

15-Slide Investor Deck | Storyboard Template

Background

As an independent [global startup advisor](#) and partner at [IL Angle Club](#), I've seen many early-stage startups struggle to tell a clear, compelling story to investors.

A well-structured deck can make the difference between confusion and clarity.

The structure below is a suggested framework that I've found useful, particularly for SMB-focused and vertical-first startups.

It's important to start with a storyboard and a defined structure before jumping into slide design. This way, you can review and collaborate on everything from a high level and ensure the narrative is coherent and investor-ready.

Highlighting business orientation is critical: this structure reinforces the founding team's business mindset and shows investors a commercially grounded approach, not just a product story.

It's not one-size-fits-all, but it offers a strong baseline that can be adapted depending on stage, industry, and strategy.

Think of this as a blueprint rather than a script.

Storyboard and structure

Slide No.	Purpose	Composing Elements	Example Copy / Angle (generic)
1	Opening	Logo, tagline, strong imagery (hero image of customers, industry context), social proof (clients, publications, certifications)	“Company X – Empowering [Vertical/SMBs] to Grow Smarter” Tagline: <i>“From workflow to growth.”</i>
2	Business Snapshot	One-liner, current stage, market vertical, quick metrics. Visual: graph/table with ARR, pipeline, design partners	“Early-stage SaaS built for [specific SMB vertical]. Enabling growth and efficiency in a \$XXB market growing XX% YoY. Currently generating \$XXK ARR with a forecasted pipeline of \$XXXK ARR, supported by 4 tier-one logos as design partners.”
3	Team	Founders, advisors, key employees, one-liner bios. Visual: team photos with short captions	“Founding team with clear domain expertise, supported by notable advisors” - CEO: one-liner (e.g., serial entrepreneur with SaaS exits). Two lines on domain knowledge and leadership successes. - CTO: one-liner (e.g., ex-BigTech engineer, AI systems expert). Two lines on relevant product-building experience. - Advisor(s): one-liner each (e.g., industry veteran, ex-CMO at [company]). Two lines on track record and relevance.
4	Why Now	Market dynamics. Visual: industry growth chart, trend icons	“Market is at an inflection point: rapid adoption, rising competition, pressure on SMBs to operate like enterprises. Tools built for this moment will define the next leaders.”
5	Vision & Mission	Outcome-driven statements. Visual: split slide (vision left, mission right) with aspirational imagery	Vision: <i>“Every [vertical business] grows like a modern enterprise.”</i> Mission: <i>“We enable SMBs to increase revenue, retain customers, and operate smarter with technology.”</i>
6	Problem	Pain points. Visual: before/after workflow diagram or pain-point icons	“SMBs leak revenue and time due to outdated tools, manual processes, and fragmented data. Current systems don’t focus on growth.”

7	Solution	Business enablement framing. Visual: product screenshots, 3-step benefit icons	“Our platform transforms customer interactions into growth by: - Automating follow-ups & bookings - Simplifying marketing - Turning data into insights Start with revenue enablement → expand into operations.”
8	Product Demo	UX highlights. Visual: annotated screenshots, short demo GIF, or user flow chart	“Begin with simple, high-value tools (free or low friction). Expand into advanced modules that drive growth and automation.”
9	Traction	Early signals. Visual: funnel chart, logos of design partners, usage graph	“Pilot customers, design partners, or community adoption. Early funnel signals include daily active usage, repeat log-ins per week, and feature stickiness (e.g., consistent use of automated follow-ups, high search volume in libraries, or frequent sharing/export activity). These indicators show bottom-up usage leading to expanding accounts.”
10	GTM Strategy	Funnel, vertical-first. Visual: 3-axis diagram (Marketing & Sales expansion, Product expansion, Revenue projection)	“Vertical-first PLG playbook” 1. Marketing & Sales: expand channels and motions (PLG → PLS, plus new growth engines). 2. Product Expansion: new modules that unlock penetration into adjacent audiences. 3. Revenue Projection: ARR growth tied to funnel expansion and upsell. Funnel, not pipeline: land small, expand with automation and upsell.
11	Business Model	Monetization streams. Visual: pricing table, upsell arrows, renewal cycle diagram	“Free entry → Paid subscriptions → Growth/automation add-ons → Marketplace. Show pricing, packaging, upsell, and renewal triggers clearly. Monetize across the customer journey.”

12	Competitive Landscape	Positioning matrix. Visual: 2x2 matrix (Growth vs. Records, Horizontal vs. Vertical), bubble chart of competitors, or ladder diagram	“Competitors solve records. We focus on growth. First platform to make revenue enablement the core outcome in this vertical. Visual suggestions: - 2x2 matrix with axes: Growth vs. Records, Horizontal vs. Vertical. - Bubble chart showing competitor clusters and our unique placement. - Ladder diagram with current solutions at lower rungs (operations) and our position at the top (growth enablement).”
13	Financial Projections	ARR scaling. Visual: bar chart of ARR by year, line graph for user growth, stacked revenue by product line	“Example: 200 paying users today → \$500K ARR in 12 months, scaling to \$10M ARR in 4 years. Path includes geographic expansion into US/EU and upsell into advanced modules.”
14	Funds Ask	Raise details. Visual: use of funds pie chart, milestone timeline	“Raising \$XM SAFE/Equity to complete phase 1, achieve compliance, and accelerate go-to-market.”
15	Closing	Vision and hook. Visual: bold imagery, tagline overlay, contact details	“We are the business enablement platform powering the future of [vertical SMBs]. Join us in helping them grow.”

Notes on use

- This template is intentionally generic and should be adapted for each startup’s story.
- Best suited for vertical-first SMB SaaS startups where growth enablement is the key differentiator.
- Why this structure works: it flows logically from market context → problem → solution → traction → GTM → ask. Investors see both the big picture and the execution path.
- Messaging should emphasize outcomes (revenue, growth, efficiency) rather than just features or technology.
- Keep copy short, visual, and outcome-driven.