[Company purpose]

[Season, raise name, e.g. Summer 2026 SEIS round]

[A problem statement that grabs people]

Issue 1

Something compelling about the issue. Use a stat if you can.

Issue 2

Simple to read. No more than two lines, three max.

Issue 3

Could your mum understand these issues?

[Your approach, at 30,000 feet]

- **Solution approach 1.** One aspect of how you solve the problem.
- **Solution approach 2.** Another aspect. Keep each to a line.
- **Solution approach 3.** Not the product. The strategy.

[Proof it exists and works]

- **Product benefit 1.** A feature that drives the benefit.
- **Product benefit 2.** Keep it high level. No full demo.
- **Product benefit 3.** A screenshot beats a demo here.

[The people investors are backing]

[Name]

Role. Something simple about them. Don't write too much.

[Name]

Founder. The experience that makes you credible.

[Name]

If younger, use qualifications and top-level insights.

[Mention advisors and board members if they have known wow factors]

[How the money comes in]

- **Today.** Your current way of making money.
- **Next.** A possible future revenue stream.
- **Later.** A more radical one. Keep it simple.

[Numbers an investor can believe]

[12k]

Users, or whatever is genuinely true

[38%]

Month-on-month growth of something real

[£250k]

Revenue, pipeline, or signed LOIs

Pre-revenue? Say so, and lean on customer feedback and usage. No traction? Cut this slide.

[From everyone, to the part you can win]

TAM

Total addressable market

SOM

The part you can realistically service

Who

The key audiences you're going after

[Enough rivals to prove a market. A reason you win]

Competitor A

What they do well, honestly.

Competitor B

Where they stop short.

You

What makes you different.

Don't leave anyone out on purpose. Investors always spot it.

[Why this is the moment]

- **The shift.** What changed in the market or the technology.
- **The window.** Why the opportunity is open now, and won't stay open.
- **The proof.** A signal the timing is already being rewarded.

[Credible numbers, and where the money goes]

P&L

Projected revenues, with history if you have it

3yr

A believable growth curve, not a hockey stick

Use

Allocation across marketing, tech and people

[£X for Y%]

- **The raise.** How much you're raising, and any tax incentives (S/EIS).
- **The use.** A high-level view of where the investment goes.
- **The offer.** The equity percentage on offer; valuation can wait.

Thank you.

[Your contact details, and one short positive line or customer quote]

[Only what earns its place]

- **Meaningful only.** Relevant back-up slides, nothing else.
- **Watch the data.** On DocSend, see which appendix slides get attention.
- **Promote winners.** Move them into the main deck as the round progresses.