

Your startup pitch deck template

2026





Who is this
template for?

Founders raising their first funding round

The structure and story in a pitch deck can either bore a VC or excite them.

- A great pitch deck can't raise funding on its own. But it can help get you in the room with potential investors.
- We analysed a range of publicly available pitch deck templates created by leading VCs, establishing which slides are most and least important to a great deck. This dataset has informed the template you're reading through now.
- We hope this helps you get from a blank page to a usable pitch deck more quickly based on market needs. Good luck!





[Your Company
Name]

**...including a one-sentence tagline
/ mission statement**

The Problem

[Identify the Problem You are Trying to Solve]

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What pain have you identified?

//

//

Get specific. Don't say "Medical diagnoses are too slow". Instead, "Inefficient patient diagnostics cost doctors hundreds of hours per year and put XX,000 lives at risk".

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//

Quantify the challenge!

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Team Slide

Who's solving this problem?

Do's:

- ✓ *List all co-founders and their significant achievements. You can include other senior team members if:
 - *Their CV is highly relevant to the problem you're solving*
 - *They've worked for companies with very high talent density**
- ✓ *If the team is stellar, this can be one of the first slides you show. If the pitch is less team-focused, it matters less where the team appears*

Don't:

- X *Include advisors or consultants (you can add them to the deck's appendix if absolutely necessary)*
- X *Cram the slide with every team member*
- X *Show full CVs with every last detail of previous experiences*



Name SURNAME
Job Title



Name SURNAME
Job Title



Name SURNAME
Job Title



Name SURNAME
Job Title



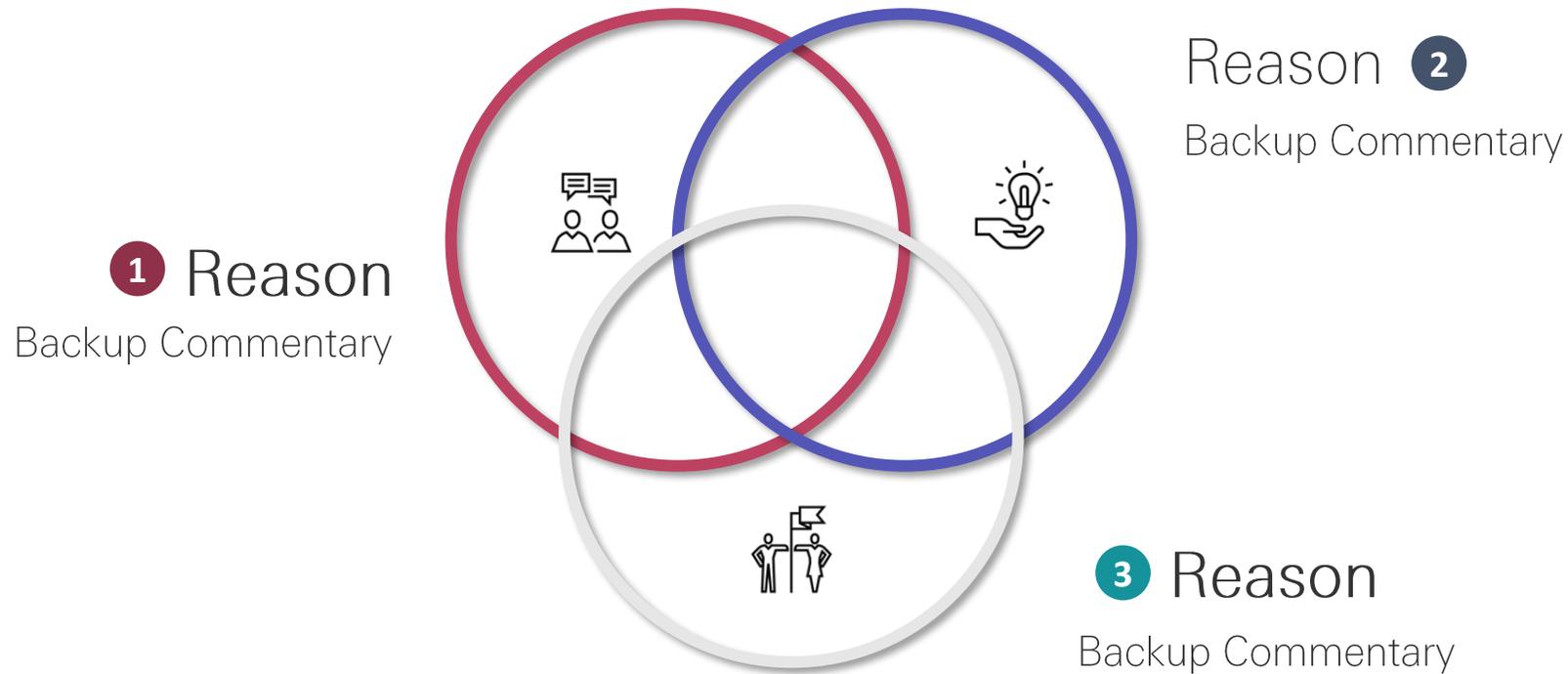
Name SURNAME
Job Title

Why Now / Why You?

Who's solving this problem?

This might be a new technological breakthrough; a geographic or demographic change; or even a cultural or political shift.

Key Things to Answer: Why is your team best placed to capitalize on the potential of this moment?



The Solution

And now: what are you building?

Your solution might be a new product, but it could also be a service, or a new model for a traditional sector.

Try to sum up in a sentence or two how your solution rectifies the problem you described a few slides ago.

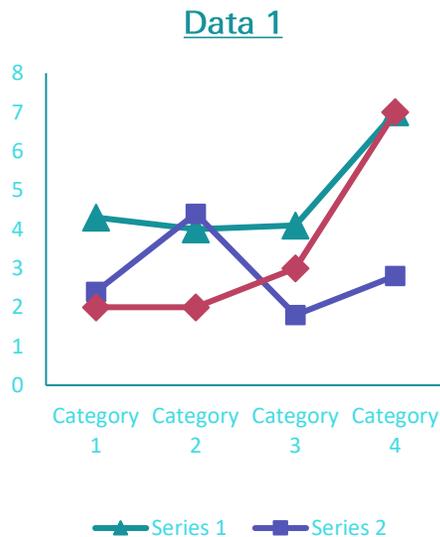
Be bold; be direct; be captivating.

Your Ideal Customer Profile

Who are you building for? What is your ideal customer profile (ICP)? What problems and frictions do they face?

For early-stage companies, it can be useful to give VCs a sense of how your ICP might shift in the future. But the emphasis should be on your current ICP.

Use this resource: [Defining your early-stage business' ICP](#)



Data 2

| Assets | Series 1 | Series 2 | Series 3 |
|------------|----------|----------|----------|
| Category 1 | XYZ | XYZ | XYZ |
| Category 2 | XYZ | XYZ | XYZ |
| Category 3 | XYZ | XYZ | XYZ |
| Category 4 | XYZ | XYZ | XYZ |



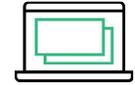
Trait 1

- Commentary
- Commentary
- Commentary



Trait 2

- Commentary
- Commentary
- Commentary



Trait 3

- Commentary
- Commentary
- Commentary



Trait 4

- Commentary
- Commentary
- Commentary



Trait 5

- Commentary
- Commentary
- Commentary



Trait 6

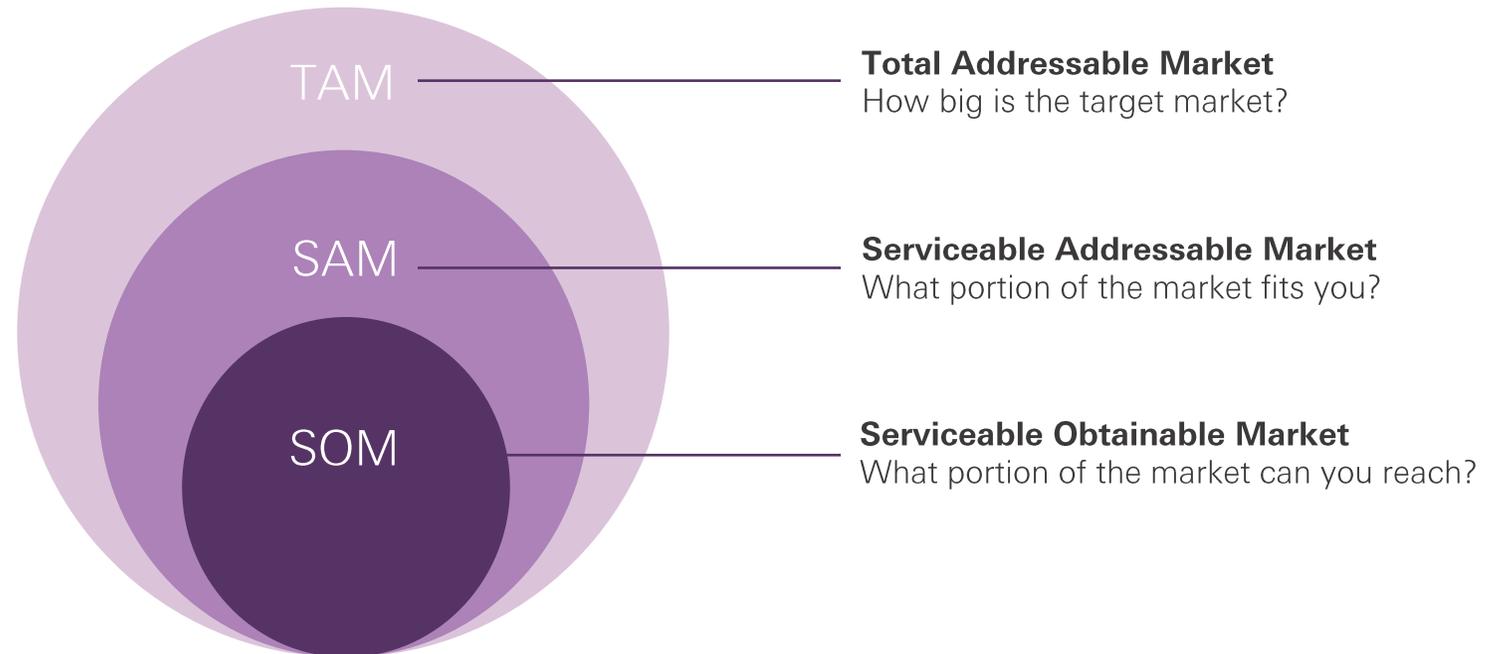
- Commentary
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Market Size / TAM

How big is the opportunity?

Size your market and quantify how big the opportunity is for investors. Try and show some of your working assumptions on how you've sized your total addressable market (TAM).

Often, this slide includes your TAM, your service addressable market (SAM), and your service obtainable market (SOM). But there are alternative ways to communicate your ambition – read more [here](#).



Competition

Who are you going up against?

Who was first to market? Are you taking on legacy incumbents, or are there a wave of new challengers like you?

You shouldn't paint a picture of your company as having perfectly solved every issue. Some detail on your competitors' relative strengths and weaknesses is helpful for investors, and it is a chance to reiterate your unique differentiator(s).

Arguing that you have no competitors is usually a non-starter for VCs: they want to invest in sectors with pre-existing demand.

| | Your Company | Competition 1 | Competition 2 | Competition 3 |
|------------------|---------------------|----------------------|----------------------|----------------------|
| Feature 1 | ✓ | ✓ | x | x |
| Feature 2 | ✓ | x | ✓ | ✓ |
| Feature 3 | x | ✓ | x | x |
| Feature 4 | ✓ | x | ✓ | x |
| Feature 5 | x | ✓ | ✓ | ✓ |

Product

What have you built so far?

What does the product look like today? How does it feel to use? Give an idea of the user interface: is it a mobile app? Browser-based?

Some detail on what's next (listing upcoming launches and updates in bullets) is usually helpful.



01

Feature 1

Additional Commentary



02

Feature 2

Additional Commentary



03

Feature 3

Additional Commentary



04

Feature 4

Additional Commentary

Market Validation

How much do your customers love you?

Here, showcase testimonials that underscore how transformative your product or service is for your customers and/or users. Feedback might come from customer emails, Trustpilot, Google or G2 reviews, or even from social media such as X and Reddit.

An alternative if you are pre-revenue with a small user base: cite evidence of real demand and hunger in the market for what you're building.

Note: fewer than a quarter of VCs recommend including this slide.

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Insert Client or Market Testimonials

//

Name

Role, Startup



GTM Strategy / Traction

Is your commercial engine working?

As opposed to market validation, which is more qualitative, this slide focuses on numbers. What is your MRR? Your sales growth rate? Is it increasing month on month, and by how much? How long does it take you to close an average customer?

In marketing, which channels are working for you? How much are you spending, and are you seeing a return on your investment?

Links to Help Build this Slide

[What Data do Investors really want to see from Seed - Series A?](#)

[Consumer Startup Metrics](#)

[How to build your GTM function:](#)



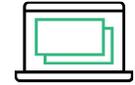
Metric 1

- Commentary
- Commentary
- Commentary



Metric 2

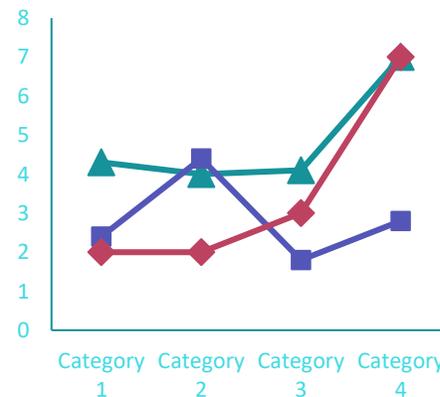
- Commentary
- Commentary
- Commentary



Metric 3

- Commentary
- Commentary
- Commentary

Data 1



Data 2

| Assets | Series 1 | Series 2 | Series 3 |
|------------|----------|----------|----------|
| Category 1 | XYZ | XYZ | XYZ |
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| Category 3 | XYZ | XYZ | XYZ |
| Category 4 | XYZ | XYZ | XYZ |

Business Model

How do you make money?

How much does it cost you to acquire a customer, and how much revenue does the average customer bring in?

Include items such as Gross and Net Margins. Many software companies include data points such as: CAC, LTV and/or ARPU

How does your model scale? Do you expect network effects to make you more efficient? Which costs will increase and decrease over time?

Product 1

£ Fee

- Benefits
- Billing
- Market Dynamics
- Economies of Scale
- *Other*

Product 2

£ Fee

- Benefits
- Billing
- Market Dynamics
- Economies of Scale
- *Other*

Product 3

£ Fee

- Benefits
- Billing
- Market Dynamics
- Economies of Scale
- *Other*

Product 4

£ Fee

- Benefits
- Billing
- Market Dynamics
- Economies of Scale
- *Other*

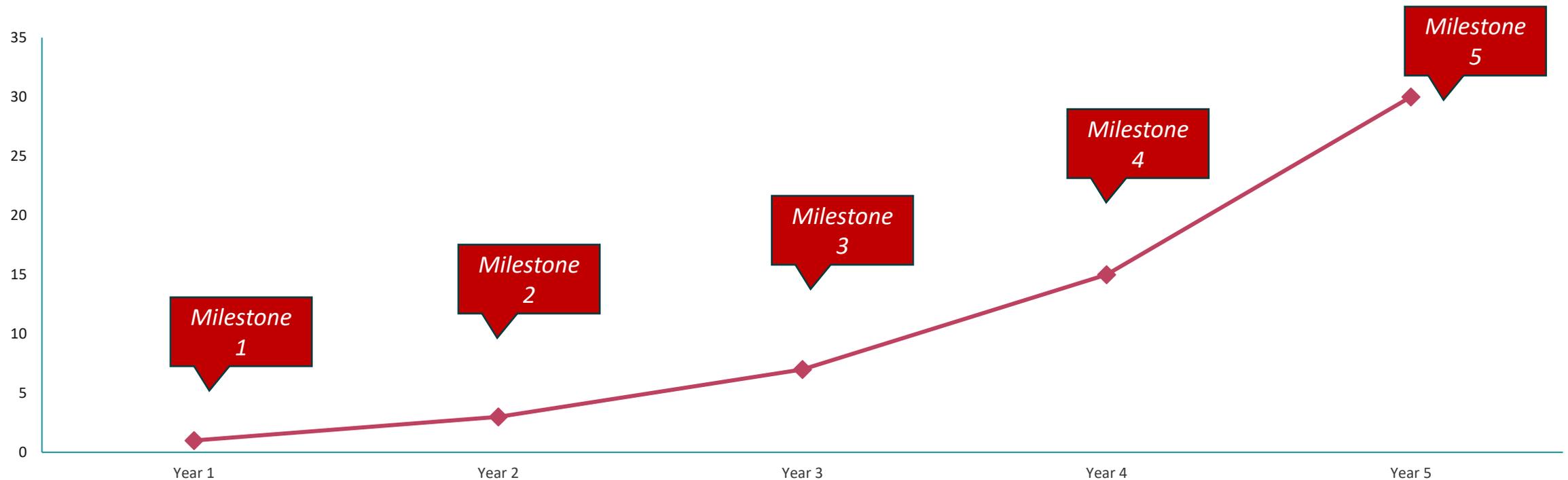
Vision 5- Year Plan

What does the world look like when you're a market leader?

Milestones here might include future funding rounds, as well as worst-case, base-case and best-case scenarios for your revenue, profitability and market share as you scale up.

Don't be afraid to articulate your boldest plans and ambitions. Investors know lots will change during their partnership with you: they want to see your version of the future.

Note: fewer than 40% of investors suggest including this slide: it's not necessarily essential to a successful pitch deck.



Financials

How healthy are your numbers?

Financial fundamentals

What is your latest revenue, cost of sales, margin and net burn rate? How do you expect your revenue and margins to change in the quarters ahead?

Provide a simple P&L showing the rate of growth in the business, as well as your significant expenses and cash burn.

| | Q4 2025 | Q1 2026 | Q2 2026 (projection) | Q3 2026 (projection) |
|-------------------------|---------|---------|-------------------------|-------------------------|
| Revenue | £ | £ | £ | £ |
| COGS | £ | £ | £ | £ |
| Gross Margin | £ | £ | £ | £ |
| Operating Expenses | £ | £ | £ | £ |
| Sales & Marketing costs | £ | £ | £ | £ |
| Net burn | £ | £ | £ | £ |

What You Need/ Use of Funds

Now ask for what you want

Be clear: state how much money you're asking for. You may also want to articulate the valuation you're seeking.

Skirting the big ask may leave investors unsure why exactly you're pitching them.

Lay out what you expect to achieve with the capital you're raising.

- Are you hiring engineers or new senior leaders? Expanding into a new market, or launching a transformative new product?



01

Use of Funds

- ✓ Additional Commentary
- ✓ Additional Commentary



02

Use of Funds

- ✓ Additional Commentary
- ✓ Additional Commentary



03

Use of Funds

- ✓ Additional Commentary
- ✓ Additional Commentary



04

Use of Funds

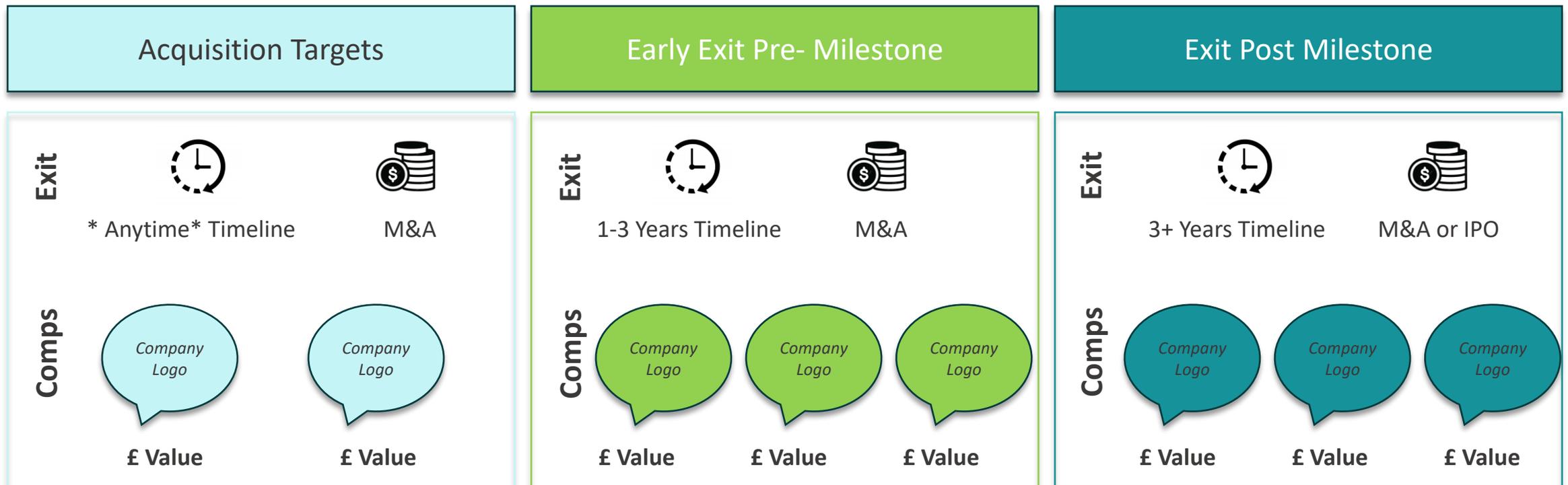
- ✓ Additional Commentary
- ✓ Additional Commentary

Exit Comparisons

Are you thinking about your exit options?

You may wish to indicate what valuation and revenue multiple would be realistic in the event of an exit (such as a sale or merger), and your expected or ideal timeline.

However, less than 10% of VCs recommend including this slide in your pitch deck. It can give the wrong signal for investors that are looking to invest in long-term, category-defining opportunities.



Don't forget to say...

Thank you!

...and share your contact details



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