



A pitch deck audit can be a valuable tool for an early-stage startup because it helps the company to identify areas where they can improve their pitch and increase its chances of success in securing funding. If you're a startup founder, this audit can help you to better articulate your value proposition and make a more compelling case to your investors. This pitch deck audit should be accompanied with the Pitch Deck Design Checklist.

This Pitch Deck Audit Reviews the Following Components:



Problem and Solution: An analysis of the problem the company is solving and how its solution addresses that problem. (3 slides)



Market Opportunity: An analysis of the market and industry, including size and growth potential. (1 slides)



How it Works: Explain how the offering works clearly and concisely along with supplementary rich visuals/media to give a sensory understanding of how the offering functions for your target audience. (varies depending on solution)



Business Model: An analysis of the company's business model and revenue streams. (1 slide)



Traction: An analysis of the company's progress, including any existing customers, partnerships, or revenue. (1 slide)



Competition/Differentiator: Clear presentation of the competitive landscape, including direct and indirect competitors as well as factors that differentiate the company and the unique value proposition. (1 slide)



Financial Projections: An analysis of the company's financial projections, including revenue, expenses, and cash flow. (1 slide if any)



Team: An analysis of the company's team, including their qualifications and experience. (1 slide)



Investment Ask: An analysis of the company's investment ask and how it aligns with the company's goals and projections. (1 slide)



Final Number of Slides? _____



Design and presentation: An analysis of the design and presentation of the pitch deck, including its overall aesthetics, organization, and effectiveness in communicating the company's message. This pitch deck audit comes with an accompanying Pitch Deck Design Checklist. You can go through it to ensure everything is in order for the design aspect of the deck.

Recommended actions that could be included in a pitch deck audit may include:



Clarifying the problem and solution: Ensuring that the problem being addressed and the solution being proposed are clearly defined and easy to understand.



Highlighting Unique Value Proposition: Making sure that the company's unique value proposition is prominently featured and effectively communicated throughout the deck.



Market and Industry Research: Conducting additional market and industry research to provide more detailed and up-to-date information on the size, growth potential, and competition in the market.



Business Model and Revenue Streams: Clearly defining and outlining the company's business model and revenue streams, including any partnerships or collaborations.



Traction and Progress: Highlighting any existing customers, partnerships, or revenue to demonstrate the company's progress and potential for success.



Team Qualifications: Highlighting the qualifications and experience of the company's team members and emphasizing their relevant expertise.



Financial Projections: Providing more detailed and realistic financial projections, including revenue, expenses, and cash flow.



Investment Ask: Aligning the company's investment ask with its goals and projections, and clearly articulating how the investment will be used to achieve those goals.



Design and Presentation: Improving the design and presentation of the deck, including its overall aesthetics, organization, and effectiveness in communicating the company's message.



Practice and Rehearsal: Rehearsing the pitch and get feedback from experts or experienced entrepreneurs to improve the pitch flow and delivery.

Ultimately, the goal of the audit is to help the company to create a more effective and compelling pitch deck that can increase the chances of securing funding from investors.