Reignhold

FREE GUIDE

The pitch deck kit

The 9 slides investors expect, a score grid for your deck, strong slide titles and 10 red flags to avoid.

> Investors read decks fast. Most decide within minutes whether yours deserves a meeting. This checklist follows the 9 blocks an investable deck should cover. Tick every question your deck answers clearly. Each empty box is a question an investor will ask you, or won't bother to ask because they have already moved on.

01 Problem

A real, painful problem for a clearly defined customer.

- [ ] Who exactly has this problem, and how many of them are there?
- [ ] How often does it happen, and what does it cost them today?
- [ ] How do they solve it now, and why is that not good enough?

02 Solution

What you do and the value it creates.

- [ ] Can a non-expert understand what you do in one sentence?
- [ ] Is the benefit measurable (time, money, risk)?
- [ ] Why is now the right moment for this solution?

03 Underlying magic

The edge that is hard to copy.

- [ ] What do you have that others cannot easily replicate (technology, IP, data, know-how, access)?
- [ ] Is it protected or proven, rather than just claimed?
- [ ] Do you show it with a demo, a visual or a result?

04 Market

A market big enough, sized with care.

- [ ] Are TAM, SAM and SOM sized from the bottom up, not only top down?
- [ ] Are your sources cited and recent?
- [ ] Is your first target segment clearly named?

05 Competitive positioning

Why you win against the alternatives.

- [ ] Do you list the real alternatives, including doing nothing?
- [ ] Do you pick the 2 or 3 criteria where you clearly win?
- [ ] Is it shown in a simple matrix or table, without claiming you have no competition?

06 Business model

How the company makes money.

- [ ] Who pays, how much and how often?
- [ ] Do you show unit economics: margin, acquisition cost, customer lifetime value?
- [ ] Has your pricing been tested with real customers?

07 Plan

Traction so far and the road ahead.

- [ ] What have you already proven (users, revenue, pilots, letters of intent)?
- [ ] How will you reach your first 100 customers?
- [ ] What are the milestones for the next 12 to 18 months?

08 Team

Why this team will make it happen.

- [ ] Why are you the right people to solve this problem?
- [ ] Are the key skills covered, and which roles will you hire next?
- [ ] Do advisors, partners or investors add credibility?

09 Finance & funding

The numbers and the ask.

- [ ] Do you show 3 to 5 year projections with clear assumptions?
- [ ] How much are you raising, and how will you spend it?
- [ ] Which milestone will this money get you to?

Before you send it

- ✓ 10 to 15 slides, one message per slide.
- ✓ Each slide title states the conclusion, not the topic: “Revenue tripled in 2026”, not “Revenue”.
- ✓ Your numbers match your business plan and financial model.
- ✓ An executive summary slide or one-pager is ready for busy readers.
- ✓ Sent as a PDF, with a clear file name and your contact details on the last slide.
- ✓ Your website tells the same story: investors will look you up.

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Score your deck

Give each block a score from 0 to 3, honestly. Then add up your total.

BLOCK	0 Missing	1 There, but vague	2 Clear	3 Clear and backed by evidence
01 Problem	◯	◯	◯	◯
02 Solution	◯	◯	◯	◯
03 Underlying magic	◯	◯	◯	◯
04 Market	◯	◯	◯	◯
05 Competitive positioning	◯	◯	◯	◯
06 Business model	◯	◯	◯	◯
07 Plan	◯	◯	◯	◯
08 Team	◯	◯	◯	◯
09 Finance & funding	◯	◯	◯	◯

Your total _____ / 27

0 TO 13

Not ready to send

Rework the structure first. Sending it now risks a quick no that is hard to reverse.

14 TO 20

Promising

Strengthen your two or three weakest blocks before you send it.

21 TO 27

Ready

Polish the design, check the numbers once more, and send it.

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Slide titles: weak vs strong

A strong title states the conclusion, so an investor gets the point even when only reading the titles. Examples below are fictional.

	WEAK	STRONG
PROBLEM	~~The problem~~	Clinics lose 6 hours a week to manual scheduling
MARKET	~~Market size~~	CHF 120m spent each year on scheduling by Swiss clinics
COMPETITION	~~Competitors~~	The only scheduling tool built for multi-site clinics
BUSINESS MODEL	~~Business model~~	CHF 290 per site per month, 78% gross margin
TRACTION	~~Traction~~	3 paying clinics, revenue up 40% a month since March
THE ASK	~~Investment~~	Raising CHF 800k to reach 50 clinics in 18 months

10 red flags investors notice

Each of these can end a conversation before the meeting. Check your deck for all ten.

1 **"Our market is everyone."**
No clearly defined first customer or segment.

2 **Top-down market only**
"If we get 1% of a CHF 50bn market…" without a bottom-up calculation.

3 **"We have no competitors."**
There is always an alternative, even if it is doing nothing.

4 **Hockey-stick projections**
Fast growth curves with no assumptions behind them.

5 **Numbers that do not match**
Different figures in the deck, the business plan and the model.

6 **A vague ask**
No amount, or no plan for how the money will be used.

7 **No proof at all**
No users, pilots, interviews or letters of intent, not even early ones.

8 **Team gaps nobody mentions**
No one to build the product, or no one to sell it, and no plan to hire.

9 **Slides written to be read**
Walls of text instead of one message per slide.

10 **Buzzwords instead of evidence**
"Disruptive", "revolutionary", "AI-powered" with nothing measurable behind them.

Want a second pair of eyes?

Book a free 20-minute intro call at reignhold.com. We will tell you honestly what your deck needs, if anything.

reignhold.com

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