

ICEHOUSE
VENTURES

Pitch Deck Best Practice

FOR FOUNDERS WHO WANT TO RAISE, NOT JUST PRESENT

ABOUT

A better deck equals better investor conversations

Raising capital is difficult. A great pitch deck won't guarantee you funding, but a bad one might make it a lot harder.

This guide is built for founders who want to cut through the noise and craft a deck that actually gets investors interested. No fluff. No over-explaining. Just clear storytelling, tight design, and the fundamentals of a deck that sets up the right conversations.

A pitch deck isn't
a business plan.
It's a movie trailer.

YOUR PITCH DECK ISN'T THE FULL STORY—IT'S A SETUP FOR THE NEXT CONVERSATION.

Best Practice

- **Make it bold.** If your deck doesn't stand out, it gets lost.
- **Keep it simple.** Make sure your info is easily scannable.
- **Tell a story.** Narrative matters—don't just throw in slides.
- **Less is more.** One idea per slide, max two.
- **Design matters.** A deck not designed with consideration is less likely to be considered.
- **Make it human.** Use real anecdotes and insights to connect with your audience.

COMMON PITCH DECK RED FLAGS

- Too much text, not enough clarity.
- Boring slides that investors forget instantly.
- No real story—just a collection of slides.
- Designed like a school project, not a startup raising millions.

Pitch Deck Flow

A great pitch deck isn't just a collection of slides—it's a **structured narrative** designed to hook investors and lead to a conversation. This flow ensures you tell a compelling story, from identifying the problem to why your team is the one to solve it. Each slide has a clear purpose, keeping your message sharp, engaging, and easy to follow.

1. COMPANY PURPOSE
Why does this startup exist?
In one sentence.

2. THE PAIN
What's broken in the world?
How do people solve it today?

3. THE SOLUTION
What's your unique approach?
Why is it 10x better?

4. WHY NOW?
Why is this startup possible today
and not five years ago?

5. MARKET SIZE
How big is the opportunity?
Be specific.

6. COMPETITION
Who else is solving this?
Why are you different?

7. PRODUCT
What are you building?
Show, don't tell.

8. BUSINESS MODEL
How do you make money?
How scalable is it?

9. THE TEAM
Why you? What makes this team
the right one?

10. FINANCIALS
The basics: revenue, growth,
projections.

11. THE ASK (OPTIONAL)
How much are you raising and
why?

FOLLOWING ON

More tips

The story of the pain point can be built up over multiple slides. A good rule of thumb is **3-4x amount of time explaining the context of the pain point vs the solution.** Your solution will adapt and change over time, the pain point will be more constant.

What's rarely explained well is the **unique insight** of the company. What does this team / business understand that few people do? Why is that? Why does that unique insight position this company to win? This should be explained in the solution slides.

"Why now" can generally be explained by one of several trends - macro economic change, technology change, regulation change, consumer culture shifts, business culture shifts.

Top down market sizing is generally unhelpful. The investor wants to know if your business grows, can it keep growing to be really big. Are there enough customers that have the same problem for this to become big. The total dollars spent on an industry isn't a useful piece of information in most cases.

Name direct and indirect competitors. Be realistic about what the real incumbent solution is for your product.

WHAT'S NEXT?

A great deck is just the start

A strong pitch deck gets investors interested, but great founders come prepared with more. A clear financial plan, cap table, and investor FAQ show you've thought beyond the pitch and are ready for deeper discussions. The below **supporting materials** can help investors move from curiosity to conviction faster. Something to consider!



Financial Plan

The next 24 months



A List of Customers to Call

Optional



A Team / Hiring Plan

Organisation Chart



Go to Market Plan

Optional



Cap table

Who owns what



Competitive Overview

Optional



Investor FAQ's

Pre written long form answers



Techno Economic Analysis

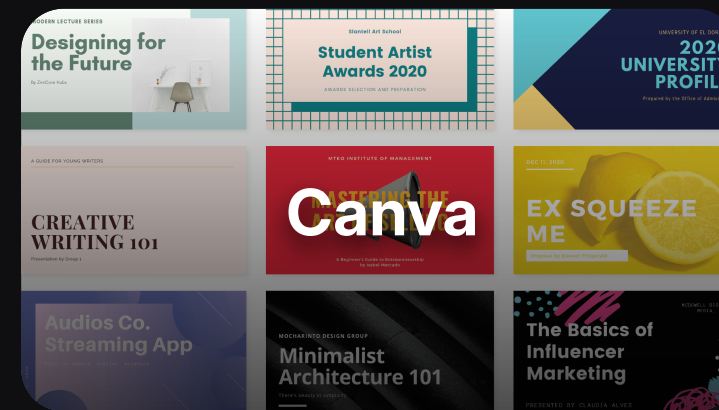
Optional

Layout Inspiration & Resources



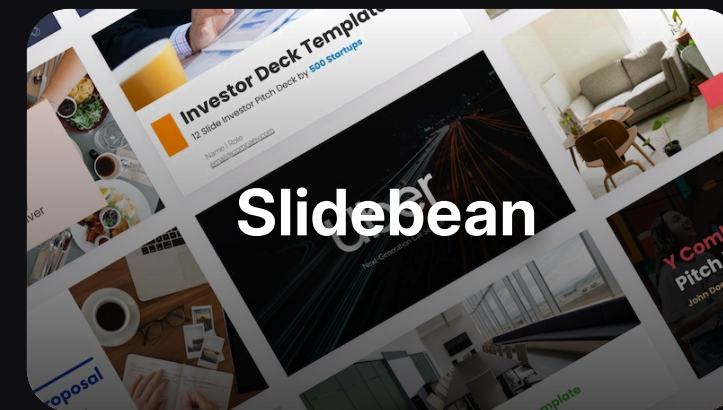
Figma Pitch Deck Examples & Templates

16+ Pitch Deck resources plus tips



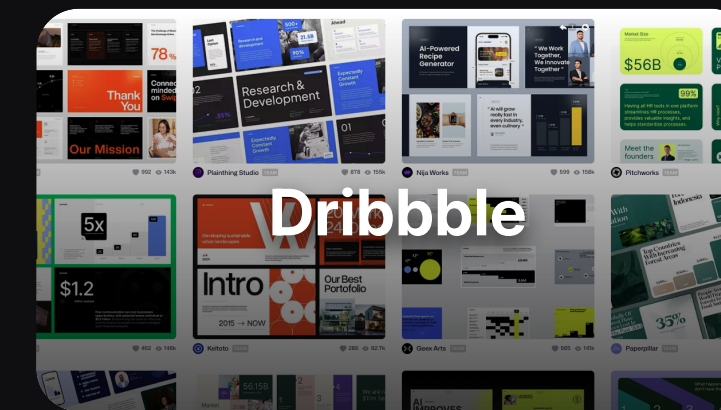
Canva - 20 Examples of successful Pitch Decks

Get inspiration from around the world



35 examples of killer pitch decks

Excellent decks from Slidebean's POV



Contemporary Design Aesthetic

Get inspired by contemporary design