

# Investor questions every pitch deck should answer

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A scannable summary of the core questions investors ask, slide by slide. Use it as a checklist for your deck — or as a quick framework for any startup pitch.

## 1. Cover

- What do you do, and who do you help?
- What's your product category, target customer, primary use case and benefit?
- What makes you the first or the best at this?

[See example →](#)

## 2. Investment Highlights

- Why should we invest?
- Is your problem and market big enough?
- Is your product good enough?
- Is your team the right team?
- Are we a fit for your industry, ask, and stage?

[See example →](#)

### 3. Team

- Why is your team the best team for this opportunity?
- What relevant experience, prior startup success, and shared history do you bring?

[See example →](#)

### 4. Problem

- What problem do you solve, and who has it?
- Is it must-solve or nice-to-solve?
- How is it solved today, and why do those solutions fall short?
- How big is it, and is it getting bigger?

[See example →](#)

### 5. Why Now

- Why is this possible now when it wasn't a few years ago?
- What market, technology, regulatory, or behavioral shift created the opening?
- Why are startups advantaged versus incumbents right now?

[See example →](#)

### 6. Solution

- What's your solution, and what are the benefits mapped to the pain points?
- How much better is it — faster, cheaper, easier — and why is now the right time?

[See example →](#)

## 7. Product

- How does it actually work, in three to five simple steps?
- Where does it fit in your customer's workflow?
- What's proprietary — patents, core technology, defensible IP?

[See example →](#)

## 8. Competition

- Who are your competitors — incumbents, other startups, homegrown solutions, do-nothing?
- How do you win on the attributes customers care about?

[See example →](#)

## 9. Moat & Defensibility

- Why won't competitors simply copy you?
- What proprietary assets are you building (technology, data, network effects, brand, switching costs)?
- How does defensibility strengthen as you scale?

[See example →](#)

## 10. Business Model

- How do you make money?
- Per customer, transaction, seat?
- What does a typical transaction look like?
- Is the revenue recurring — active or passive?

[See example →](#)

## 11. Market Opportunity

- How big can this get?
- What's your bottom-up market size?
- What share gets you to \$100M+ in annual revenue?
- What market or product expansions get you to \$1B and beyond?

[See example →](#)

## 12. Traction

- Do customers love your product — what proves it?
- What are your key metrics (CAC, LTV, MRR, retention, ratings), and how fast are they growing?
- Is the growth repeatable and earned?

[See example →](#)

## 13. Growth Strategy (a.k.a. Go-to-Market)

- How will you reach, activate, and retain customers?
- What are your CAC, LTV, and payback period — and is LTV at least 3–5x CAC?

[See example →](#)

## 14. Product Roadmap

- How will you keep the product competitive as you grow?
- What major features, modules, integrations, or certifications are next?
- What have you already shipped?

[See example →](#)

## 15. Financials

- How fast can you grow, and how big, over the next two to three years?
- What are the key revenue and expense assumptions?
- When do you reach profitability, and how much will you burn first?

[See example →](#)

## 16. Funding (a.k.a. The Ask)

- How much are you raising, and on what terms?
- What's the use of proceeds?
- What milestones will it get you to, and how does that set up your next round?

[See example →](#)

## 17. Investment Highlights Recap

- Can you restate the investment thesis in one tight summary — a ready-to-share thesis for the investor's own team?

[See example →](#)

## 18. Contact

- Who's the primary contact for follow-up questions, and how do we reach them — email, phone, LinkedIn?

[See example →](#)

## 19. Appendix (deck only)

- What supporting proof can you keep in reserve — press, customer quotes, detailed financial model, tech stack, full bios?

Prefer a written document? See the companion [Investment Memo Template](#) — same framework, in 2–4 pages.

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