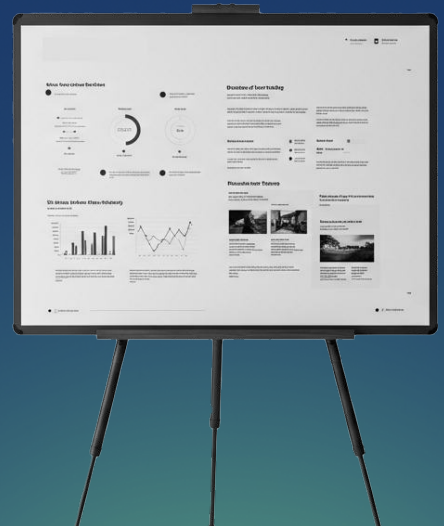**GEEKS for GROWTH**

Pitch Deck
Aesthetics Guide

Look $1M-Ready (Even If You're Pre-Seed)

Introduction: Why Design Matters More Than You Think

Investors see hundreds of decks each week. Your story matters, but your presentation gets you heard. This guide is for founders who want to look credible, communicate clearly, and win interest without a designer on retainer. We'll walk you through what VCs care about visually, how to structure each slide for clarity, and simple tweaks that boost investor trust.

THE "VC SCROLL TEST"

VCs spend less than 3 minutes on the average deck. Most don't read. They skim. The top of your slides matters far more than the bottom.

Here's what they see first:
- Slide titles (must be benefit-driven, not vague)
- Headlines in the first 3 slides (Problem, Solution, Traction)
- Visual clarity (spacing, contrast, hierarchy)

What they skip:
- Long bullet paragraphs
- Dense financials on first pass
- Low-res product screenshots

Quick Fix:
Make every slide pass the 3-second skim test. Can a stranger understand the point at a glance?

SLIDE-BY-SLIDE DESIGN FRAMEWORK

- Logo, company name, tagline
- Optional: founder contact or one-line vision

1. Title Slide

- Use a bold headline: "X people waste Y hours a week doing Z"
- Use a real-world pain point with stats or quotes

2. Problem

- Mockup or flow visual of your product
- One-line benefit description

3. Solution

- TAM/SAM/SOM with clean, labeled chart
- Show growth rate if available

4. Market Size

- One polished screenshot or GIF
- Add labels or steps, avoid a busy UI

5. Product Demo

- Visual metric card: users, MRR, retention
- Show month-over-month progress

6. Traction

- Simple diagram: how you make money
- Pricing tiers or key revenue streams

7. Business Model

- A diagram or funnel visual
- Channels and early experiments

8. Go-to-Market

- Photos, titles, 1-line relevant experience
- Limit to key team + advisors

9. Team

- Round, raise amount, use of funds
- CTA: "Let's talk" or founder email

10. Ask

FONT, CONTRAST & LAYOUT ESSENTIALS

Fonts:
- Use 1 headline font, 1 body font max (e.g., Inter, Open Sans, DM Serif)
- Avoid script, serif-heavy combos

Contrast:
- High contrast = fast readability (dark text on white/light backgrounds)
- Don't rely on color alone to show meaning

Layout:
- Grid-based spacing (use Figma or Canva templates)
- Leave white space around headlines
- Align titles and visuals consistently

3 COMMON LAYOUT MISTAKES

1. **Wall of Text:** Fix: Convert to one strong statement + 1 visual
2. **Inconsistent Fonts or Sizes:** Fix: Set style rules (headers, body, captions)
3. **Cluttered Screenshots:** Fix: Use simplified UI images or annotate key areas

BEFORE / AFTER SLIDE MAKEOVERS

Before: Generic problem slide with 5 bullet points

After:

- Slide headline: "Hiring for Startups is Broken"
- Supporting visual: graph showing time-to-hire trend
- Single insight: "Early-stage founders spend 40% of their week on sourcing."

Before: Screenshot dump of product UI

After:

- Cropped, focused feature with label: "Smart Onboarding in 60 Seconds"

BONUS: Want Feedback on Your Deck?

Need It Done for You?

Let our design team rework your pitch visuals in 5 days flat.
🔗 Book a Free Pitch Deck Audit Call →

Also see: Sequoia Pitch Deck Template