



Gladiator<sup>CMO</sup>

*BUSINESS*

WHAT

WHERE

WHO

HOW



CHECKLIST

# **Pitch Deck**

TRANSFORM YOUR BUSINESS GOALS  
INTO TARGETED VICTORIES



As you set out to raise capital for your company, your pitch deck is your most important fundraising asset. We have compiled our knowledge from working with startups and investors into a detailed rubric that measures your deck's alignment with best practices while providing actionable insight into what key components may be missing from the conversation.

This checklist is abbreviated to enable you to quickly assess the visual elements, messaging, and value proposition in your pitch deck.

Over the past five years, Gladiator Consulting has helped dozens of businesses grow via our Fractional CMO and Business Planning services. We want to help you reach your goals too! Enjoy!

**Kristine Bryant, CEO**

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# Pitch Deck Checklist

## OVERALL VISUAL

- Consistent layout templates
- Less than 20 slides, not counting appendix
- Mobile-friendly
- Consistent font use
- Effective use of imagery
- Simple wayfinding
- Balance and use of space

## COVER SLIDE

- Company Name
- Contact Info: Mobile and email
- Date
- Name of investor
- Graphics/illustrations
- Subject matter relevant photography

## PROBLEM

- What is the pain point?
- Who is experiencing it?
- Data to illustrate the severity

## MARKET SIZE/OPPORTUNITY

- Size of the market (\$)
- Total Addressable Market (TAM)

## SOLUTION/PRODUCT

- How do you solve the problem?
- Vision and value proposition

## BUSINESS MODEL

- How do you plan to make money?
- How do you acquire customers?

## TRACTION

- Key validation data
- Growth trajectory
- Customer testimonials



# Pitch Deck Checklist

## GO-TO-MARKET STRATEGY

- How to capture market share
- Scalability

## WHO'S INVOLVED

- Founder(s)
- Key Team Members (1-4)
- Board of Advisors

## FINANCIALS

- Current status
- Future state w/ funding

## COMPETITION

- Present market dynamics
- Who are the players?

## THE ASK

- Clear plan for SG&A marketing, R&D, or other initiatives

## THANK YOU

- Contact info

## How Did Your Pitch Deck Stack Up?

How many of the checkpoints did your pitch deck check off? If you need help honing your pitch deck and developing a marketing plan, contact us to schedule a free consultation.

**BOOK NOW**

Schedule a free 30-minute strategy session with us and let's talk about your specific needs.

