

WHAT MAKES BRANDS INVESTABLE

The Investor Pitch Deck Guide

A slide-by-slide blueprint for a pitch that earns belief, the sixteen sections investors expect, in the order that tells your story.

THE STORY

01 *The Opening*

A striking image that captures who you are at a glance. Your opening should communicate your brand world before a single word is read.

02 *The Founder Story & Why You*

Investors invest in people. Show your credibility, accreditations, press, previous ventures, and prove you understand the industry you're building in.

03 *The Problem You Solve*

This is where your positioning does the heavy lifting, and it's about far more than product. The strongest pitches lead with a sharp, undeniable story about the gap in the market only you can fill. Your brand story is your value proposition, it explains why your brand matters before you've shown a single product.

04 *Your Brand Proposition & DNA*

What your brand stands for beyond what it sells, your positioning, your values, your reason for being. Investors need to see this isn't a marketing layer applied on top; it's the core the business is built on. A brand with a clear proposition is a brand with a defensible position, and that's what makes it investable.

THE NUMBERS

05 *Headline Metrics*

Your top-line numbers on one slide, proof the business works. Include the metrics investors actually scrutinise:

- | | |
|---|---|
| — Revenue & growth · sales & the curve | — CAC · cost to win a customer |
| — LTV · value over time | — LTV:CAC · aim ~3:1 or higher |
| — AOV & UPT · spend per purchase | — Repeat rate · proof of loyalty |
| — Returns rate · operational health | — Gross margin · kept after COGS |
| — Payback period · time to recoup CAC | — Email / SMS list · owned audience size |

Together these numbers tell one story: you acquire customers efficiently, they spend well, and they come back.

06 *Market Size & Opportunity*

The scale of what you're entering, with your customer data mapped against the wider market. Show the market potential, your defined customer profile and what drives their buying decisions, and the beauty-industry trends shaping the moment.

PEOPLE & PROOF

07 *The Team*

Key people and their credentials, where they've worked and what they bring. Investors need confidence the team can execute and scale.

08 *Brand Timeline*

Key milestones, product launches, partnerships, awards. Show the highs and the lessons; investors don't expect a perfectly smooth journey.

09 *Community & Social Proof*

A genuine commercial asset, not a vanity metric. A strong, engaged community lowers acquisition costs through organic growth and word-of-mouth, drives repeat purchase, and raises lifetime value. Show your organic growth, engagement, and community strength.

10 *Testimonials*

Real customer voices that prove emotional investment in the brand. Ask your community directly what they love, authentic responses are more powerful than a review score alone.

11 *Partnerships, Collaborations & Major Moments Ahead*

What's coming that supports your growth strategy and reinforces your positioning.

THE OPPORTUNITY

12 *Competitive Landscape & Your White Space*

Never claim you have no competitors, it reads as naïve and you'll be called out. Show you understand the landscape and exactly where you sit within it. This is your positioning made visual: a perceptual map that reveals the white space only your brand occupies. Competitors are proof of concept; the goal is to show what makes you distinct.

13 *The Unique Opportunity*

Your sweet spot is the defensible position where you uniquely sit. This flows directly from your positioning: once you know your white space, you can articulate why this brand, in this market, at this moment, is the opportunity. This is the slide that turns a nice brand into an investable one.

14 *Growth & Global Potential*

Where the investment takes you. Prove demand exists, international following, waitlists, early traction, before you scale into it.

THE ASK

15 *The Financial Ask*

Be specific about how much you're raising and exactly how it drives growth. Investors want to see you've modelled every penny, scaling production, expanding distribution, launching new products, and the projected return.

16 *Thank You / Contact*

Close with your details. Leave investors with a clear, confident way to continue the conversation.

LET'S TALK

Building the raise? We'd love to help you tell the story.

Connect with us at: effie@beautiful-sparks.com