Company name

One-line tagline

Series A · $[X] raise · [Date]

Mission

Why this company exists.

Market

TAM bottom-up, SAM, SOM.

Problem

Customer pain in their language.

Solution

Product and how it solves the pain.

Traction

ARR, growth, retention, logos.

Cohort retention

Net dollar retention by cohort.

Unit economics

CAC, LTV, payback, gross margin.

GTM motion

Top of funnel through close, hand-offs.

Competition

Map, our wedge, defensibility.

Team

Founders and key hires.

Roadmap and expansion

Product, geographic, segment expansion.

Financials

Plan to Series B economics.

Use of funds and the ask

$[X] at $[Y] post. Committed $[Z].

Thank you

Contact and data room link.