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The 12 Things Founders Often Miss in Their Investor Pitch Deck



INVESTORS NOT REPLYING TO YOUR PITCH DECK?

Have it reviewed by an expert,
checked against your financials.



I'M DASHA WHITE. I run the UK/US Circle Investor Network, so I hear first hand from Family Offices, VCs, Private Equity and Angel Investors what they expect to see in a Deck. In the past year or so I have reviewed more than 500 Pitch Decks, and the same points keep coming up as missing. That is why I created the Investor Pitch Deck Review, so that your Deck leaves nothing for investors to chase.

LET'S BE HONEST, IT'S AN INVESTORS' MARKET. Investors see more opportunities than ever, and they can afford to be selective. It is natural for founders to want to hold something back for the first meeting, but in reality, that no longer works. Without the full picture an investor cannot judge the opportunity, and with the volume of Decks they receive, most simply move on rather than come back with questions. Many investors are also screening Decks through AI tools first, so if something is not in the Deck, it will not be in the AI summary, and your business may never reach the investor at all.

THE INVESTOR PITCH DECK REVIEW FIXES THAT

I read your Deck the way an investor would and check it against your financials and brand story. Within 5 working days you receive a Findings Report showing where, how and why to fix each point, along with an Introduction Summary that you can send to investors alongside your Deck. You also receive an Investor Teaser, a short two-page overview for when a shorter and more confidential version suits better, and we can go through all the changes together on a Zoom meeting.



The 12 Things Founders Often Miss in Their Investor Pitch Deck

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DEFINING THE COMPANY IN A SINGLE SENTENCE

A clear one-sentence description of the company is often missing.

Founders naturally lean towards listing features instead of saying what the business is for.

Try this format: "A {product type} that helps {target customer} with {main problem} by delivering {main benefit} using {your differentiator}."

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THE PROBLEM, AND WHO HAS IT

The problem is usually there, but the evidence is missing.

Pilot or pre-order data, spending behaviour and credible third-party research all count.

Say precisely who has the problem and what it costs them today.

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WHY NOW

Why now is skipped in a surprising number of Decks, yet investors want to know what has changed in the market, in technology, in behaviour or in regulation that makes this the moment, and why the opportunity could not have been captured a few years ago.

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MARKET SIZE, BUILT FROM THE GROUND UP

For market size, most Decks only quote a broad industry figure, which is not an accurate picture of the opportunity. Build the number from the ground up: the customers you can realistically reach, multiplied by what they will pay, with the share you can win in the next few years shown separately from the total.

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LIKE-FOR-LIKE COMPETITORS

Competitors are often chosen from the wrong league. Setting yourself against household names, or claiming there is no competition, suggests the market has not been studied.

Compare yourself with businesses of a similar stage and model, and include how customers solve the problem today, usually the hardest competitor to beat.

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TRACTION AND GO-TO-MARKET

Traction is described rather than shown in most Decks. Chart the figures: revenue, growth, retention, signed contracts or pipeline, each with dates, and avoid cumulative totals. For go-to-market, name the channel you will lead with, what a customer costs through it, and the evidence that it works, rather than listing every channel available.



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UNIT ECONOMICS AND MARGINS

Unit economics are missing from too many Decks, yet they are often one of the most closely read sections. Show what it costs to win a customer, what that customer is worth over time, the margin on each sale, and how those numbers improve with scale. Without them, growth can read as expensive rather than profitable.

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THE TEAM

What is often missing from the team slide is why each person is the right one. You do not need to list every freelancer and marketing assistant. Investors back people, so show the founders, the senior team and the board, with the similar businesses they have built or run, and any exits behind them.

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RISKS, AND HOW YOU MANAGE THEM

Risks are rarely mentioned in Decks, yet every investor wants to know what they are and to see that you understand them clearly. Name the ones that matter most, and how you are managing each. This is where an investor sees your judgement.

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THE ASK

The ask is left out more often than you would expect, so when investors screen Decks through AI tools, one of the most important answers is missing from the AI summary. State how much you are raising, the minimum ticket, and whether investors receive shares now or convert into shares later.

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USE OF FUNDS

Use of funds is usually included, but the runway it buys is often missing. Show how many months the round lasts and how the money is divided, so an investor can see it has been planned rather than estimated.

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MILESTONES AND TIMELINE

Milestones and timelines are vague in most Decks. Say what the round will deliver and by when: the product, revenue or market milestones you will reach, against a realistic timeline. It shows the investor what their money buys, and how progress can be measured once they invest.

There are others, but these 12 are the ones I see missing most often.



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Dasha White

Investor Relations Advisor and the founder of the UK/US Circle Investor Network.
Investor Evenings in Mayfair London, Pitch Perfect events for founders.
Startup Consultant, Mentor on the UK Government's Executive Management Program.
Featured in Global Woman Magazine, Guest Speaker at the House of Lords. London, Miami.

CHECK YOUR DECK AGAINST ALL TWELVE

And when it's ready, get in touch.

I will review it for consistency with your financials and your brand story, and we can discuss it over Zoom.

Let's Talk

Book a free Discovery Call on Zoom at dashawhite.com/discovery-call

Read more about what the Review entails and all options at
dashawhite.com/investor-pitch-deck-review