

The "Esource-Ready" Investor Pitch Deck Template

A standard deck should be **10–12 slides** and take no more than **20 minutes** to present.

1. The Hook (Slides 1–3)

- **Slide 1: Title & Vision:** Company name, logo, and a "one-liner" that summarizes your mission.
- **Slide 2: The Problem:** Clearly define the specific pain point your target market faces. Use one "killer stat" to prove the problem is urgent and unsolved.
- **Slide 3: The Solution:** Introduce your product/service. Focus on the *value proposition*—how exactly do you solve the problem described in Slide 2?

2. The Opportunity (Slides 4–6)

- **Slide 4: Market Size:** Show the Total Addressable Market (TAM). Angels want to see that the market is large enough to offer a [50x to 100x return](#).
- **Slide 5: Business Model:** How do you make money? Outline your pricing strategy and revenue streams.
- **Slide 6: Traction:** This is the most important slide for angels. Highlight user growth, revenue milestones, or key partnerships. If you have used SBA 7(a) funding previously to build this traction, mention it as proof of fiscal responsibility.

3. The Validation (Slides 7–9)

- **Slide 7: Marketing & Sales:** Explain your customer acquisition strategy. How will you scale from your first 100 customers to 10,000?
- **Slide 8: Competition:** Use a "quadrant" or "checklist" map. Honestly show where you stand against competitors and why your "secret sauce" (IP, network, tech) makes you better.
- **Slide 9: The Team:** Focus on "Founder-Market Fit". Why are *you* the right person to build this? Highlight relevant past successes and key advisors.

4. The Ask (Slides 10–12)

- **Slide 10: Financial Projections:** Provide a high-level 3-year forecast. Angels look for realistic assumptions rather than "perfect" numbers.

- **Slide 11: The Ask & Use of Funds:** Be specific. "We are raising \$X amount for Y% equity". Break down exactly how the capital will be used (e.g., 40% Product, 40% Marketing, 20% Operations).
 - **Slide 12: Contact & Next Steps:** Reiterate your "one-liner" and provide clear contact information.
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Esource Lending Integration Tip

When approaching angel investors, mention that you are "capital efficient." For instance, you might explain that you are leveraging [Esource Capital Funding](#) or similar intermediaries to secure **non-dilutive debt** (like an SBA loan) alongside their equity investment. This shows investors that you are protective of your equity and savvy about [blending OPM sources](#) to maximize growth.