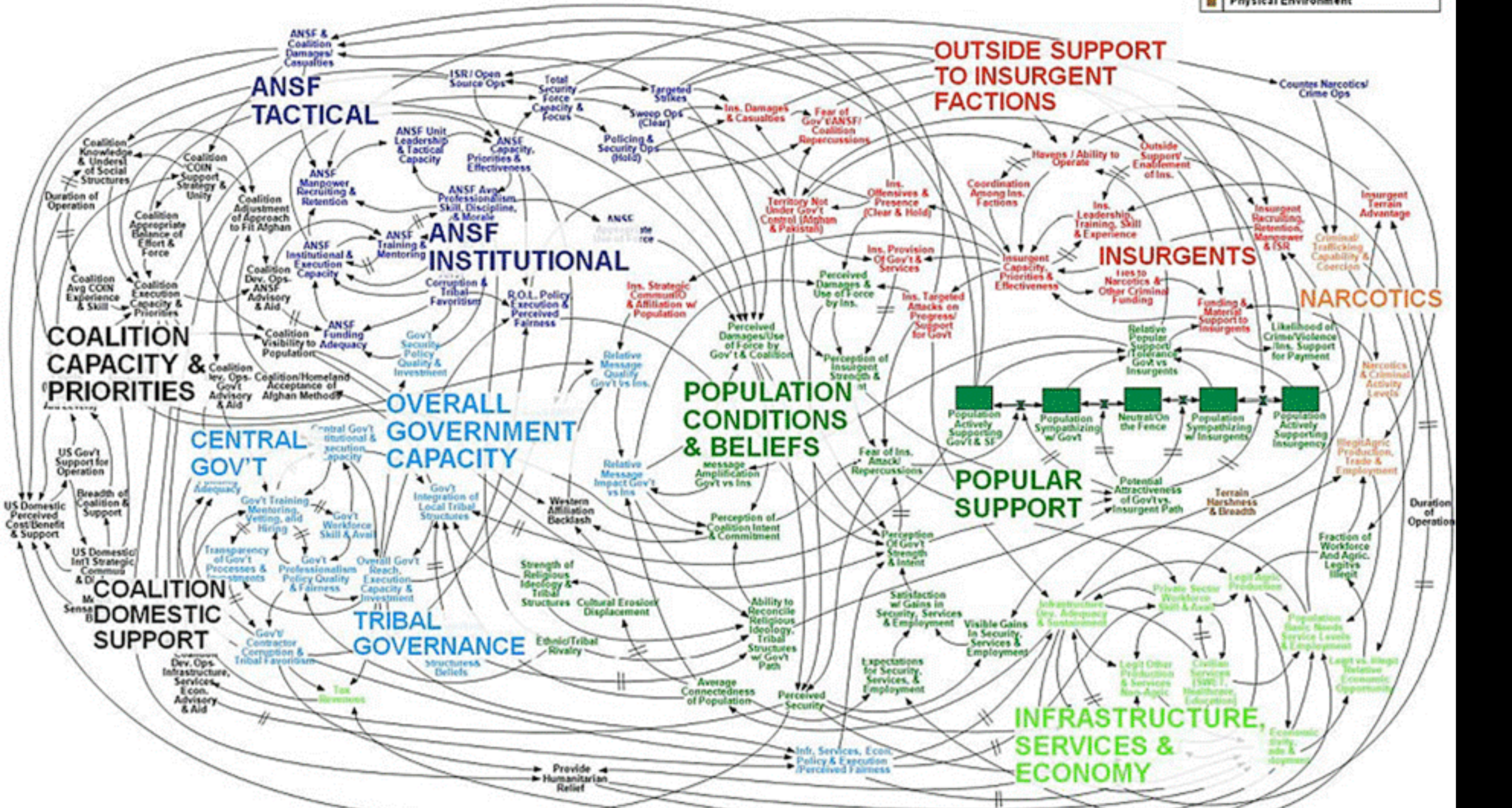
Keep the slides simple.

**You want your audience focused on the great story you are telling,
not distracted by your complicated slides.**

IT Modernization Roadmap

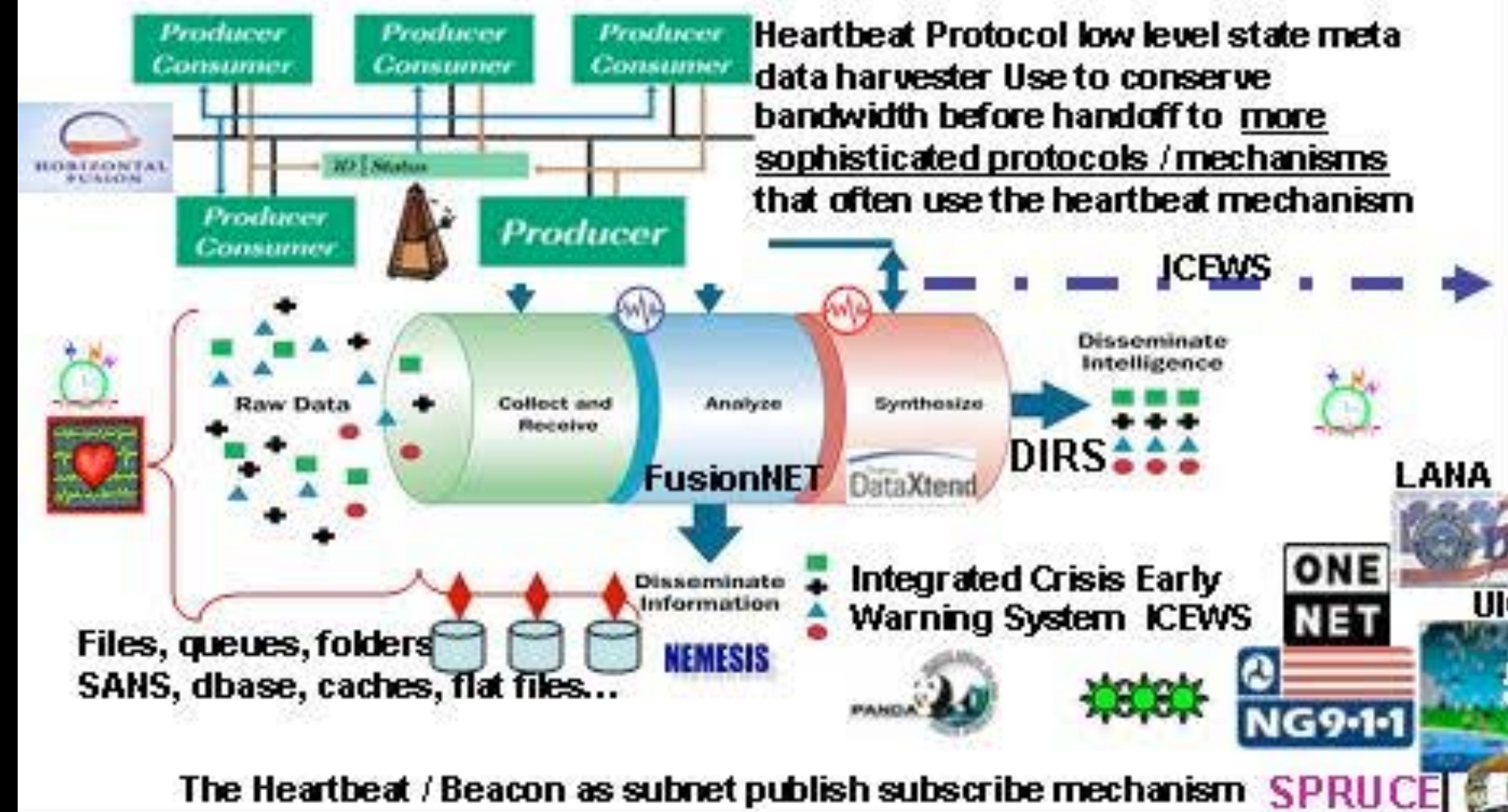


Government
Afghanistan Security Forces
Insurgents
Crime and Narcotics
Coalition Forces & Actions
Physical Environment



1 Consistent, Synchronous Timing of State Meta Data Collection

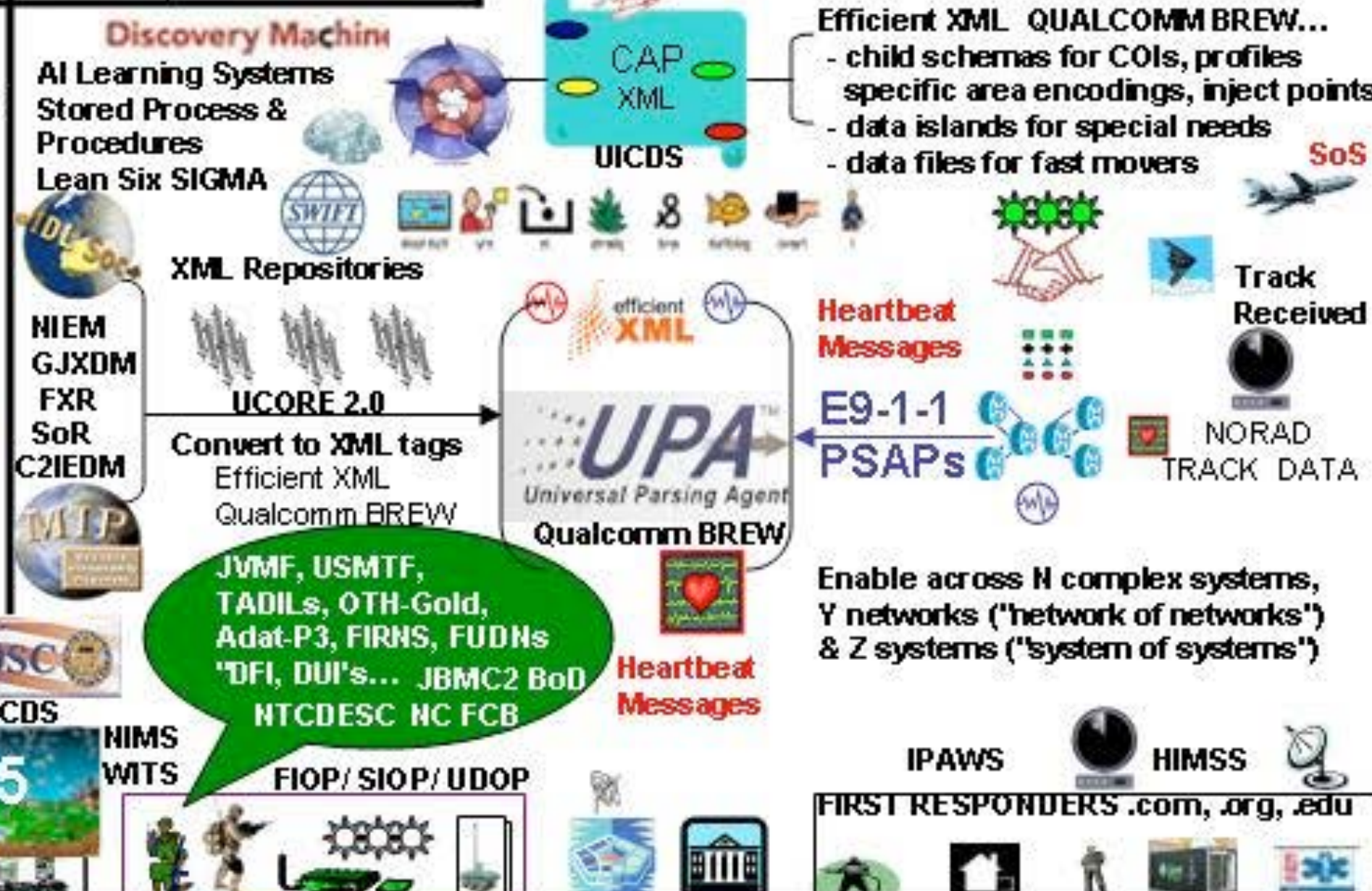
Use the heartbeat / beacon function (send to / get from devices, platforms...) as a subnet publish-subscribe e.g., OSD Horizontal Fusion. Use the intrinsic millisecond - 99 minute timing function of the heartbeat to enable consistent, synchronized collection of raw state meta data (geo location, moving, halt, IP address, unit / organization ID) BEFORE transfer to queues, SANS, dbase... prior to data fusion improving filtering / data intel fusion



The Heartbeat / Beacon as subnet publish subscribe mechanism

Synchronized Event / Alerts
Millisecond Exchanges
COMMON SYMBOLS

Rules Engine
Common Symbology Unified Alerts / Event Trigger



2 "Maneuver the network" "Spontaneous Organization"

Use state meta data collected during step 1 to enable systems & network management of router Management Information Bases MIBs supporting Router/switch MIB dbase files for spontaneous (re) organization split, join, adds via broadcasts, P2P, multicast... of heartbeat harvested state meta data i.e., location, status: moving, halt...)



4 Millisecond Transactions via Beacon Tech



→ Tip #9

Traction is Momentum.

Early-stage startups may not have much yet in the way of customers, revenue growth, etc.

But investors want to invest in an entrepreneur who knows how to create momentum.

Ultimately, what an investor really cares about is proof of market demand. The only proof that really counts is customer/revenue growth.

→ Tip #10

But not fake traction.

Real traction is customers, revenue, improving unit economics, improving the product, getting distribution.

Fake traction is advisors, winning pitch competitions, the fact that you got into an accelerator program two years ago, building social media presence.

If you have to have to explain why your traction is important, it's not actually traction.

Let's do a 3-minute pitch deck.

Things that might go into a 3-minute pitch deck:

- Why are you exactly the right entrepreneur for this venture?
- What problem are you solving and why does it matter?
- What's your traction so far? Proof of market demand?
- What does the current competitive landscape look like?
- How big is the opportunity?
- How will you efficiently acquire customers?
- What is your ask?

This is not a definitive list. Every venture is different, every founder is different. Tell the story that's right for you.



Fresh, healthy tacos delivered directly to your home or office.

Bret Waters



Bret Waters

Founder of Fitaco.

Serial founder with 3 exits.

MBA from Kellogg/Northwestern.

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Fast food kills - and we buy a lot of it.

Americans spend \$300 billion/year on unhealthy fast food.

“A fast food diet increase your chances of developing depression, cancer, type 2 diabetes, heart disease and other chronic conditions.” -Cleveland Clinic.

“Over the past 50 years, the health of Americans has gotten worse, Today, eating processed foods and fast foods may kill more people prematurely than cigarette smoking”.

- National Institutes for Health

“The health benefits of a natural, plant-based diet have been established by numerous research studies”

- Stanford School of Medicine

There are so many ways to make tacos healthy:

- **Veggie fillings.**
- **Gluten-free tortillas.**
- **Grilled tofu.**
- **Low-fat cheese.**
- **Fresh salsa.**
- **Heart-healthy fillings.**



“Tacos are the most popular and versatile food in the world.”

- Anthony Bourdain.



Introducing **Fitaco**, tacos that keep you fit.

*For busy people who want to eat healthy, **Fitaco** delivers delicious healthy tacos directly to your home or office.*

2:22



FITACO

Healthy. Delicious. Delivered.



Vegan Delight



Power Taco

Today's Special Tacos



Heart Healthy

dhwani



1



Veggie Delight

miriamy



1

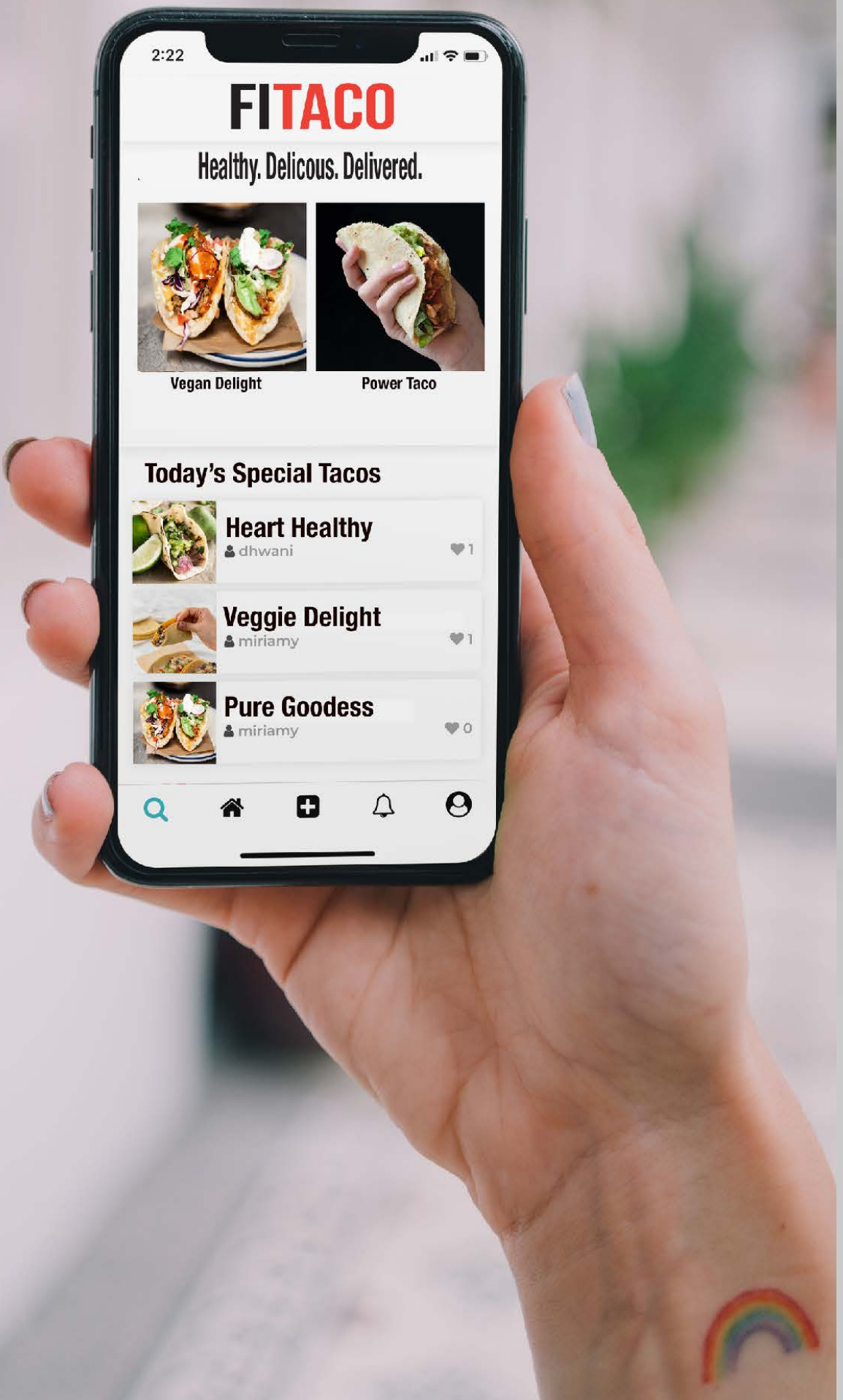


Pure Goodness

miriamy

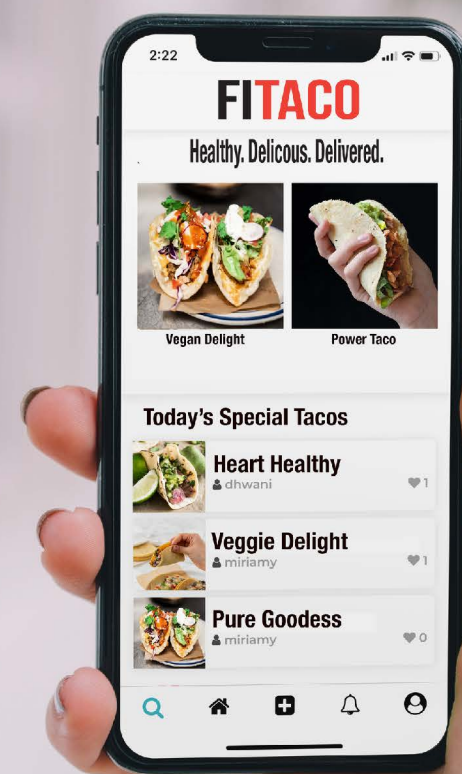


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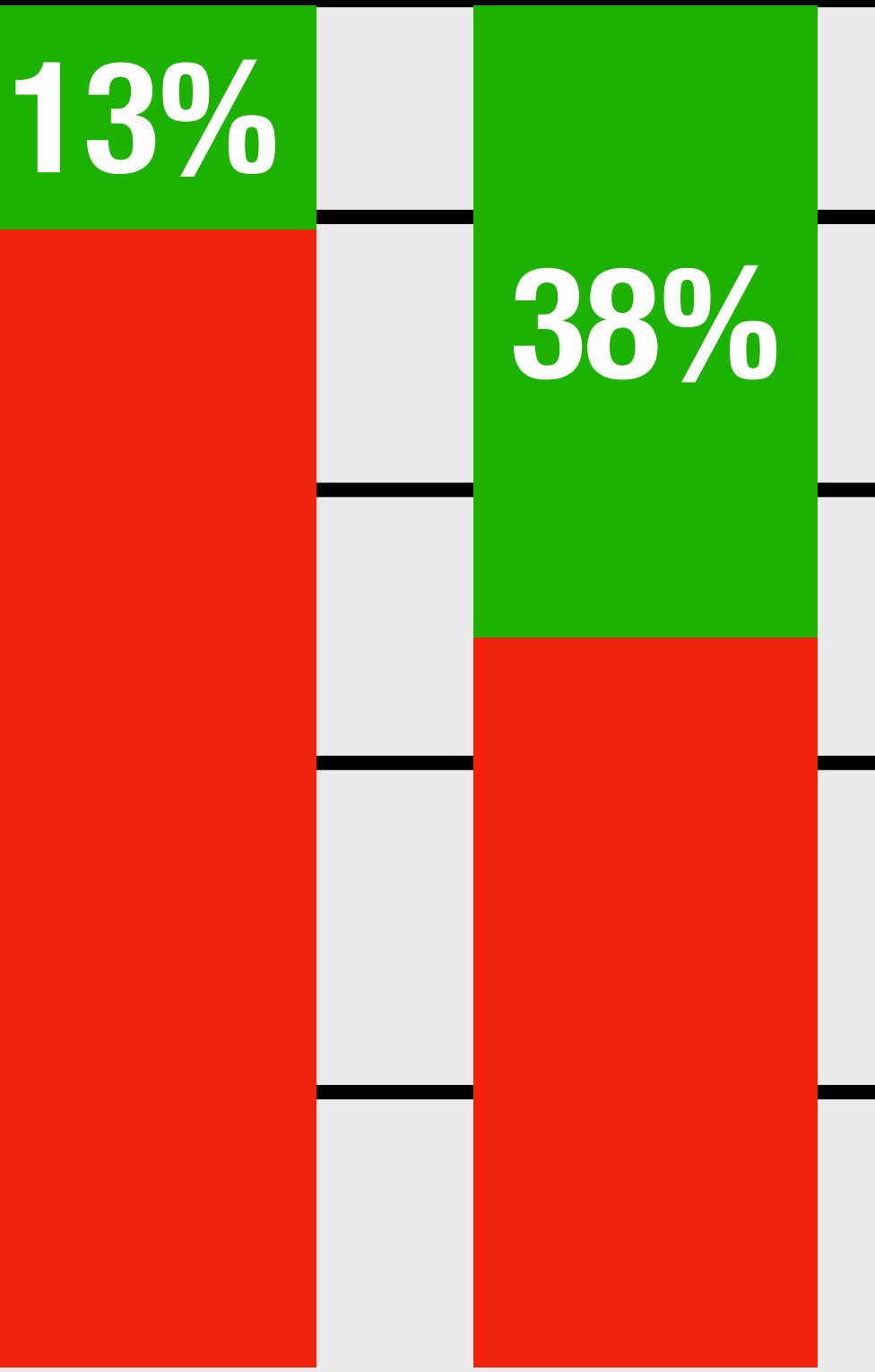


Inside each van is our proprietary Fitaco machine.

Your food arrives freshly-made and delicious.



Unit Economics



Sells for \$5.00

~~Revenue \$1.00~~

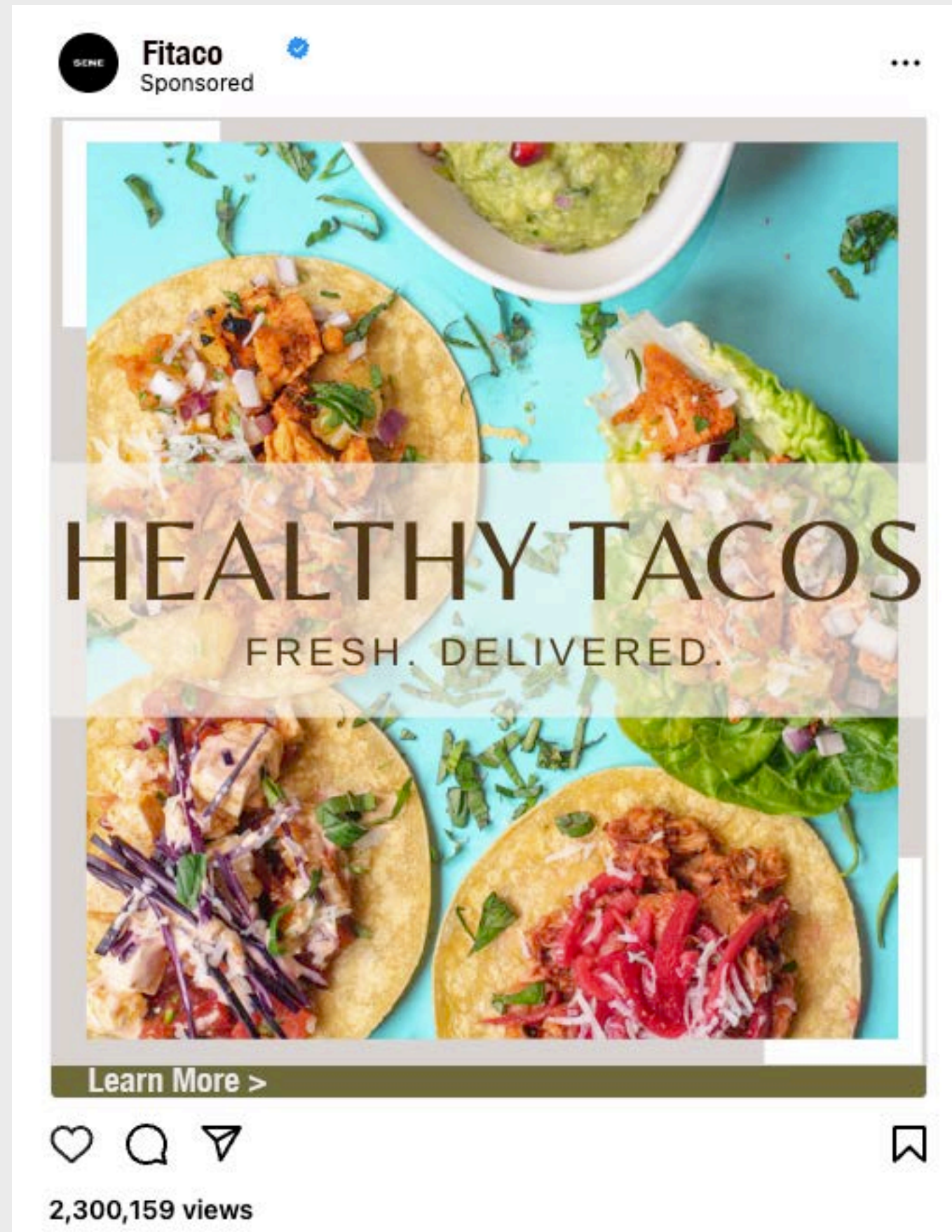
~~Building \$0.00~~

Labor \$1.50

Ingredients \$1.20

Compelling Economics.

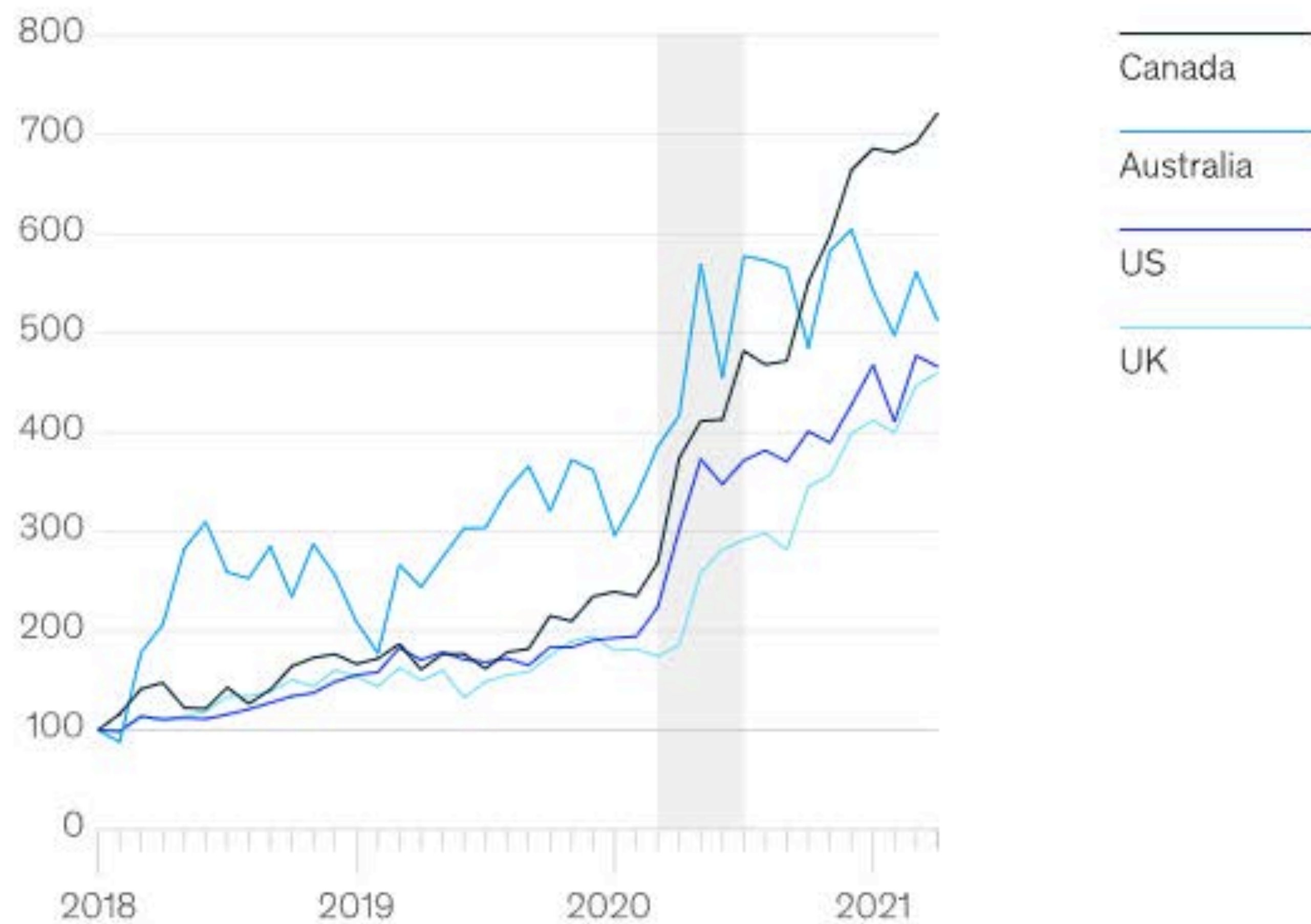
Our CAC to LTV ratio is almost as healthy as our food.



- **Our initial testing appear to indicate that we can get CAC to approx \$9.20**
- **Our unit economics will yield a LTV of 5x that (\$46).**

Since pandemic-related lockdowns started in March 2020, the growing food-delivery business has spiked to new heights in the most mature markets.

Normalized
delivery-platform
sales growth, index
(Jan 2018 = 100)

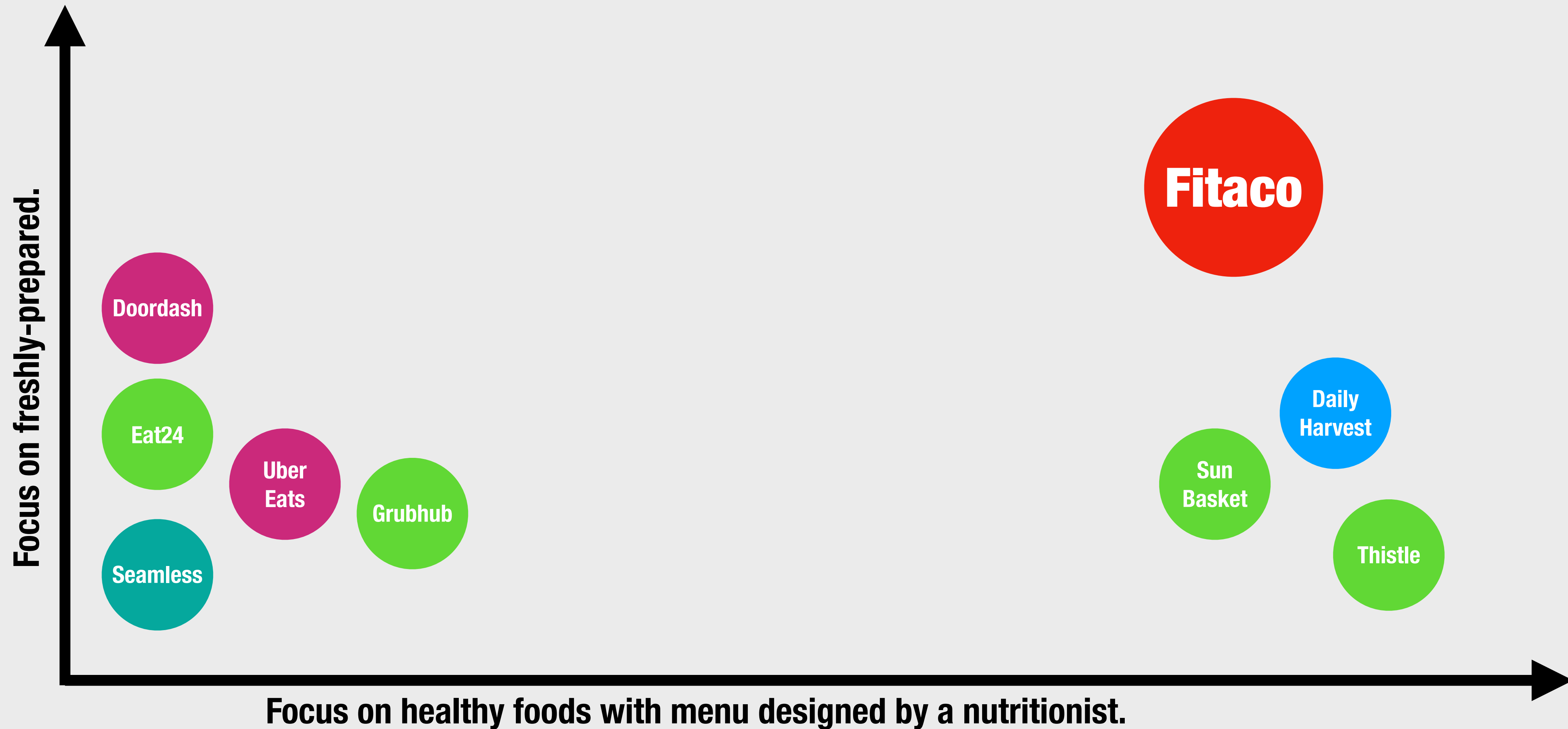


Source: Edison Trends

McKinsey
& Company

Competitive Landscape

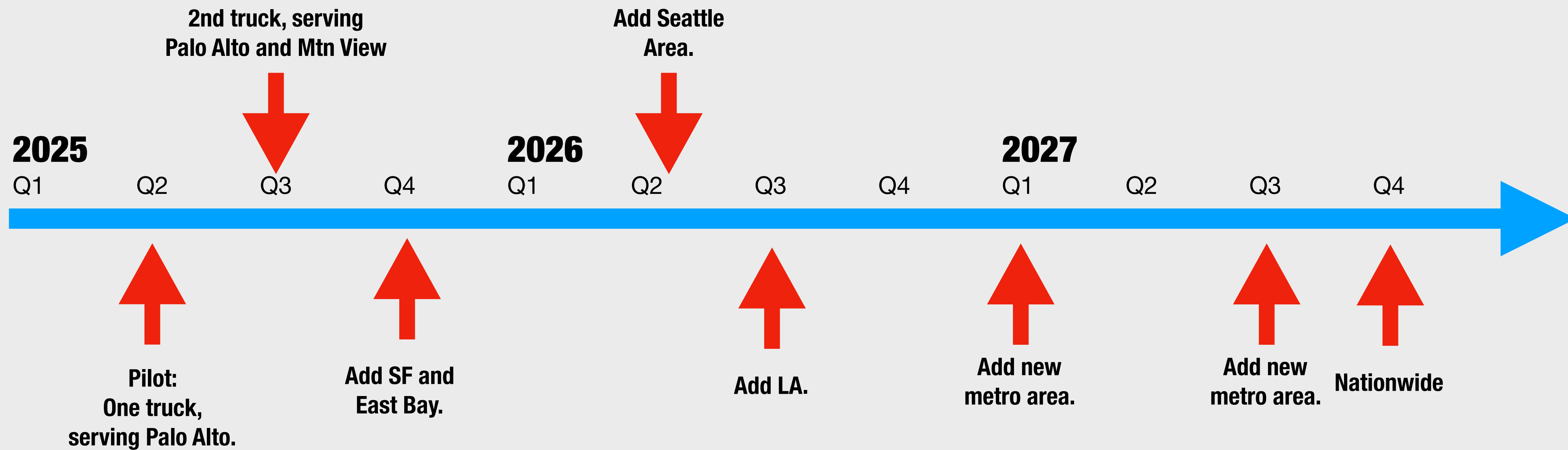
Fitaco is uniquely positioned as freshly-prepared and healthy.





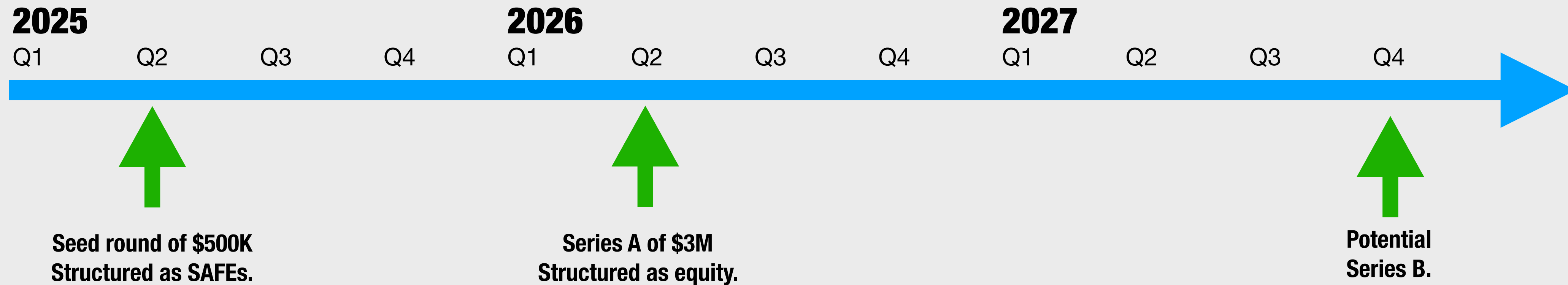
Smart Scaling

The Fitaco go-to-market plan.



Capital Efficiency

Fitaco has a smart capital strategy.





For busy people who want to eat healthy, **Fitaco** delivers delicious healthy tacos directly to your home or office.

We are looking to raise a \$500K seed round, structured as SAFEs.

bret@fitaco.com

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Sam Lessin

lessin



Aspiring Pirate ... GP Slow Ventures, Intern
Found in SF, Jackson, Bo... and many other ft

6,167 followers · wlessin.com

WHAT THE WORLD NEEDS NOW...



...IS HEALTHY TACOS!

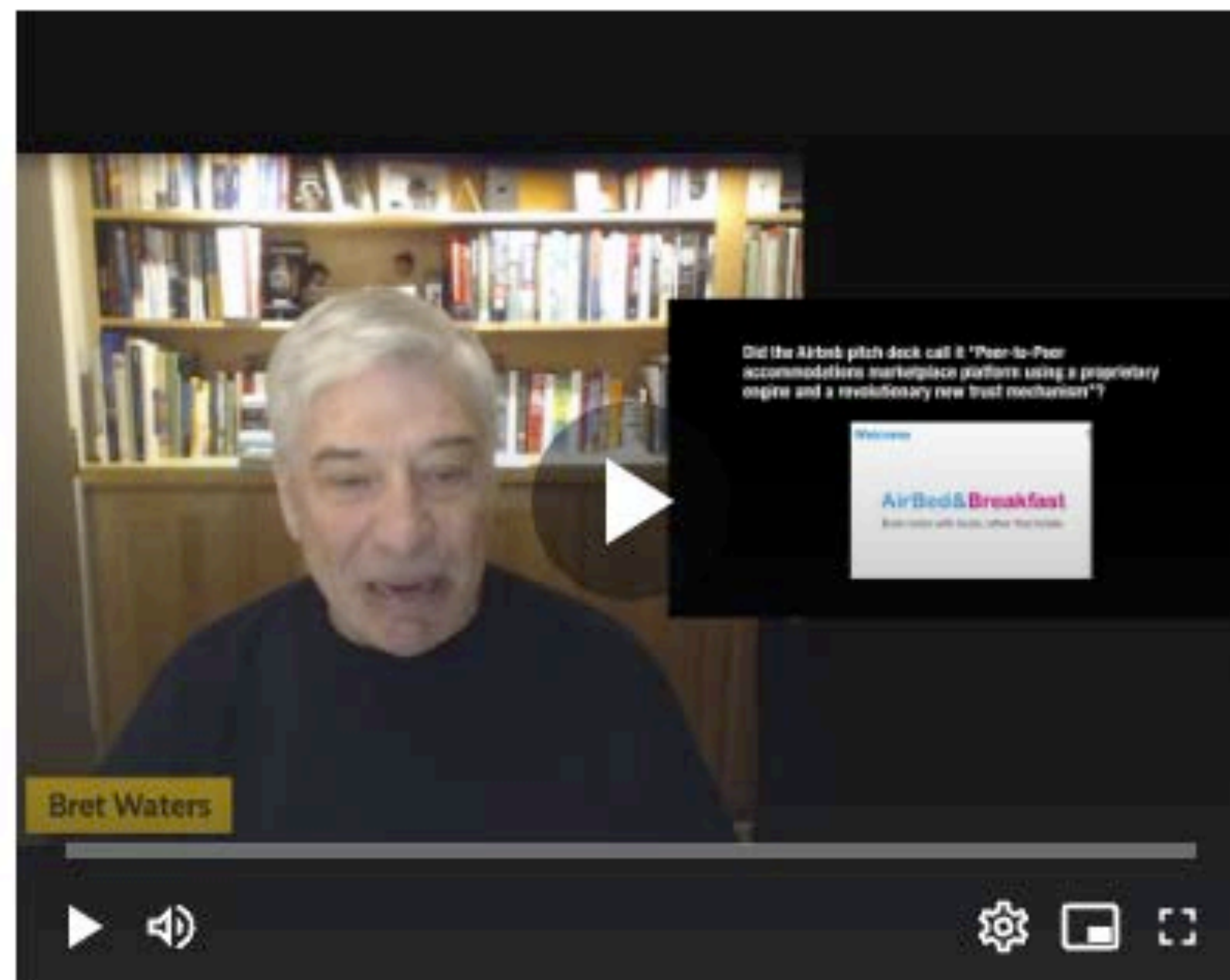
The Rise of M
around us. St
the quality of
etc. has alway
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*Elevator pitc
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funny GIF or y

e everything
question of
yees, capital,
pility, and
ever before.
people
while they
e to say it in a

You'll find these slides and more resources at bretwaters.com

Pitching Resources

Video of my Feb 17 talk:



My Articles:

[Pitching is Storytelling.](#)

[Describe your startup simply.](#)

[Pitch Benefits, not Features.](#)

Resources from others:

[Great YC Video](#)

[Example Pitch Decks](#)

[Sequoia's Guide](#)