

Design Tips:

- **Keep it Visual:** Minimize text and rely on strong visuals—graphs, charts, and images.
- **Engaging Storyline:** Create a narrative that flows logically from the problem to the solution and the business opportunity.
- **Time Awareness:** Practice to make sure your pitch stays under five minutes.
- **Tailor to the Audience:** Know who you're pitching to and adjust your content accordingly (investors, customers, or partners).

Focus on clarity, strong visuals, and concise storytelling, which are critical in a five-minute pitch.

Examples of companies with great pitch decks include:

- **Airbnb:** Simple design, clearly articulated problem and solution, large market opportunity.
- **Buffer:** Transparent traction data, customer acquisition strategy, and clear business model.
- **Dropbox:** Used visuals to demonstrate product use cases and market size effectively.