

COMPANY

Slogan

[Reference the Team with Viability]

[Problem - Painkiller not Vitamin]

[Vision - Big Urgent Product Description]

[Total Addressable Market - Bottom Up and Top Down]

[How You Make Money]

[Headline about Traction Metrics]

[Market Validation]

[Key Performance Indicators]

[Product Demonstration]

[Headline About the Competition]

[History]

[Why We Are Different]

[Path to Defensibility]

[The Path Ahead]

[Roadmap and Org Chart]

[Projections]

[Distribution - Customer Acquisition]

[Key Insights - What's the Secret Sauce]

[Summarize Strongest Points]

Appendix