



Problem Construction in a Startup Pitch Deck

[Introduction]

In a seed stage pitch, a founder addresses venture investors who prioritize scalable problems and clear solutions. The presentation aims to secure capital. Through problem construction, constrained data selection, and narrative sequencing, the deck establishes necessity before introducing the product.

[Body Paragraph 1]

The deck defines the problem with categorical language, describing current tools as “fragmented” and “loss inducing.” This framing compresses diverse workflows into a single deficiency. By simplifying the landscape, the pitch lowers cognitive load and prepares the audience to accept a unified solution.

[Body Paragraph 2]

Data selection supports the frame. A single chart quantifies “hours lost per employee,” avoiding secondary variables. The constraint increases salience. Investors process one metric quickly and map it to cost. The absence of competing figures prevents dilution of the claim.

[Body Paragraph 3]

Narrative sequencing completes the move. The deck presents a problem, then cost, then product in rapid succession. Each slide resolves the previous tension. This progression creates momentum and reduces skepticism by aligning information with expectation.

[Conclusion]

The pitch persuades by constructing a narrow problem, supporting it with focused data, and resolving it through sequence. The strategies produce clarity and urgency, which align with investor criteria.