**Pitch Deck Writing & Design Guide**

Instructions

Use this document as a guide for writing and designing your pitch deck. This document is broken into four parts:

**Part 1** - Writing Prompts by Slide

**Part 2** - Visual Designs Guidelines

**Part 3** - Best Practices

**Part 4** - Review & Refinement

## **Part 1: Writing Prompts by Slide**

### **Introduction Slide**

**Writing Prompts:**

* What's the single most compelling way to describe your business in one sentence?
* What immediate impression do you want to make?
* What makes your business name memorable?

**Example:**

Bad: "ABC Tech Solutions - A Software Company"

Good: "ABC Tech - Making AI Accessible to Small Business"

###  **Problem Slide**

**Writing Prompts:**

* What pain points do your customers face?
* What's the cost (time/money/effort) of this problem?
* How does this problem affect daily life or business operations?

**Example:**

Bad: "Small businesses need better technology"

Good: "Small businesses waste 20 hours weekly on tasks AI could automate"

###  **Solution Slide**

**Writing Prompts:**

* How does your solution transform the customer's experience?
* What's the before/after story?
* What unique approach do you take?

**Example:**

Bad: "Our software helps businesses"

Good: "Cut manual data entry by 80% with our AI assistant"

### **Market Opportunity**

**Writing Prompts:**

* What specific market segments are you targeting?
* How is the market evolving?
* What trends support your growth?

**Example:**

Bad: "The market is growing"

Good: "43M small businesses spend $50B yearly on automation"

### **Business Model**

**Writing Prompts:**

* How do you make money in simple terms?
* What makes your model scalable?
* Why is your pricing attractive to customers?

**Example:**

Bad: "We charge monthly fees"

Good: "Transparent pricing: $99/month saves customers $2000 in labor**"**

### **Team Slide**

**Writing Prompts:**

* What unique insights does each team member bring?
* How do your experiences connect to this venture?
* What have you achieved before?

**Example:**

Bad: "John has 10 years of experience"

Good: "John built and sold two AI companies, serving 50,000+ customers"

## **Part 2: Visual Design Guidelines**

### **Color Usage**

**Primary Guidelines:**

* Choose 2-3 main colors plus black/white
* Use consistent color coding (e.g., same color for similar data)
* Ensure sufficient contrast for readability

Professional:

- Navy Blue + Light Gray + White

- Deep Purple + Silver + White

- Forest Green + Beige + White

Modern:

- Slate Gray + Teal + White

- Charcoal + Orange + White

- Deep Blue + Coral + White Color Combinations:

### **Typography**

**Font Selection:**

* Headlines: Sans-serif fonts (Arial, Helvetica, Roboto)
* Body: Clean, readable fonts (Open Sans, Lato)
* Numbers: Tabular figures for financial data

**Size Guidelines:**

* Headlines: 32-40pt
* Subheadings: 24-28pt
* Body text: 18-20pt
* Footer/small text: 14-16pt

### **Layout Principles**

**Slide Structure:**

* Use consistent margins (minimum 0.5 inch)
* Align elements to a grid
* Maintain white space (30% of slide should be empty)
* Keep important content in the top 2/3 of slides

**Content Organization:**

**Rule of Thirds:**

- Divide slide into 3x3 grid

- Place key elements at intersection points

- Main message in top-left area

- Supporting visuals in remaining space

### **Visual Elements**

**Charts & Graphs:**

* Use consistent styling across all data visualizations
* Limited to 3-4 data points per chart
* Include clear labels and units
* Use thickness and color to highlight key data

**Images:**

* High resolution (minimum 1920x1080px)
* Consistent style (all photos or all illustrations)
* Relevant to content
* Not overcrowded

## **Part 3: Best Practices**

### **Content Density**

* Maximum 6 bullet points per slide
* Maximum 6 words per bullet point
* One main idea per slide
* Break complex topics across multiple slides

### **Visual Hierarchy**

1. Headline (largest, boldest)
2. Key Message (second largest)
3. Supporting Details (smaller)
4. Sources/Notes (smallest)

### **Consistency Checklist**

* Same font family throughout
* Consistent color scheme
* Aligned elements
* Uniform spacing
* Matching icon styles
* Consistent capitalization
* Similar photo treatments

### **Common Mistakes to Avoid**

1. Cluttered slides
2. Too much text
3. Low-resolution images
4. Inconsistent branding
5. Complex animations
6. Hard-to-read fonts
7. Busy backgrounds
8. Poor contrast

## **Part 4: Review & Refinement**

### **Writing Review Checklist**

* Clear, concise headlines
* Active voice
* No jargon/acronyms
* Specific numbers/facts
* Compelling story flow
* Consistent tone
* No typos/errors

### **Design Review Checklist**

* Professional appearance
* Consistent branding
* Clear hierarchy
* Adequate contrast
* Proper alignment
* Appropriate spacing
* High-quality visuals

### **Final Steps**

1. Test presentation in actual conditions
2. Review on multiple devices
3. Create PDF backup
4. Prepare handouts if needed
5. Practice transitions
6. Time full presentation
7. Get outside feedback