



Week 8 – Build a Pitch Deck Investors Actually Read

Why This Week Exists

Most decks die on slide 3. Why? Because founders bury the signal under jargon, tiny fonts, and every feature they ever dreamed of. A good deck is short, sharp, and tells a story investors can't ignore. This week, you'll use AI to strip your pitch to its essentials — and build a deck that makes investors ask for the meeting.

Your Mission

By the end of this week you'll:

1. Have a 10–12 slide deck covering only what investors need.
2. Know which story beats matter and which to ditch.
3. Be able to use AI to critique and refine your deck until it lands.

Step-by-Step

Classic flow (with Team up front):

0. Title
1. Problem
2. Solution
3. Market / Opportunity
4. Team (your unfair advantage)
5. Product Demo
6. Traction
7. Business Model
8. Go-To-Market
9. The Ask
10. Close / Contact

1. Outline Your Story

AI Prompt:

"You are an investor pitch coach. Using this order: Title, Problem, Solution, Opportunity, Team, Product, Traction, Business Model, GTM, Ask, Close — draft an 11-slide outline. For



each slide give: (a) headline message, (b) 2–3 bullets max, (c) one recommended visual.”

2. Draft Slide Content With AI

AI Prompt:

“You are a pitch deck copywriter. Write punchy text for each slide in this outline. Keep each slide under 30 words.”

3. Visualise Without Overdesigning

- Use Canva, Pitch, or Gamma. Simple visuals, big fonts, one idea per slide.

4. Run the AI Critique Loop

AI Prompt:

“You are a VC. Critique my pitch deck text as if you’re reviewing it in your inbox. Tell me: (a) where you lost interest, (b) where it’s unclear, (c) what you’d need to see to take a call.”

Reality check: AI gets you to draft, but nothing is as good as a MagicSauce deck review where real investors tear it down (lovingly) and tell you what actually lands. You can get as many as you like as part of your subscription to magicsauce.online or get yourself a deck review for £75 (and get another £75 credit when you sign up to the platform to get on our Demo Day or seen by investors on platform).

Pro Tips from the Trenches

- If your deck can’t be understood in 3 minutes, it’s too long.
- No tiny text. If it doesn’t work on a phone, bin it.
- Decks don’t close rounds — they open doors. Your job is to land the meeting.

Your Deliverables This Week

- 10–12 slide deck draft (with story beats in order).
- AI feedback doc with at least 2 critique iterations.
- One-liner pitch you can deliver without the deck.

Why This Matters

Investors see hundreds of decks a month. Yours has to rise above the noise, tell a story in minutes, and make them want to lean in. Simple, sharp, and impossible to ignore.