

STARTUP TEMPLATE LIBRARY · \$1,500

Done-For-You Startup Deck + Docs

Engagement scope, intake and delivery schedule for having your investor deck, one-pager and core founder documents built for you.

- Investor deck, one-pager, and the document set behind them
- A full intake to complete before the kick-off call
- Two revision rounds, delivery schedule and what is excluded

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Version 1.0 · Engagement document — read before booking

What you get

Deliverable	What it contains
Investor deck	12–14 slides: problem, why now, solution, market, model, traction, competition, team, ask, use of funds — written and designed
One-pager	A single page an investor can forward, carrying the same argument in a tenth of the space
Financial summary	A three-year summary tied to your own assumptions, with the assumptions visible
Data room index	The nine-folder structure with a note on what belongs in each and what you still need
Narrative document	The written version of the deck, for investors who prefer prose and for your own clarity

What is not included

- Introductions to investors, or any form of fundraising representation.
- Financial, legal or tax advice. The model reflects your figures and your assumptions.
- Building the data room contents — we give you the index and tell you what is missing.
- Rehearsal or pitch coaching, which is a separate engagement.
- Design of a full brand identity; the deck uses your existing brand, or a clean neutral treatment if you have none.

What we will not do

Write a traction slide that overstates what is true, invent testimonials or logos, or present market figures without a citable source. A deck that does not survive diligence is worse than no deck, and it is your name on it, not ours.

Schedule

Stage	Who	Timing
Intake returned in full	You	Before work begins
Kick-off call (90 minutes)	Both	Within 3 business days
Narrative drafted and agreed	Us	Days 1–4
Deck built from the narrative	Us	Days 4–9
One-pager and financial summary	Us	Days 9–11
Draft delivered	Us	Day 12
Your consolidated feedback	You	Within 5 business days
Revision round one	Us	3 business days
Revision round two if needed	Us	3 business days
Final files and handover call	Both	On completion

The narrative is agreed before the deck is built. Designing slides around an argument nobody has signed off is the most reliable way to spend a revision round on something structural.

What we need from you

- Any existing deck, however rough, including the versions you are embarrassed by.
- Twelve months of revenue and customer data at whatever granularity you have.
- Your current cap table, fully diluted.
- Market research you have already done, with sources.
- One named decision-maker to give consolidated feedback.

Intake questionnaire

The company

Legal name, trading name, and where incorporated

What you sell, in the words you would use to a customer

When you started, and what has happened since

Who the founders are and what each is responsible for

The raise

How much, on what instrument, and at what stage

What the money is for — specific hires and specific spend

The milestone it gets you to

Who you have already spoken to, and what they said

Any terms already agreed or discussed

Evidence

Revenue, by month, for as long as you have it

Customers: how many, who they are, how long they stay

Retention or repeat purchase, and how you calculate it

Your acquisition cost, and how you calculate it

Anything in the numbers you would rather an investor did not notice

Market and competition

How you size the market, and the source for it

Who you actually lose deals to

Why customers choose you when they do

What would have to be true for this market to be much smaller than you think

Risk and honesty

What is the biggest risk to this business?

What is the question you are most afraid an investor will ask?

What is in your numbers that needs explaining before someone finds it?

Why we ask those last three

Because they are the questions that will be asked, and the deck is far stronger if it answers them on your terms rather than being cornered by them in a meeting.