INVESTORDATAROOMS.COM

Investor Pitch Deck Template

A slide-by-slide outline, the proof investors will ask for, and the data room folder index that backs it up.

STARTER KIT

12-slide deck outline | Folder index | Readiness checklist

Fillable PDF: type directly into the fields. Edition 2026

START HERE

How to use this kit

This kit gives you a text-first pitch deck template. Each slide comes with the proof investors tend to ask for and the data room folder where that proof belongs. Fill it in before you send your deck, so your documents are ready when the first reply arrives.

1

Draft each slide

Use the cards on pages 3 to 5. Write one idea per slide in the Your draft field.

2

Name the proof

For every claim, tick Proof ready only when the document exists and the numbers match.

3

Build the room

Use the folder index on page 7 to set up your data room and share in stages.

Four terms to know

Traction
Evidence that customers want your product, such as revenue or active users.

Cap table
Capitalization table: a list of who owns what share of your company.

Use of funds
How you will spend the money you raise, and what it will achieve.

Unit economics
What you earn and spend on each customer.

HOW MANY SLIDES?

A common guide is Guy Kawasaki's 10/20/30 rule: ten slides, twenty minutes to present, and no font smaller than 30 points. Treat it as a rule of thumb. This template has twelve slides because the ask and the appendix are separate.

TEMPLATE | SLIDES 1 TO 4

Slide-by-slide outline

1 Vision

FOLDER: Corporate

WHAT TO WRITE

One sentence: what you do, for whom, and why it matters.

PROOF INVESTORS WILL ASK FOR

Company overview, incorporation details

YOUR DRAFT

☐ Proof ready

2 Problem

FOLDER: Customers

WHAT TO WRITE

Who has the problem, how often, and what it costs them. Use one real example.

PROOF INVESTORS WILL ASK FOR

Customer interview notes, survey results

YOUR DRAFT

☐ Proof ready

3 Solution

FOLDER: Product

WHAT TO WRITE

What you built, in plain words, and how it fixes the problem.

PROOF INVESTORS WILL ASK FOR

Product demo, product documentation

YOUR DRAFT

☐ Proof ready

4 Market

FOLDER: Customers

WHAT TO WRITE

Who buys, how many of them, and how you sized the market.

PROOF INVESTORS WILL ASK FOR

Sources and math behind the market size

YOUR DRAFT

☐ Proof ready

Slide-by-slide outline

5 Business model

FOLDER: Finance

WHAT TO WRITE

How you make money: price, revenue streams, margins.

PROOF INVESTORS WILL ASK FOR

Pricing sheet, unit economics model

YOUR DRAFT

☐ Proof ready

6 Traction

FOLDER: Finance, Customers

WHAT TO WRITE

Revenue, users, growth and key customers, with dates.

PROOF INVESTORS WILL ASK FOR

Revenue reports, KPI dashboard, signed contracts

YOUR DRAFT

☐ Proof ready

7 Go-to-market

FOLDER: Customers

WHAT TO WRITE

How you find and win customers, and what each one costs to win.

PROOF INVESTORS WILL ASK FOR

Sales pipeline, acquisition cost data

YOUR DRAFT

☐ Proof ready

8 Competition

FOLDER: Appendix

WHAT TO WRITE

Who else solves this problem and why you win.

PROOF INVESTORS WILL ASK FOR

Competitor comparison notes

YOUR DRAFT

☐ Proof ready

Slide-by-slide outline

9 Team

FOLDER: Team, Legal

WHAT TO WRITE

Who is on the team, why them, and who owns what.

PROOF INVESTORS WILL ASK FOR

Bios, org chart, founder vesting terms, employment agreements

YOUR DRAFT

☐ Proof ready

10 Financials

FOLDER: Finance

WHAT TO WRITE

Past results and a forecast with the main assumptions.

PROOF INVESTORS WILL ASK FOR

Financial model, profit and loss statement, bank statements

YOUR DRAFT

☐ Proof ready

11 The ask

FOLDER: Corporate

WHAT TO WRITE

How much you are raising, how you will use it, and what it will achieve.

PROOF INVESTORS WILL ASK FOR

Cap table, use-of-funds budget, draft terms

YOUR DRAFT

☐ Proof ready

12 Appendix

FOLDER: Appendix

WHAT TO WRITE

Extra detail you do not want on the main slides.

PROOF INVESTORS WILL ASK FOR

Supporting charts, technical notes

YOUR DRAFT

☐ Proof ready

SHARE IN STAGES

From deck to data room: the four stages

The deck is the first step. What you share should grow as investor interest grows, so you never hand everything to someone who has only glanced at slide one.

1 Outreach

WHAT YOU SHARE
Deck only

ACCESS METHOD
Tracked link, one per investor

2 First meeting

WHAT YOU SHARE
Deck plus a one-page summary

ACCESS METHOD
Same tracked link

3 Real interest

WHAT YOU SHARE
A starter room: key metrics, cap table summary, team

ACCESS METHOD
Data room with limited access

4 Term sheet

WHAT YOU SHARE
Full diligence room: legal, contracts, IP, employment, security

ACCESS METHOD
Full data room with granular permissions

WHY STAGED ACCESS WORKS BETTER THAN AN NDA

Professional investors nearly always refuse to sign NDAs at the pitch stage (Cooley GO). Keep truly sensitive items, such as source code or unfiled patents, for later. If you must share one, ask for a narrow NDA on that item only. Share the deck first, a starter room after real interest, and the full room after a term sheet.

General information, not legal advice. Check your situation with a lawyer.

SET UP YOUR ROOM

Data room folder index

Use these seven folders as the base of your data room. The right-hand tag shows when each folder usually opens to investors.

1 Corporate

Incorporation documents, cap table, board minutes, past financing documents.

Starter: cap table summary

2 Finance

Financial statements, forecast model, budget, bank statements, revenue reports.

Starter: key metrics

3 Customers

Customer list, key contracts, interview notes, sales pipeline, market sizing sources.

Full room

4 Product

Demo, roadmap, product documentation.

Full room

5 Team

Bios, org chart, hiring plan, equity and option plans.

Starter room

6 Legal

Employment agreements, IP assignments, major contracts, policies.

Full room

7 Appendix

Supporting charts, competitor notes and anything referenced in the deck.

As needed

Tip: name files with a clear title and a date, for example Financial model 2026-10, so investors can find the current version fast.

BEFORE YOU SEND THE DECK

Readiness checklist

Deck-to-data-room checklist

- [ ] Reconcile the deck's numbers with the source documents.
- [ ] Fill each proof cell from the template pages.
- [ ] Place each document in the matching folder.
- [ ] Set access by stage: deck link, starter room, full room.
- [ ] Test the room from an investor's point of view.
- [ ] Update the room on a fixed schedule.

Do your numbers match?

- [ ] Revenue in the deck matches revenue in the financial statements.
- [ ] Customer counts in the deck match your customer list.
- [ ] The cap table matches the ownership you describe and the round you propose.
- [ ] The use of funds in the deck matches your budget.

DECK VERSION AND DATE

NEXT REVIEW DATE

NEXT STEPS

Ready to open your data room?

Your deck earns the meeting. Your data room earns the trust that follows. Use these guides to build it.

Compare data rooms for fundraising
See how providers differ on permissions, tracking and price.
investordatarooms.com/virtual-data-rooms-for-fundraising/

Data room for investors checklist
The full document list investors expect.
investordatarooms.com/data-room-for-investors-checklist/

How to set up a virtual data room
Step-by-step setup guidance.
investordatarooms.com/how-to-set-up-virtual-data-room/

Capital raising guide
Timing, investor types and the wider fundraising process.
investordatarooms.com/capital-raising-guide/

BEST OPTION

Build your fundraising data room with Ideals

Our top pick for founders who want investors to review documents in a secure, organized room.

- Granular permissions and activity tracking
- Dynamic watermarking and a built-in Q&A
- ISO 27001 and SOC 1/2/3 certified
- Support available 24/7

Visit Ideals

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