

# Company name

B2B SaaS for [niche]

Raising \$[X] · [Date]

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# Problem

Customer pain. Cost of current workaround.

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# Solution

Product. Setup time. Demo URL.

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# Market

Bottom-up TAM and SAM.

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# Traction

ARR, MoM growth, customers.

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# Metrics

NRR, GRR, payback, magic number, rule of 40.

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# Business model

Pricing tiers, ACV, gross margin.

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# GTM

Channels, CAC by channel, sales motion.

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# Product

Key features, integrations, roadmap.

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# Competition

Wedge, defensibility, switching cost.

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# Team

Founders, advisors, key hires.

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# The ask

\$(X) at \$(Y) post. Use of funds.

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# Thank you

Contact and follow-up.