



How to Build a VC Investor-Ready Pitch Deck

At Unicorn Anchor, we work closely with startups to connect them with the right professional investors. But before we reach out to our network, we ask you to submit a pitch deck that's clear, focused, and truly **VC-ready**. VCs don't have time to search for the story — they need to understand your vision, traction, and potential in minutes. The best decks are short, sharp, and tell a compelling story investors want to follow.

Your presentation should ideally be **10–15 slides** long. What matters most: your deck must clearly answer the **six essential questions** below — in this exact order. This is how professional VCs evaluate opportunities, whether at Seed, Series A, or beyond. As you are presenting an idea, it will always start with the people:

1. Who are you?

Team & skills
(expertis & entrepreneurship)

2. What are you doing?

Which major problem do you solve,
and how?

3. What is your market?

TAM, competitors, and USP?

4. How do you make money?

Revenue model & recurring streams

5. What is your vision / mission?

If successful, where will you be?

6. What do you need?

Financing round (investment
opportunity) & use of funds

As an added service, we offer assistance in structuring and optimizing your VC-ready deck. Our partner agencies can help you refine your deck's structure, optimize content, and even re-design the presentation to meet the highest standards. Please [contact](#) us directly for more details.

Unicorn Anchor

www.unicorn-anchor.com