



THE COMPLETE TEMPLATE LIBRARY

# THE PITCH VAULT

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Every deck template you'll ever need — pre-seed through Series A, every sector, every format.

30+

DECK TEMPLATES

6

FUNDING STAGES

\$500M+

DEALS REVIEWED

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## INTRODUCTION

# Your Deck Is Your First Impression

I've sat on both sides of the table. As a founder pitching for funding. As a fund partner reviewing decks. And I can tell you this: investors decide whether to keep reading within the first three slides.

Here's what a bad deck costs you. Say you spend six weeks building your pitch from scratch. You get in front of ten investors. Three stop reading at slide two because the structure confuses them. Four never open the attachment because the title slide screams "first-timer." Two take the meeting but pass because your financials slide raised more questions than answers. That's six weeks and ten relationships — gone. Not because your business is bad. Because your deck didn't let them see it.

Investors aren't impatient. They're efficient. They see hundreds of decks a year. They've developed pattern recognition. A deck that follows the structure they expect lets them focus on your story. A deck that doesn't makes them work harder — and they don't want to work harder.

This vault is the result of reviewing \$500M+ in deals through Ivystone Capital. Every template follows the structure that makes investors lean in instead of check out. Every slide has a purpose. Every section has a job.

You don't need to reinvent the pitch deck. You need to fill in the one that works.

*"Investors don't fund ideas. They fund clarity. Your deck is proof you have it."*

## GETTING STARTED

## How to Use This Library

- Pick your stage. Pre-seed, seed, Series A, bridge, impact, or competition — each has its own template.
- Pick your sector. SaaS, marketplace, hardware, impact/ESG, consumer — sector-specific slides included.
- Fill in YOUR story. Every slide has placeholder text showing exactly what goes where. Replace it with your numbers, your narrative, your traction.
- Keep it under 12 slides. More than 12 and you're losing them. The templates are designed to force brevity.
- Send as PDF. Never send a live Google Slides link to an investor. Export as PDF. Control the experience.

**The 10X Guarantee:**

If these templates don't save you at least \$170 in consultant fees or 20+ hours of work, we'll refund every cent. You keep the templates.

# 1

## SECTION ONE

# The Anatomy of a Deck That Converts

Before you open a template, understand why each slide exists — and the three slides investors skip to first.

## SECTION ONE

## The 10-Slide Structure

Every successful pitch deck follows this backbone. Templates may add sector-specific slides, but the core never changes.

SLIDE	PURPOSE	INVESTOR'S QUESTION
1. Title	Name, tagline, contact	"What is this?"
2. Problem	The pain point you solve	"Why does this matter?"
3. Solution	Your product/service	"How do you fix it?"
4. Market	TAM/SAM/SOM	"How big is the opportunity?"
5. Traction	Revenue, users, milestones	"Is this working?"
6. Business Model	How you make money	"How do you get paid?"
7. Competition	Landscape + differentiation	"Why you and not them?"
8. Team	Founders + key hires	"Can these people pull it off?"
9. The Ask	Raise amount + use of funds	"What do you need from me?"
10. Vision	Where this goes in 5 years	"What's the upside?"

### The 3 Slides Investors Skip To First

Before they read sequentially, most investors jump to three slides:

1. Traction (Slide 5). Numbers don't lie. If you have revenue, show it first. If you don't, show user growth, waitlist, LOIs — anything that proves market demand.
2. Team (Slide 8). Investors bet on people. Your team slide should answer: "Why are these the exact right humans to build this?"
3. The Ask (Slide 9). How much, what for, and what milestones does it unlock? Vague asks ("we're raising \$1-3M") signal uncertainty.

**Pro tip:**

If your deck only has 10 minutes of an investor's time, make sure slides 5, 8, and 9 could stand alone as a pitch.



# 2

SECTION TWO

## The Template Directory

30+ templates organized by stage and sector. Find yours, download it, fill it in.

## SECTION TWO

# Templates by Funding Stage

## PRE-SEED

## The Vision Deck (5 templates)

*For founders with an idea and early validation — before significant traction.*

Heavy on problem/solution narrative. Light on financials. Emphasis on team credibility and market timing. Includes: standard pre-seed, university/accelerator, solo founder, co-founder, and technical founder variants.

## SEED

## The Traction Deck (6 templates)

*For founders with early traction — first revenue, users, or LOIs.*

Balanced narrative + numbers. Traction slide is the centerpiece. Includes: B2B SaaS, consumer, marketplace, hardware, impact/ESG, and general seed variants.

## SERIES A

## The Growth Deck (6 templates)

*For founders with product-market fit — scaling revenue and team.*

Numbers-heavy. Unit economics front and center. Includes: SaaS metrics, e-commerce, fintech, healthtech, climate/impact, and platform variants. Each includes a data appendix template.

## BRIDGE / EXTENSION

## The Momentum Deck (4 templates)

*For between-round raises when you need runway to hit the next milestone.*

Focused on what you've proven, what's left to prove, and exactly how this capital gets you there. Includes: bridge-to-A, extension round, convertible note, and SAFE variants.

## IMPACT / ESG

## **The Purpose Deck (5 templates)**

*For impact-driven founders raising from values-aligned investors.*

Includes theory-of-change slide, impact metrics framework, and dual-bottom-line narrative.

Designed for GIIN-aligned, B-Corp, and ESG-focused investors. Variants: social enterprise, climate tech, financial inclusion, health equity, education access.

### **COMPETITION / DEMO DAY**

## **The Stage Deck (4 templates)**

*For pitch competitions, demo days, and accelerator showcases.*

Designed for 3-5 minute presentations. High-impact visuals, minimal text. Includes: 3-minute pitch, 5-minute pitch, demo day, and investor panel variants.

## SECTION TWO

## What Every Template Includes

- Placeholder text on every slide showing exactly what to write and how long it should be
- Design notes in the speaker notes explaining why each element exists
- Color-coded sections: gold for emphasis, gray for supporting data, black for narrative
- Both formats: Google Slides (edit online) + Canva (drag-and-drop)
- Export instructions for clean PDF output

These 30 templates cover the deck. But a deck is only slide one of a fundraiser. What happens when they say “send us the model”? When they want to see your pipeline? When they ask about your data room? That’s the full operating system — and it goes well beyond templates.

# 3

SECTION THREE

## The Implementation Sprint

From blank template to investor-ready deck in 60 minutes. Here's exactly how.

## SECTION THREE

## The 60-Minute Deck Sprint

You don't need a weekend. You need an hour. Here's the protocol:

**Minutes 1-5:**

Pick your template. Stage + sector. Don't overthink it.

**Minutes 5-15:**

Fill in the traction slide FIRST. This is your anchor. Everything else revolves around your numbers.

**Minutes 15-30:**

Problem 'Solution 'Market. Tell the story in three slides. Use the placeholder text as your guide.

**Minutes 30-45:**

Business model + Competition + Team. The operational truth of your business.

**Minutes 45-55:**

The Ask + Vision. What you need and where it goes.

**Minutes 55-60:**

Read through once. Cut every word that doesn't earn its place. Export as PDF.

## SECTION THREE

## The 7 Deadly Sins of Pitch Decks

After reviewing 500+ decks, these are the patterns that kill deals:

1. More than 15 slides. If you can't tell your story in 10-12, you don't understand it yet.
2. No traction slide. Even pre-revenue founders can show waitlist, LOIs, or pilot results.
3. Vanity metrics. "1M social media impressions" means nothing. Revenue and retention are what matter.
4. Walls of text. Investors scan. If a slide takes more than 10 seconds to process, redesign it.
5. No competitive landscape. Saying "we have no competitors" signals naivety, not innovation.
6. Vague ask. "We're raising \$1-3M" says "we don't know what we need." Pick a number. Defend it.
7. Missing team slide. Investors fund people. If your team slide is an afterthought, so are you.

### Included with Your Purchase:

The Implementation Sprint Video (60 min) — Watch Deven walk through 3 templates on real businesses. Stage selection, slide-by-slide fill-in, investor feedback integration. Delivered separately via email after purchase.

### Quarterly Update Pack

New templates as the market evolves. When investor expectations shift — new ESG frameworks, updated metrics standards, emerging sectors — you'll get updated templates automatically. No extra charge.

## NEXT STEPS

## You Are Here: Deck Ready

You've got the templates. You've got the structure. You can build a deck that looks like it came from a \$10K consultant.

But here's what every founder discovers after the deck: the deck gets you the meeting. It doesn't close the round. For that, you need a data room investors trust. An outreach strategy that gets replies. A financial model that survives due diligence. A follow-up system that keeps you top of mind.

That's the full fundraising operating system. And it's exactly what Becoming Investable builds — week by week, over 10 weeks.

### **\$297 — Becoming Investable: The Operating System**

The complete 10-week system that turns invisible founders into the ones investors call back. Deck, data room, financial model, outreach strategy, follow-up sequences — all built and ready.

- Full fundraising system (\$3,000+ if hired out)
- Data room framework (\$500 value)
- Investor outreach playbook (\$300 value)
- 10 weeks of implementation (\$2,000+ coaching equivalent)

**Total value: \$5,800+. Your investment: \$297.**

*The 10X Guarantee: If this system doesn't save you at least \$2,970 in consultant fees or 100+ hours of work, we'll refund every cent. Keep everything.*

[Learn About Becoming Investable 'devendavis.com/products/becoming-investable](https://devendavis.com/products/becoming-investable)

Also available separately: The Model Factory (\$17, 15-20 financial models) and The AI War Chest (\$17, 50+ business prompts) at devendavis.com.

## About the Author

Deven Davis is the Co-Founder of Ivystone Capital, an impact venture fund that bridges institutional capital and grassroots innovation. He's built \$500M+ in startup growth revenue, cultivated 400+

family office relationships, authored two books, and delivered keynotes on stages around the world.

He's reviewed thousands of pitch decks — and built more than a few. The templates in this vault are the structures that work.

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*“You must get rid of the thought of competition. You are to create, not to compete for what is already created.”*

— Wallace D. Wattles, *The Science of Getting Rich*

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## **Disclaimer**

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The consulting cost equivalents cited are estimates based on industry ranges for similar deliverables and are provided for illustrative purposes only. Actual costs vary significantly by firm, geography, scope, and engagement terms.

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The Pitch Vault — Version 1.0, March 2026