

Notes

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Outline

Intro

- Sweaty palms. Nervous tingles. Closed throat.
- If the thought of creating a pitch deck brings up all those emotions for you, you're not alone. But pitching is essential if you want to get funding from great investors and grow fast.
- In this article, I'll share the components of a winning pitch deck (with a shortcut!) and 20 examples of pitching decks for your inspiration.

How to build a winning pitch deck (and how to take AI's help)

- A pitch deck should effectively communicate all the information investors need to feel confident while putting money in your business. Bad seed decks mean you don't need raise the money you need. And you waste a ton of time and resources preparing your pitching deck.
- Here are some common, wallet-opening components all the A+ pitching decks contain:
 - 1. They clearly state the problem the business is trying to solve
 - 2. They showcase the market gap and how the brand is a unique solution
 - 3. They display all the progress that the business has already made — revenue, money raised, etc.
 - 4. They have a solid business model
 - 5. They contain impressive financial projections and plan for future growth
 - 6. They showcase your capable and budding team members
 - 7. They clearly ask how much money they need and display what the business can achieve if they get that money
 - If you want to learn more in-depth info about each slide, hear straight from the horse's mouth: [YC has an article](#) on how to build your pitch deck for a Seed

round, but the template's not all that different for Series A, too. [Nextview](#) also has a pitch deck template that's short, efficient, and discussion-based.

- All the pitching decks below follow the above formula.
- The problem? Combining all the above aspects and then shortening your slides, designing them well, screening for typos, etc. is incredibly taxing and time-consuming. My advice would be to focus on the thing only you can do best — collecting business information, doing market research, and finding impressive metrics. Leave the rest to [AI presentation makers](#) like [Plus AI](#). It can help you cut your pitch deck creation time by a lot.
 - You can [generate full-blown presentations](#) or [just a single slide](#)
 - You can [reformat your existing slides](#) to match brand design
 - It's a [Google Slide add-on](#), so no need to use a new tool
 - With [Plus's Snapshot technology](#), you can even automate regular data updates within your slides
 - [\(GIF\)](#)
- Whether it's for a startup pitch deck or a webinar deck, Plus AI is the perfect choice to fast track your work and create impeccable slides. [Try creating a pitch deck for free](#) and see for yourself.
- Next, let's look at 20 successful pitch deck examples and see what you and I can learn from them about crafting slides that give the moolah.

20 best pitch deck examples (and key takeaways)

- Think of the 20 examples below as the Pinterest board for your pitch decks. Pick what you like from their slides and tweak it for your own presentations.

1: Airbnb

Best example of a business model slide

- [Airbnb's pitch deck](#) is a great example of a short, quick, and effective presentation. In only 14 slides, the company manages to get their point across and pack a lot of information.
- **Industry:** Hospitality
- **Year:** 2008
- **Stage:** Seed
- **Amount:** \$600K

- [\(screenshot\)](#)
- **Key takeaway:** My favorite part about Airbnb's slide is how simple and elegantly they explain their business model. With the design and visuals, it's easy to understand how Airbnb plans to earn money, the impact they can create, and what profits they project. If you can, simplify your business model similarly and supplement it with your presentation pointers.

2: Uber

Best example of a market gap slide

- [Uber's pitch deck](#) has aged like fine wine. The company used to be called UberCab and this is an early stage example of their presentation to investors.
- **Industry:** Transportation
- **Year:** 2008
- **Stage:** Seed
- **Amount:** \$200K
- [\(screenshot\)](#)
- **Key takeaway:** Uber doesn't focus a lot on design in this pitch deck, but they do manage to convince the investors of a large market gap. The slide about how Uber is the middle ground between cabs and car services is a great example of how you should approach the same slide.

3: Tinder

Best example of a story-driven presentation

- [Tinder's pitch deck](#) is an instant right swipe for investors due to its captivating storytelling. The design doesn't age well with 2024, but the concept stands the test of time.
- **Industry:** Online dating
- **Year:** 2016
- **Stage:** Seed
- **Amount:** \$50M
- [\(screenshot\)](#)
- **Key takeaway:** Despite the Internet Explorer time designs, Tinder's pitch deck is a good inspiration on how to pair your product to a story. The company takes a story-driven approach and introduces a "Matt" character that instantly helps investors understand the problem and visualize their app as the solution.

4: Buffer

Best example of a traction slide

- [Buffer's pitch deck](#) is a chef's kiss in keeping things simple and uncomplicated. One of the pioneers in social media management tools, the company managed to get its point across in as few slides as possible.
- **Industry:** Social Media
- **Year:** 2013
- **Stage:** Seed from Angel Investors
- **Amount:** \$500K
- ([screenshot](#))
- **Key takeaway:** The traction slide is the best slide of Buffer's pitch deck. Confidence in investors increases when they see how Buffer's already succeeding and rapidly growing. The founders share more about why any new startup founder should focus on gaining traction before raising funds in [their essay](#).

5: LinkedIn

Best example of a contextual slide

- [LinkedIn's pitch deck](#) is a great target to aspire for if you want your presentations to be highly-detailed.
- **Industry:** Technology
- **Year:** 2004
- **Stage:** Series B
- **Amount:** \$10M
- ([screenshot](#))
- **Key takeaway:** The best part about LinkedIn's pitch deck is its awareness of the financial environment, investor objections, and rising market trends. The presentation tackles it head on and even uses many analogies to showcase what the company's aspiring to be. The [co-founder also shared this advice](#) (along with a ton of valuable others!), if you'd like to get an in-depth insight into each slide.

6: Mixpanel

Best example of an expansion plan slide

- [Mixpanel's pitch deck](#) is equal parts detailed and succinct. Some slides go into an exploration of the topic while others share the solution simply. If you want to strike a

balance between detailness and tightness, this pitch is the best example.

- **Industry:** Business Intelligence
- **Year:** 2014
- **Stage:** Series B
- **Amount:** \$65M
- ([screenshot](#))
- **Key takeaway:** The expansion plan slide is one of the most detailed ones in this pitch deck and for good reason: Mixpanel lays out the specifics of what they're forecasting for the future and their gameplan to achieve it. Investors love time-bound, clear projections that help them understand the direction a company's taking. Learn more from Mixpanel's experience in [their essay](#).

7: Intercom

Best example of a 'what we're looking for' slide

- When [Intercom raised \\$50M](#), the co-founder released the [pitch deck](#) that they used when they wanted to raise \$600K.
- **Industry:** SaaS, Customer Messaging
- **Year:** 2011
- **Stage:** Seed
- **Amount:** \$600K
- ([screenshot](#))
- **Key takeaway:** The power of Intercom's pitch deck is in its simple messaging. They're sure about what they do, where they stand in the market, and thus crystal clear about what they need from investors. Get clear on what you need from your investors and create a slide around what that'll help you achieve.

8: BuzzFeed

Best example of showing your product in presentations

- [BuzzFeed's pitch deck](#) is a good example of getting to the point, fast. The company gets straight to the point in their presentation — showing current progress and where they want to go next.
- **Industry:** Digital Media
- **Year:** 2008
- **Stage:** Series A
- **Amount:** \$3.5M

- [\(screenshot\)](#)
- **Key takeaway:** BuzzFeed does an excellent job of “showing” what changes they’re planning with their product and what it’s going to look like. If you can incorporate visual elements in your pitch deck similarly, it’s a great idea to steal.

9: Beehiiv

Best example of a competitor analysis slide

- [Beehiiv’s pitch deck](#) is one of the more recent and fresh examples of how to do presentations right.
- **Industry:** SaaS
- **Year:** 2021
- **Stage:** Seed
- **Amount:** \$2.6M
- [\(screenshot\)](#)
- **Key takeaway:** Beehiiv nailed the market gap and competitor analysis section. The best part is they backed everything they claimed with tweets from real potential customers. They supplemented industry data with real stories to give that final punch of why they can become a market leader.

10: Yac

Best example of a data-driven slide

- [Yac’s pitch deck](#) has one of the smoothest designs I’ve seen. The asynchronous communication app used this presentation to raise money for their Series A round.
- **Industry:** SaaS, Communication
- **Year:** 2021
- **Stage:** Series A
- **Amount:** \$7.5M
- [\(screenshot\)](#)
- **Key takeaway:** Yac’s data-backed analysis of how much time they save for businesses is perfect to help investors understand what impact the company’s truly making. If you can collate similar data points for your business, definitely do it.

11: Front

Best example of a ‘show me the progress’ slide

- [Front’s pitch deck](#) is an excellent example of how to keep your presentations interesting. With visuals, designs, and charts, the pitch deck keeps any interested party hooked the whole time.
- **Industry:** SaaS, Customer Service
- **Year:** 2018
- **Stage:** Series B
- **Amount:** \$66M
- ([screenshot](#))
- **Key takeaway:** The standout feature in Front’s pitch deck is showing progress in how the company’s growing. It takes into account all the nuances — churn, user base, revenue growth, and an expanding team. The co-founder talked about how having these metrics helped her answer investor questions easily in [her essay](#). If you’re interested in what the co-founder learned from making her Series A pitch deck, there’s [an essay from her](#) on that too.

12: Dropbox

Best example of a “Why now” slide

- [Dropbox’s pitch deck](#) is worth its weight in gold. The idea itself was ahead of its time, that’s for sure, but the presentation managed to convince investors to put \$1.2M on the line.
- **Industry:** Cloud Storage
- **Year:** 2007
- **Stage:** Pre-Seed
- **Amount:** \$1.2M
- ([screenshot](#))
- **Key takeaway:** What’s excellent about Dropbox’s pitch deck is the “why now” slide. It puts the situation into context and explains why their product makes sense to launch, grow, and market at this moment.

13: EquityBee

Best example of a company history slide

- [EquityBee's pitch deck](#) is brief, but it puts the point across well. The ideas are clear and the company makes use of visuals to showcase their data well.
- **Industry:** Financial Services
- **Year:** 2018
- **Stage:** Seed
- **Amount:** \$1.7M
- [\(screenshot\)](#)
- **Key takeaway:** The company history slide is excellent, especially if you serve various markets in different locations. The visual design is sticky and helps investors quickly understand the company's background and history.

14: Shopify

Best example of a business concept slide

- [Shopify's pitch deck](#) is detailed, but informative. If you have a lot of numbers to show, this presentation is a good example for inspiration.
- **Industry:** E-commerce
- **Year:** 2016
- **Stage:** Late stage
- **Amount:** \$66M
- [\(screenshot\)](#)
- **Key takeaway:** Shopify's pitch deck explains the concept of their product with a great visual analogy. If you can do something similar — especially if your product is complex — it's going to help investors instantly understand what your product does.

15: Thrive Global

Best example of a 'who's on our team' slide

- [Thrive Global's pitch deck](#) isn't the best in design, but its content is one you can learn a lot from.
- **Industry:** Productivity
- **Year:** 2016
- **Stage:** Series A
- **Amount:** \$7M

- [\(screenshot\)](#)
- **Key takeaway:** The “Board of Directors” is the slide that displays trusted names in the industry who are a part of the company — making Thrive Global instantly credible. If you have the backing of industry leaders, use it for your pitch decks. And adding faces to names is also a great idea to humanize your brand.

16: Paddle

Best example of before-after slides

- [Paddle's pitch deck](#) is one of the most recent examples to make it on this list. They have engaging, modern design and a quick presentation.
- **Industry:** B2B SaaS
- **Year:** 2022
- **Stage:** Series D
- **Amount:** \$200M
- [\(screenshot\)](#)
- **Key takeaway:** There are two slides — Paddle Today and Paddle Tomorrow — which make a flawless before-after structure for showing future projections of your business in an interesting way.

17: Snapchat

Best example of a target audience slide

- [Snapchat's pitch deck](#) isn't the most fancy presentations out there, but it gets the job done in a few slides. If your goal is to make something quick and efficient and supplement it with a conversation, it's a great example.
- **Industry:** Social Media
- **Year:** 2013
- **Stage:** Pre-Seed
- **Amount:** \$50M
- [\(screenshot\)](#)
- **Key takeaway:** Snapchat goes big on their target audience since they know there are only a few competitors in the market with these user demographics. Lean into your unique selling point to let investors understand what's something only you can bring to the table.

18: EVERY

Best example of a summary slide

- [EVERY's pitch deck](#) is short, but full of engaging visuals and fun puns. If your chosen route isn't strictly the elbow-patches professional, EVERY might be a great example to check out.
- **Industry:** Biotechnology
- **Year:** 2021
- **Stage:** Series C
- **Amount:** \$175M
- [\(screenshot\)](#)
- **Key takeaway:** EVERY's best slide is one of the first ones that present the summary of their pitch in a few sentences and visuals. It's a great idea to show the contents of your presentation and share the key takeaways at the same time.

19: Supliful

Best example of a case study slide

- [Supliful's pitch deck](#) isn't a real one. Techcrunch partnered with Trulywell to improve upon the [original presentation](#).
- **Industry:** B2B
- **Year:** 2022
- **Stage:** Pre-Seed
- **Amount:** \$1.1M
- [\(screenshot\)](#)
- **Key takeaway:** Supliful has a lot of great slides, but if I had to choose one, it'd be the case study slide. It works excellently to display how Supliful works and gives the social proof needed to convince investors.

20: Perplexity AI

Best example of a video slide

- [Perplexity AI's pitch deck](#) is last, but certainly not the least. They raised funding this year itself and their presentation ached using video in slides.
- **Industry:** Artificial Intelligence
- **Year:** 2024
- **Stage:** Series B

- **Amount:** \$73.6M
- [\(screenshot\)](#)
- **Key takeaway:** Perplexity AI used video in its pitch deck to “show” how their product works. It also helps investors immediately see the value of the tool and what it looks like in action. If you’re selling something that’s a digital experience, don’t miss out on including video in your slides too.

The best pitch deck isn’t enough (+ more resources)

- Creating a pitch deck is the easy part. What’s difficult is finding the right investors who are interested in your market, selling the idea to them, and answering their questions well. So while creating a pitch deck is extremely important to refine your ideas and make a good first impression, remember you also have to prepare for other things to wow investors.
- To save time, use tools like Plus AI to speed up the presentation creation time. This way, you can distribute your focus on the whole picture instead of getting bogged down in creating the perfect-looking slide. [\(screenshot\)](#)
- [Try Plus for free, today.](#)
- Here are some more resources on creating winning pitch decks:
 - [Trulytell](#) has a good pitching framework you can follow
 - HBR has an [excellent article on how VCs assess a pitch](#) to help you prepare
 - TechCrunch has a “[Pitch Deck Teardown](#)” series to help you analyze more examples
 - [PitchDeckHunt](#), [Best Pitch Decks](#), and [Failory](#) have tons of more pitch deck examples if you need more inspiration.