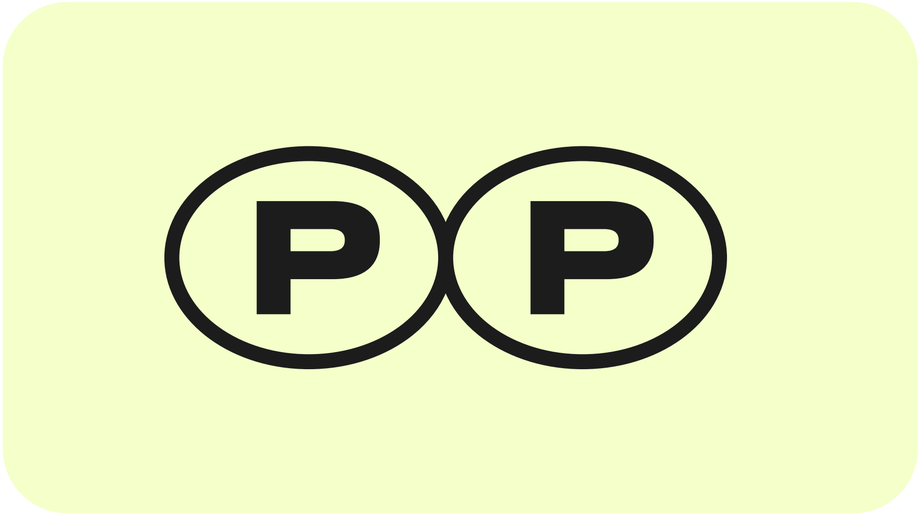
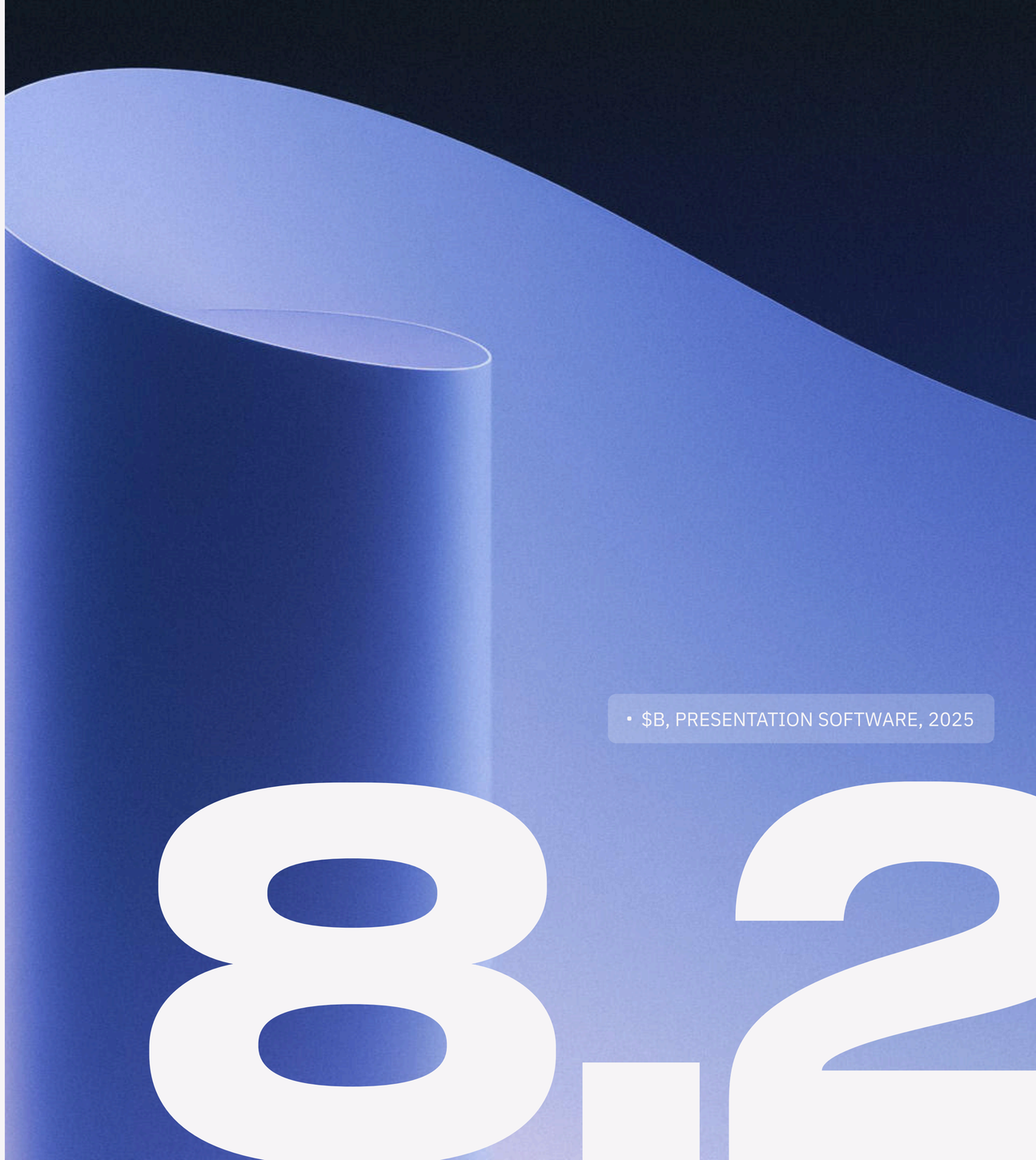

STATE
OF PITCH
DECKS
2026
INDUSTRY REPORT



PRZNTPERFECT.COM

Okay, we’re still designing slides in 2026, and here’s why. We built this report because nobody was measuring the thing we actually do (as for who we are, you can read more here).

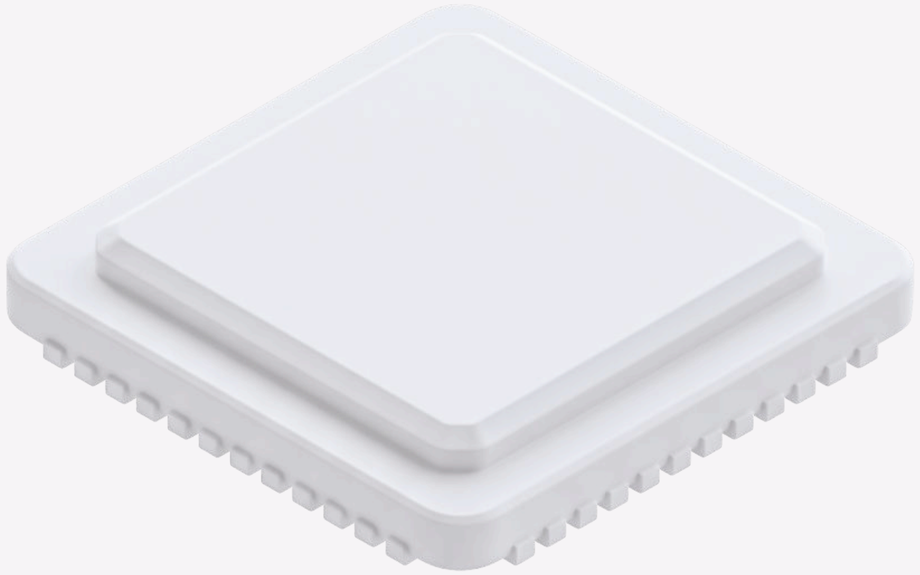
There's no industry code for presentation design services: the only number the market tracks publicly is presentation software, roughly $8.2B in 2025 and growing. That's tools, not services.



THE WORK ISN'T DISAPPEARING. MOST OF IT IS JUST INVISIBLE



THERE'S A POPULAR IDEA THAT NOBODY NEEDS SLIDES ANYMORE, that everything moved to the web, to product-led demos, to a Loom link. From where a lot of people sit, that looks true. From where we sit, it doesn’t. The presentation industry is thriving in 2026. You just can't see most of it.



That's not a figure of speech. Entire verticals run on decks and brochures as their primary channel, because **THEY DO THEIR REAL COMMUNICATING BEHIND CLOSED DOORS: WITH INVESTORS, B2B PROSPECTS, PARTNERS, REGULATORS. DEEPTECH, SEMICONDUCTOR, AND WIRELESS** the world we work in, are exactly these. Their most important arguments never touch a public page. In the companies we see, our rough estimate is that maybe 10% of what they communicate ever gets published to the web; the other 90% lives in pitch decks, sales decks, one-pagers, and data-room brochures.

Which is also why the "**SLIDES ARE DEAD**" narrative keeps getting written: it's written by people whose work is on the web, about an industry whose work mostly isn't. **AND IT'S WHY THE ONLY PUBLIC NUMBER, THE ~$8.2B PRESENTATION-SOFTWARE MARKET, BADLY UNDERSTATES THE REAL ACTIVITY. THAT'S TOOLS.** The services (the decks that actually move money and deals) sit in inboxes and data rooms where no analyst counts them.



HERE'S WHAT WE FOUND

The work isn't disappearing. Most of it is just invisible. 01

Five things to know about decks in 2026 02

A slide deck isn't one thing, and each kind has a different job 03

Presented vs. read alone 04

How your deck actually gets read 05

Stakes versus cost 06

The anatomy of a strong deck 07

Tools and formats: where the work actually happens 08

Visual trends 2026 09

AI and decks: where it actually helps 10

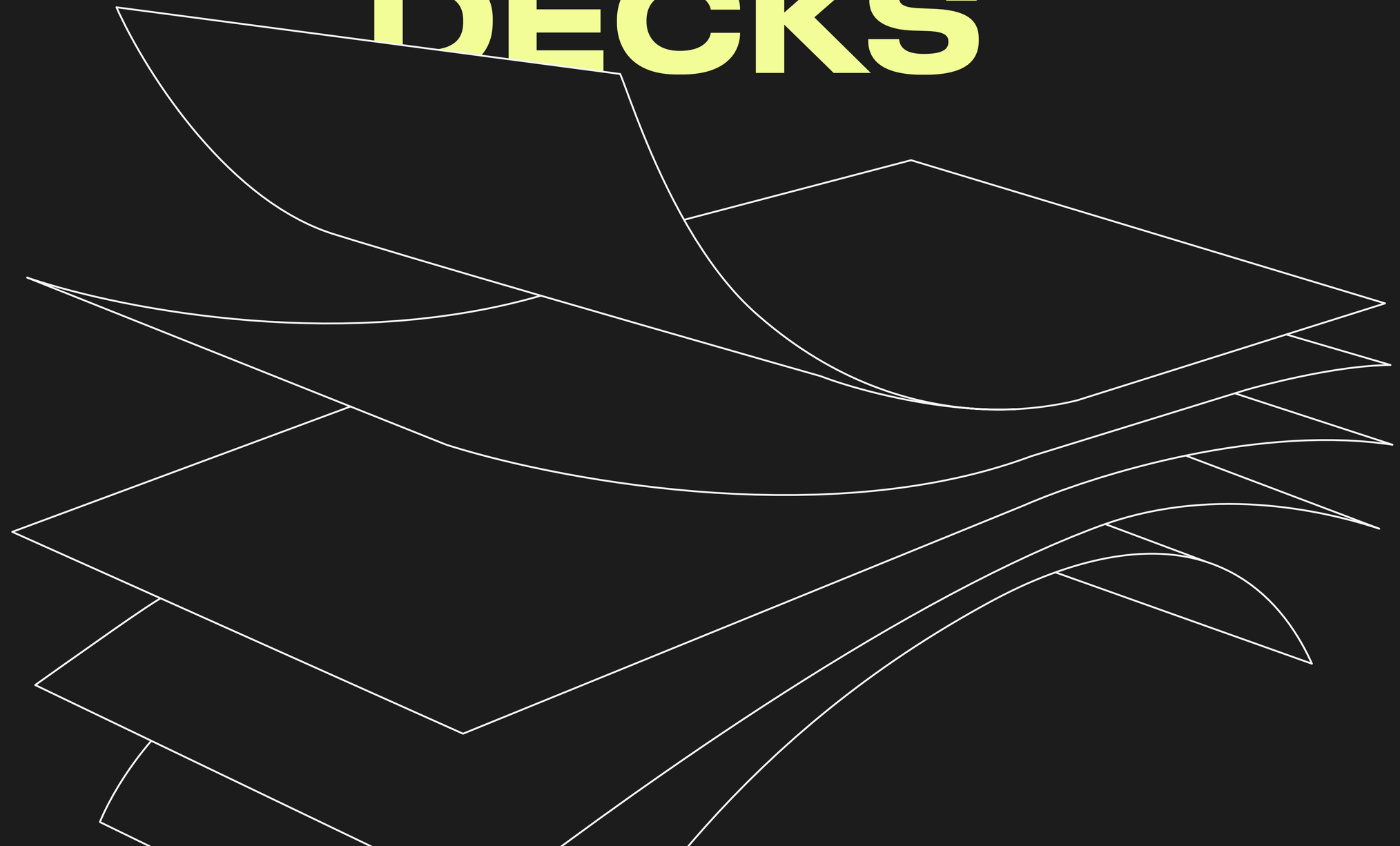
What it costs, and what you're really paying for 11

How clients choose, and where they find you 12

Where this leaves you 13

Methodology & Source 14

5 THINGS ABOUT DECKS



ATTENTION IS SHORT, AND STILL SHRINKING Investor time spent on a deck has been falling for almost a decade. The latest publicly available data by DocSend states that investors spent about 2.4 minutes on a deck in 2023, and that number has likely fallen even further since then.

You are not writing for a reader. You are writing for someone deciding, in seconds, whether to keep reading.

• MINUTES ON A DECK

2.4

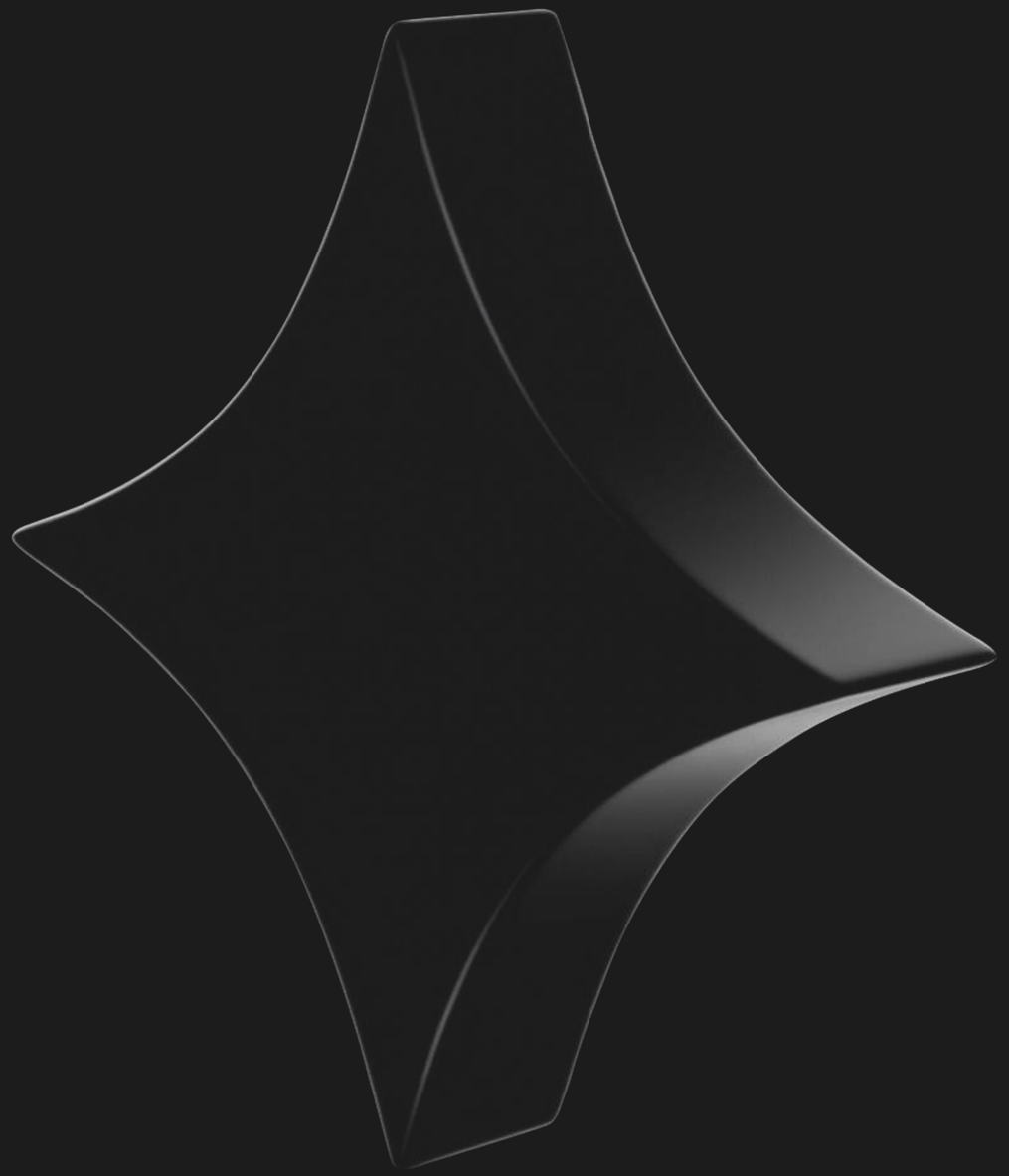
A COMMITTEE DECIDES, NOT A PERSON According to Forrester, 13 internal plus 9 external stakeholders sit inside a B2B decision on average. The deck passes through many hands, and it should provide enough reasons to keep decision-makers engaged.

• PEOPLE IN AN INTERNAL B2B DECISION

13

THE TOOL IS NO LONGER THE QUESTION PowerPoint, Figma, Google Slides, or even Lovable: it matters far less than whether the argument holds. We will come back to why the tool debate is a distraction.





AI HYPE AND AI REALITY ARE FAR APART Only 4.8% of the projects in our sample publicly credited the use of AI production, despite the industry-wide conversation suggesting that the AI takeover is inevitable. That doesn't necessarily mean AI wasn't used, just that its use wasn't disclosed.

• % MENTIONED AI USE

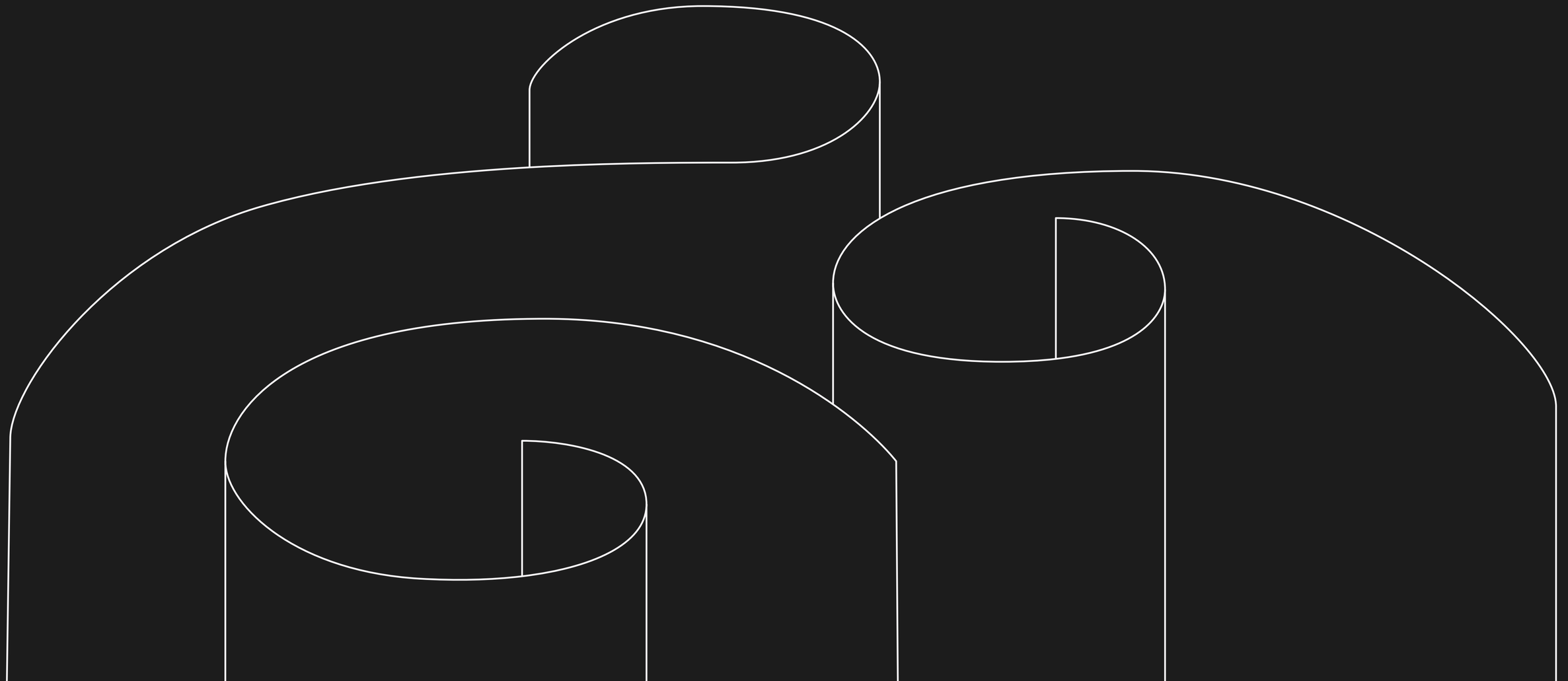
4.8

THE BUYER IS ALREADY MOST OF THE WAY THERE Around 61% of the buying journey happens before the first contact with a seller, and 77% of buyers end up choosing their top-ranked vendor. Getting your message across early is critical.

• HAPPENS BEFORE FIRST CONTACT

61%

A SLIDE DECK ISN'T ONE THING





Here's the second thing the "do we even need slides" conversation misses: **"A DECK" ISN'T A SINGLE PRODUCT.**

There are several kinds, each built for a different purpose, a different audience, and a different set of rules, because the slide's job changes with the deck's job. And that's the question worth asking before anyone opens a design tool: what is this slide actually for?

Not "what should it say", what should it do to the person reading it. A slide's job is never to look nice. It's to move one specific reader one step closer to one specific decision. Everything else serves that.

Two types drive most production and they are not interchangeable

SALES DECK



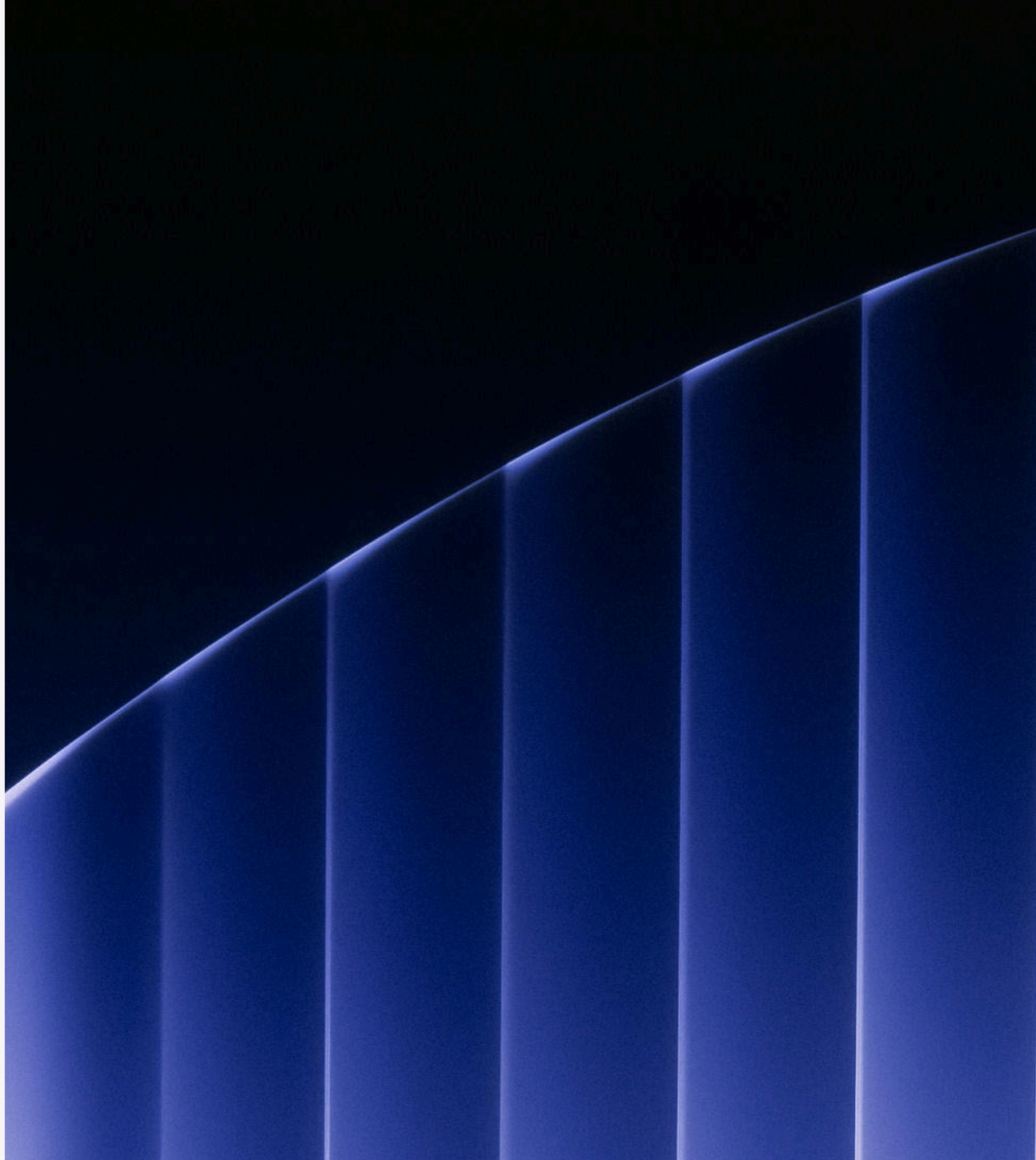
INVESTOR DECK

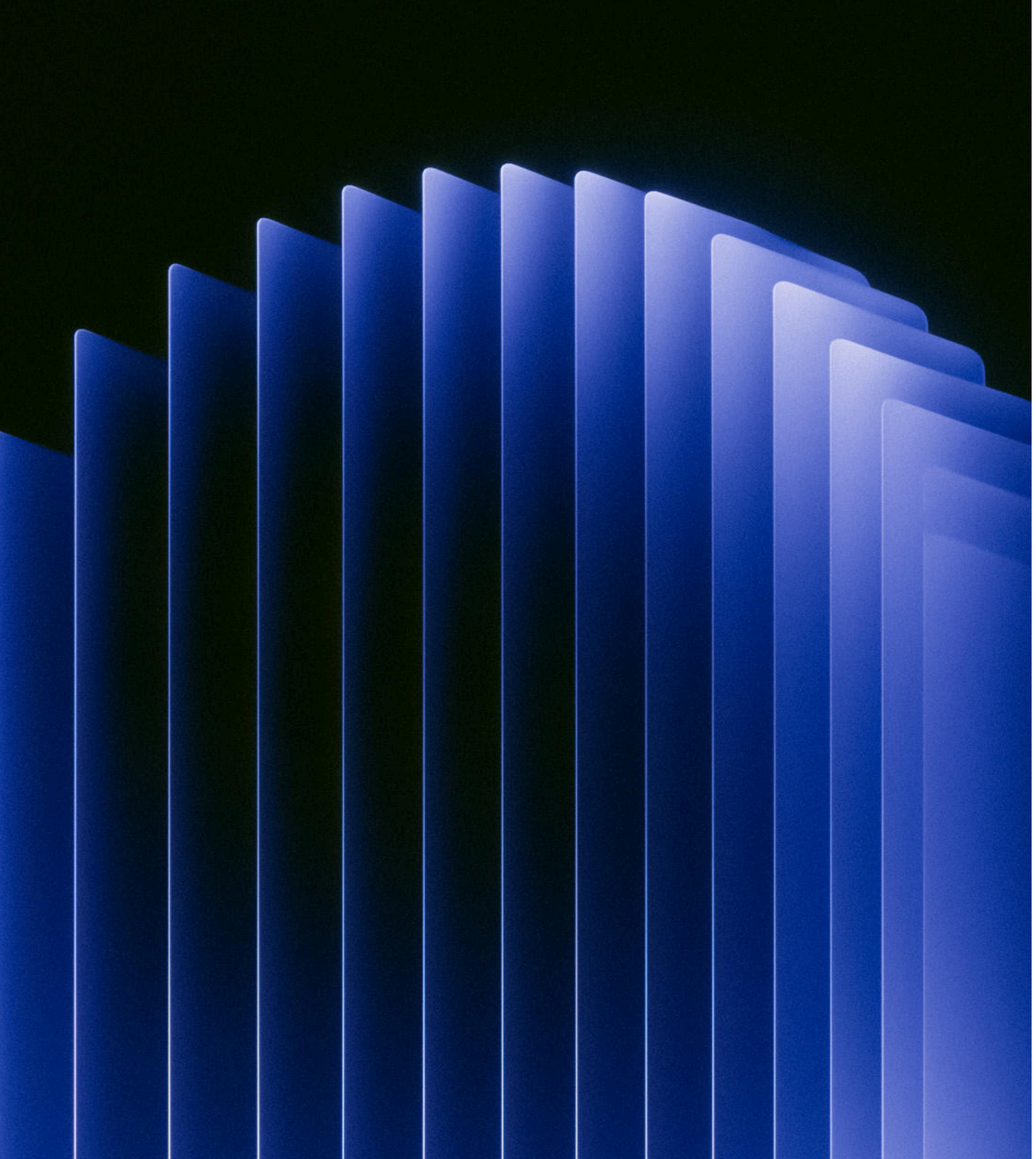
THE INVESTOR PITCH DECK

Audience: investors (a committee, not a person)

Purpose: Earn the next conversation and, eventually, move money. The job of each slide is to build conviction fast and prove the arc (problem, why now, traction, team, the ask), while surviving a skeptical read with nobody in the room to defend it.

So the rules are strict: short, one idea per slide, evidence forward, traction and team visible rather than buried. This is the deck where 16 slides beats 19 and the first screen decides whether there's a second.





THE SALES DECK

Audience: B2B buying committee of six to thirteen, most of whom you'll never present to directly

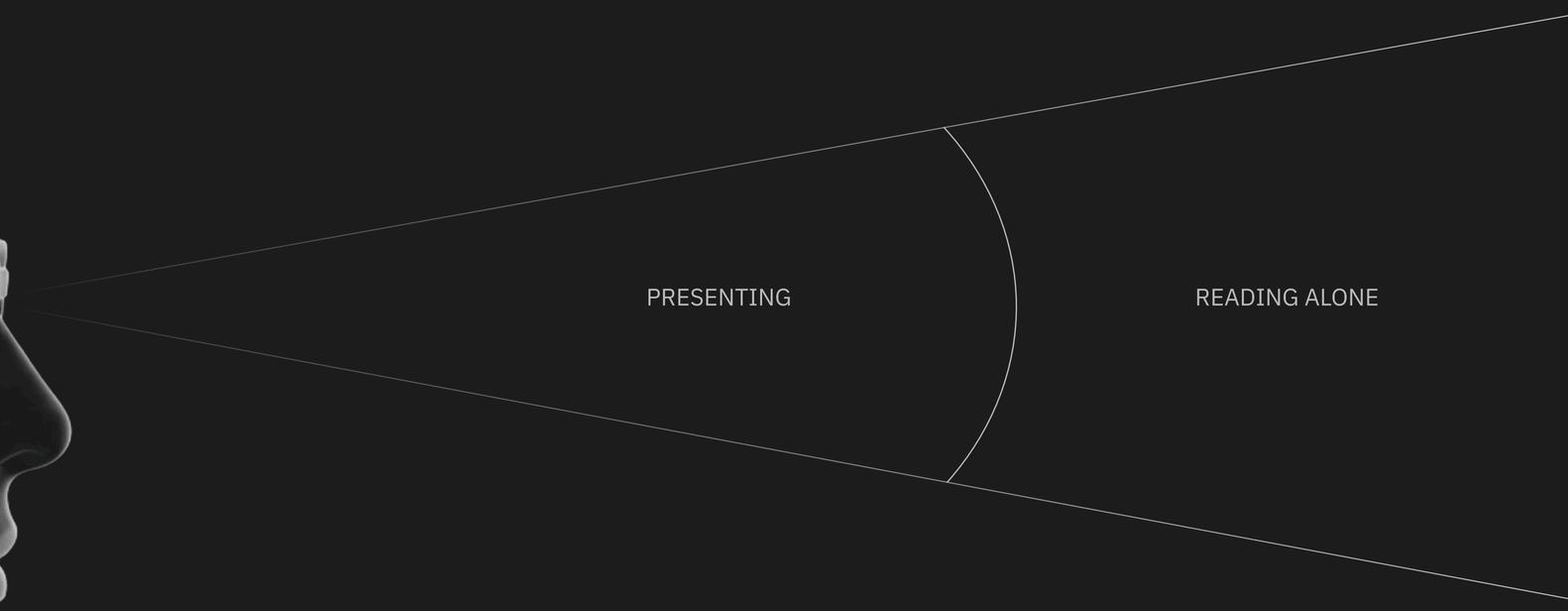
Purpose: Move a deal through a process that's now largely self-serve. The job of each slide is to make the value obvious to someone who wasn't in the room, answer the objection before it's spoken, and stay persuasive after it's been forwarded three times.

So the rules shift: conclusion-style headlines, denser and built to be scanned, personalized (personalized decks get forwarded internally 2.3× more), and ready to work with no rep attached. Same craft, different physics.

PRESENTED VS READ ALONE



Cross-cutting both types is a question that matters just as much: **IS SOMEONE PRESENTING THIS, OR READING IT ALONE?**



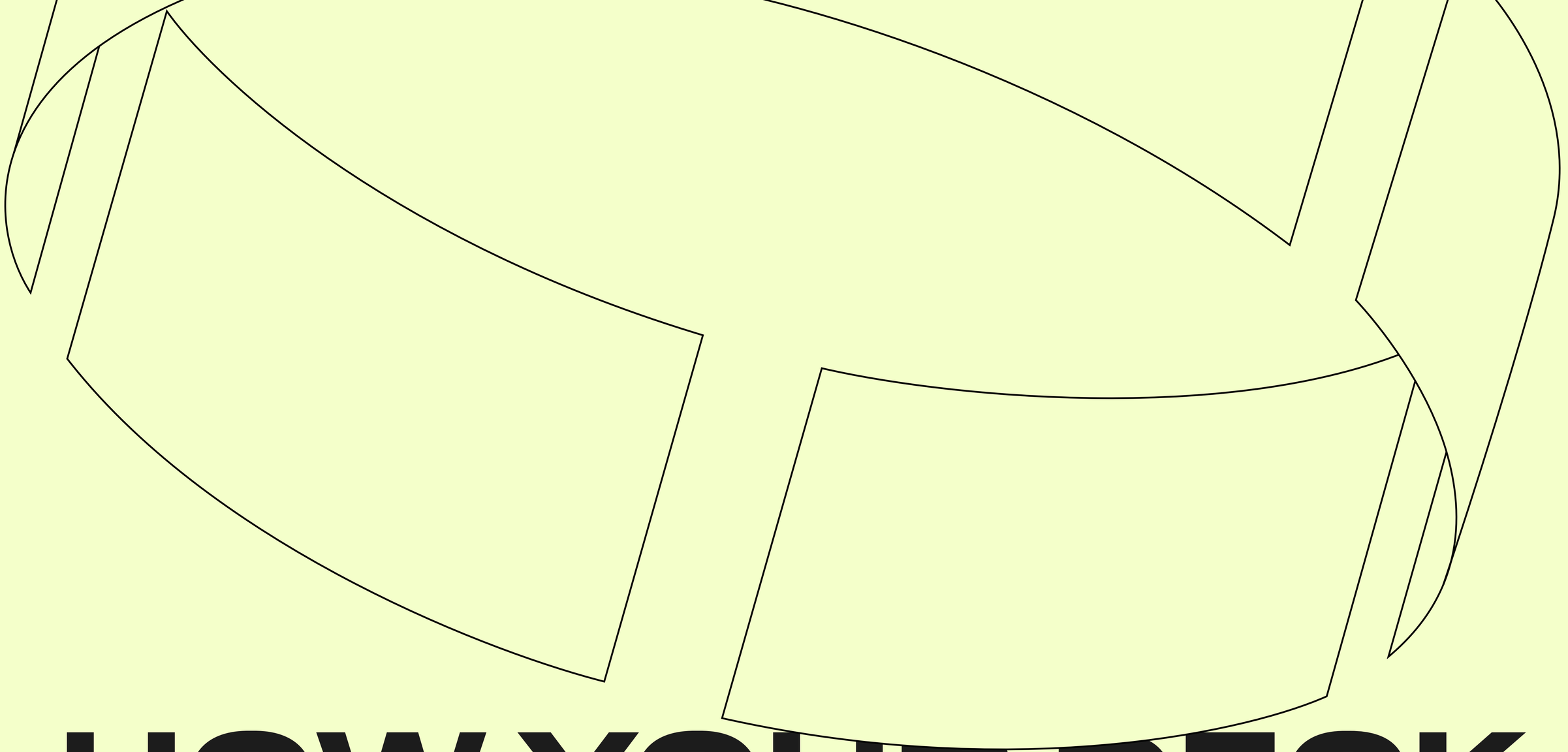
A deck someone presents in a meeting and a deck someone reads alone from a link are not the same document. They get built as one file all the time, and it's almost always a compromise.

So the first question we ask a client isn't "what do you want it to look like." It's "who opens this, and are you in the room when they do." If the answer is "both," you likely need two versions, not one clever file that half-serves each.



NARRATIVE AND WHO CARRIES IT

Presenter-led	Stands on its own	Universal
THE PERSON carries the narrative. The slide is a prompt, and you supply the argument, the transitions, the "so what"	THE DOCUMENT carries the narrative. Structure, captions and connective text do the job you'd normally do out loud	SHARED LOAD Every slide states its own takeaway in a one-line caption
LOW DENSITY Few words per slide; the detail lives in what you say out loud.	HIGH DENSITY full sentences and labelled visuals, so every slide reads without a speaker.	LAYERED DEPTH One headline point per slide, the rest pushed to notes or an appendix
Headline frames the key point; the speaker develops it.	Headline states the key point; the slide provides the context to understand it independently.	Headline a full-sentence conclusion, kept under ~8 words
The meeting sets the pace	The reader sets the pace	Guided but linear. Numbered sections and a visible nav marker



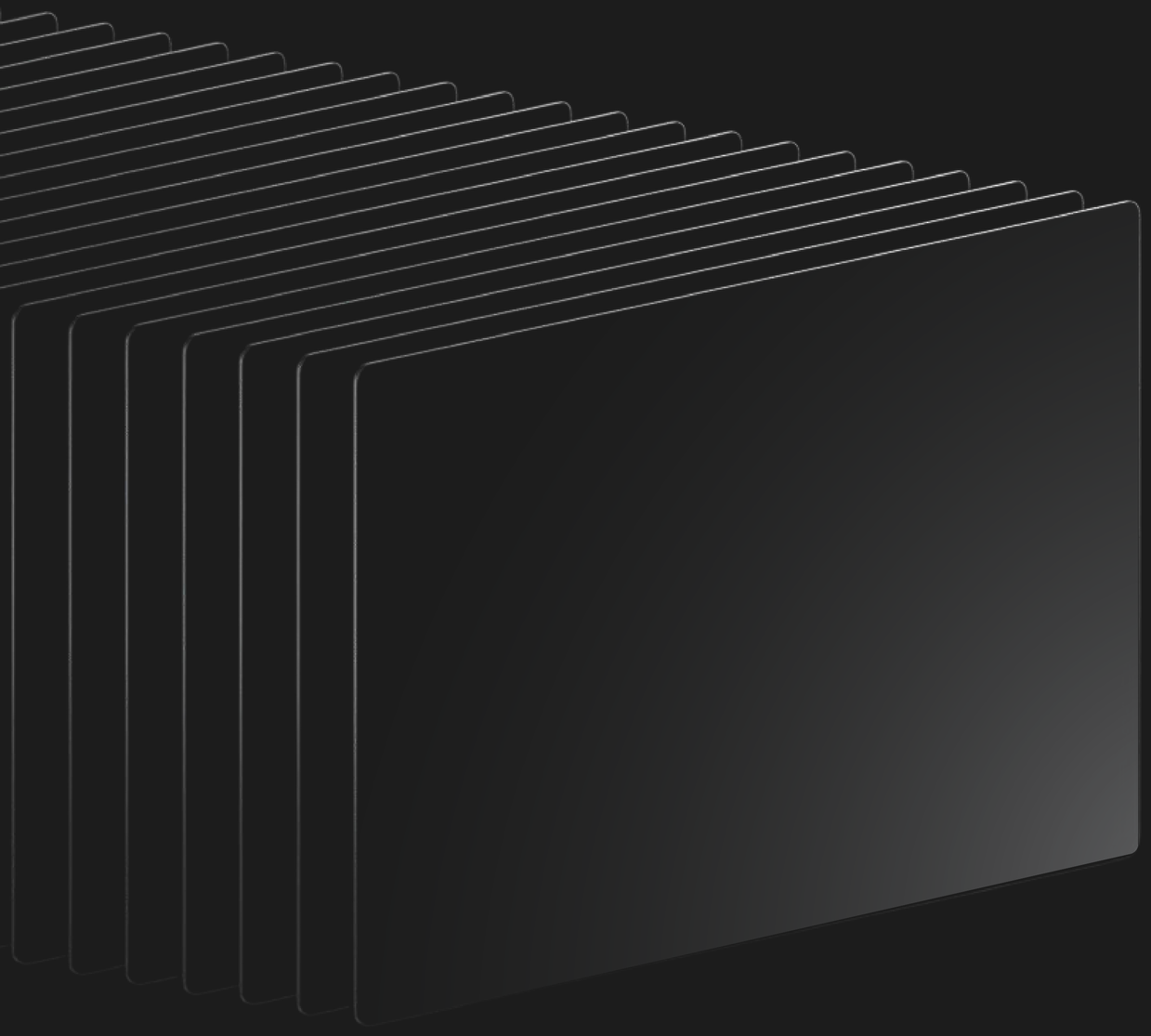
HOW YOUR DECK GETS READ IN FACT

AN INVESTOR DOESN'T OPEN YOUR DECK "TO READ IT." They open it to decide whether it's worth more of their time. What matters? In 2024, investors spent 40% more time on Team slides in seed decks and 30% more in pre-seed decks than in 2023.

• MORE TIME ON TEAM SLIDES

40%





PAPERMARK FOUND THE FIRST SCREEN ALONE TAKES 23 SECONDS:

more than any other slide.

• SECONDS ON COVER

23



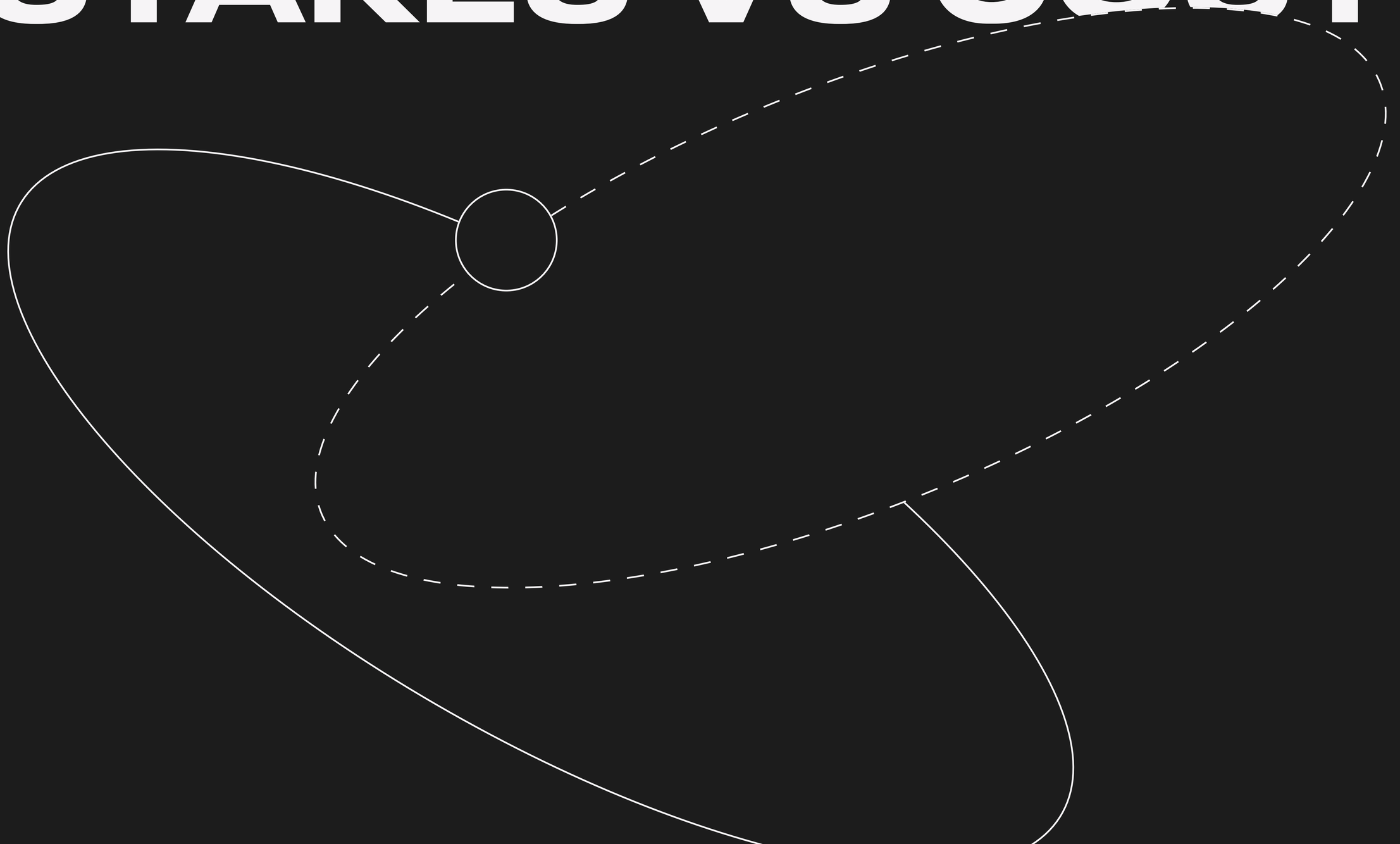
31% OF PEOPLE WHO DROP OFF LEAVE WITHIN 10 SECONDS but anyone who makes it past the first three slides finishes the deck 82% of the time. Get them through the opening and you've mostly won.

LENGTH MATTERS TOO, AND SHORTER TENDS TO WIN (not too short though, which reads more like ads). Half of all decks land between 9 and 16 pages;

Funded decks skew shorter still:
16 slides versus 19 for the rest. The instinct to add one more slide to be safe usually costs you.



STAKES VS COST



• ANNUAL VENTURE FUNDING | BILLIONS USD

425

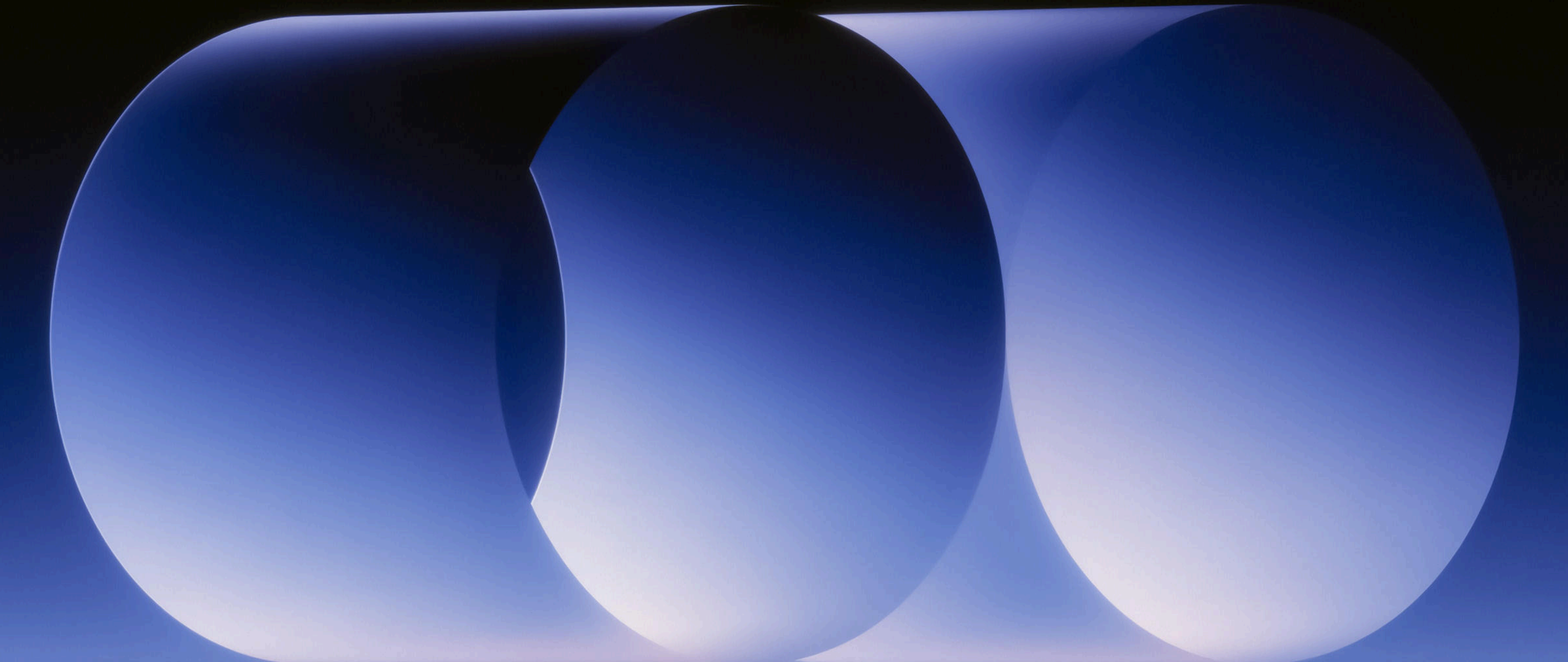
THE COST OF A DECK IS ALMOST ALWAYS TINY NEXT TO THE DECISION IT CARRIES.

That single fact should change the whole conversation about price: from "what does a slide cost" to "what decision is this document supporting.

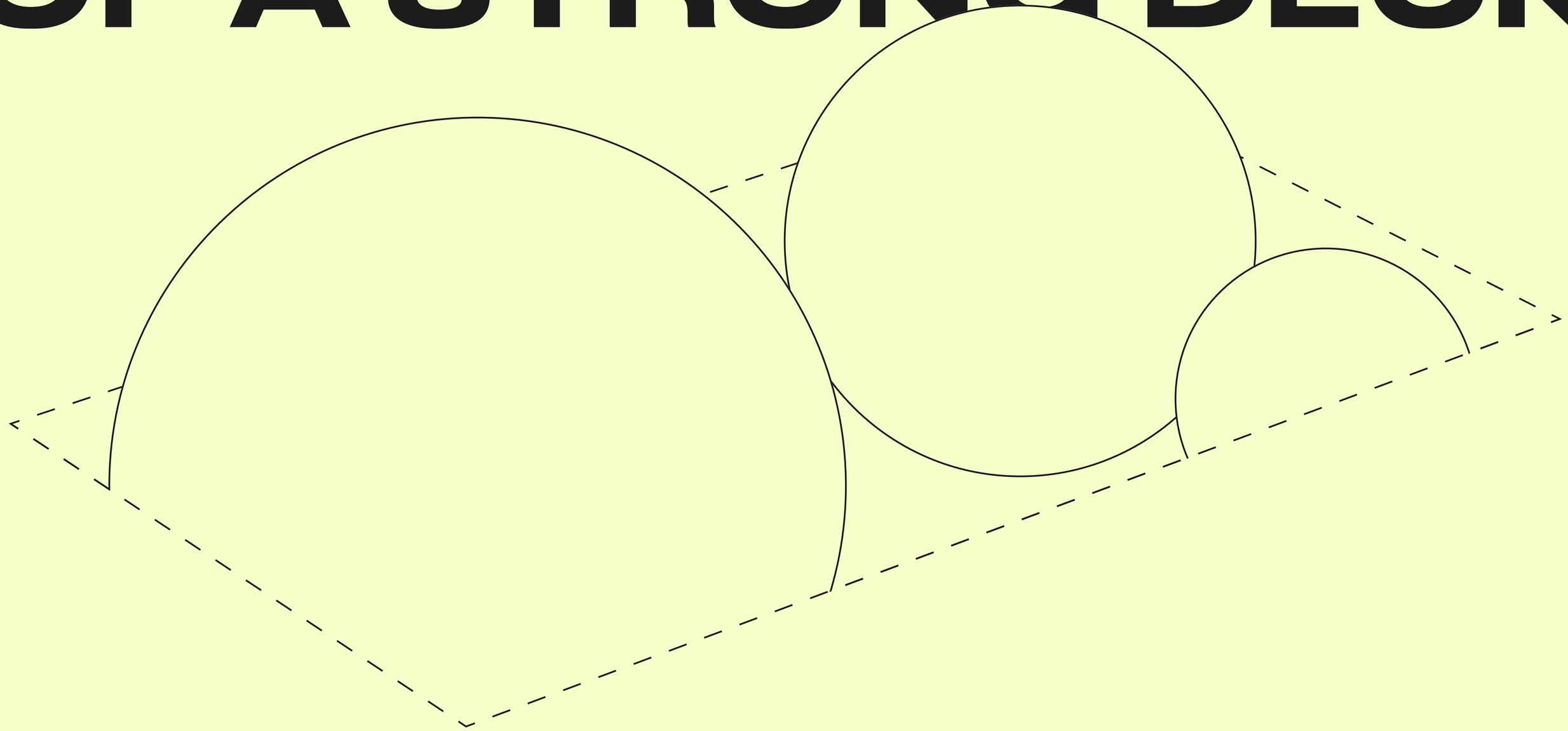
The scale is enormous. In 2025, venture funding ran around $425B across 24,000+ companies. A deck doesn't "win the round" on its own, but it carries the argument that money moves on.

From there the logic is simple: a $10,000 deck against a $1M decision is 1% of the decision; against a $100M decision it's 0.01%.

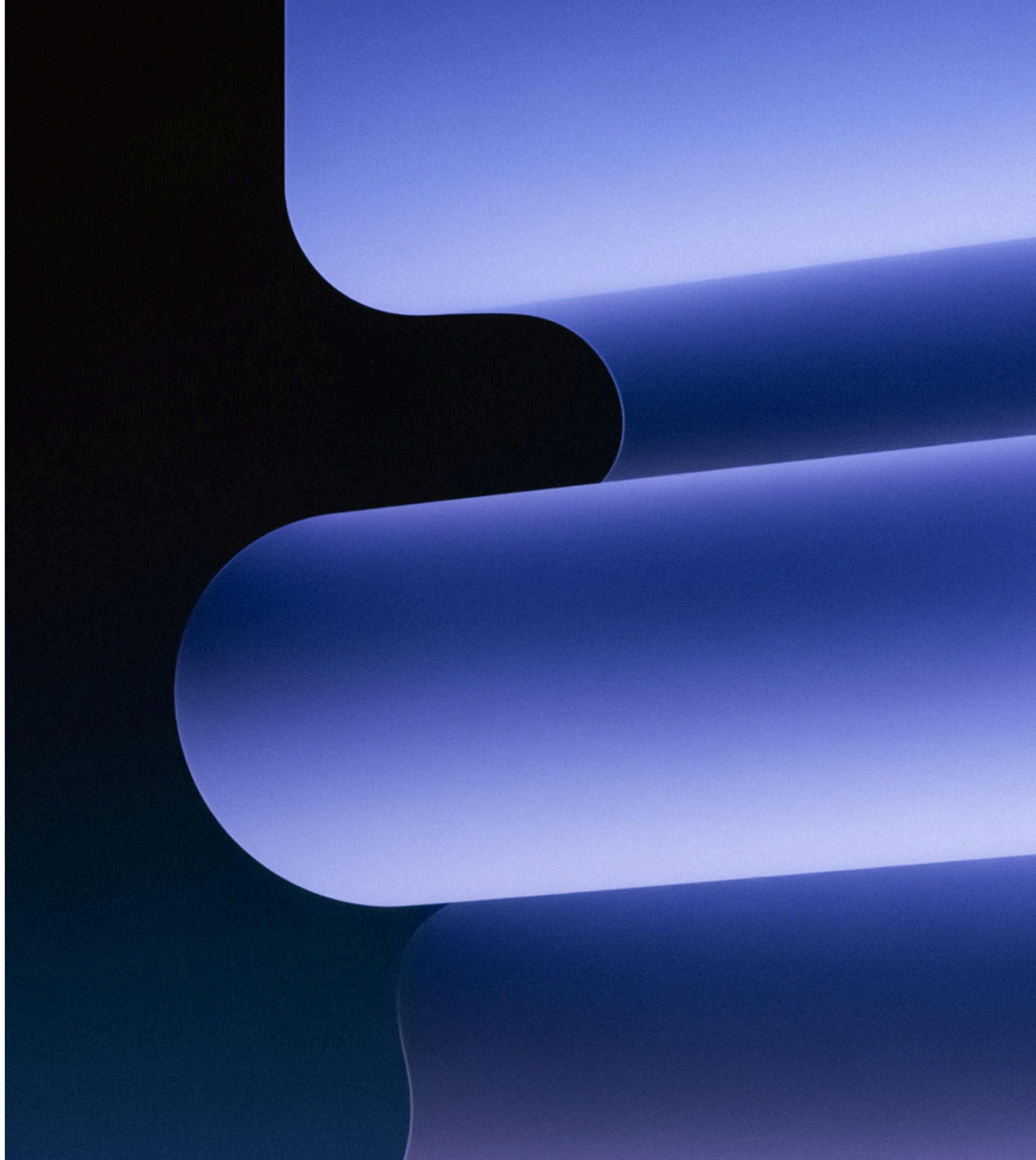
A standalone pitch deck helps buyers evaluate an offer as part of a self-serve digital process: 73% would spend $50k+ through that process, and 20% would go beyond $1M.

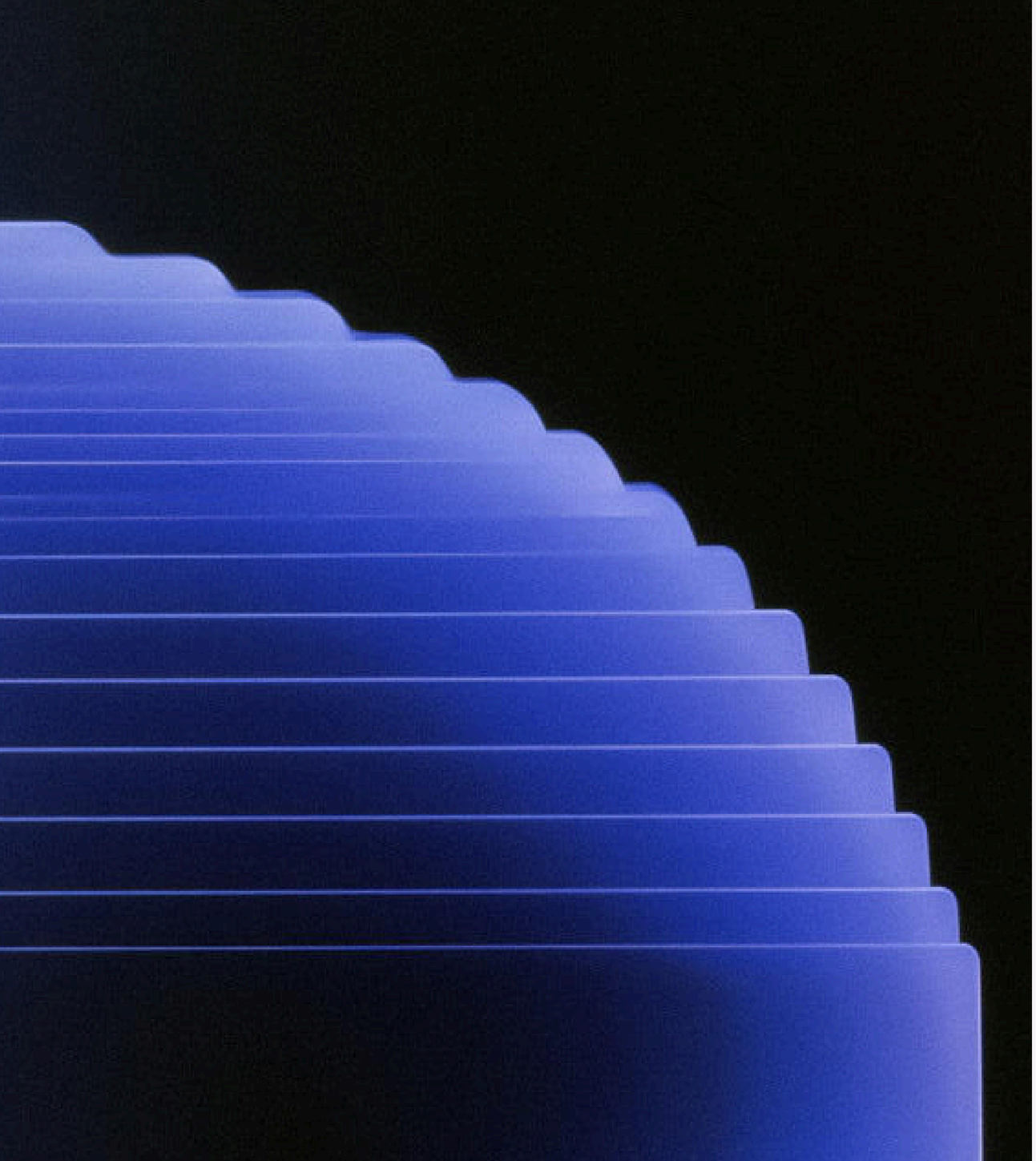


THE ANATOMY OF A STRONG DECK



STRONG DECKS ARE BUILT ON A RECOGNIZABLE FRAME, which either walks the reader from pain to action, or leads with the conclusion and spends the rest of the deck defending it. **THE CLASSIC SEQUOIA ARC STILL HOLDS:** purpose, problem, solution, why now, market, competition, product, model, traction, team, the ask.





And the failures are remarkably consistent. Teams open with the product before they've established the problem.

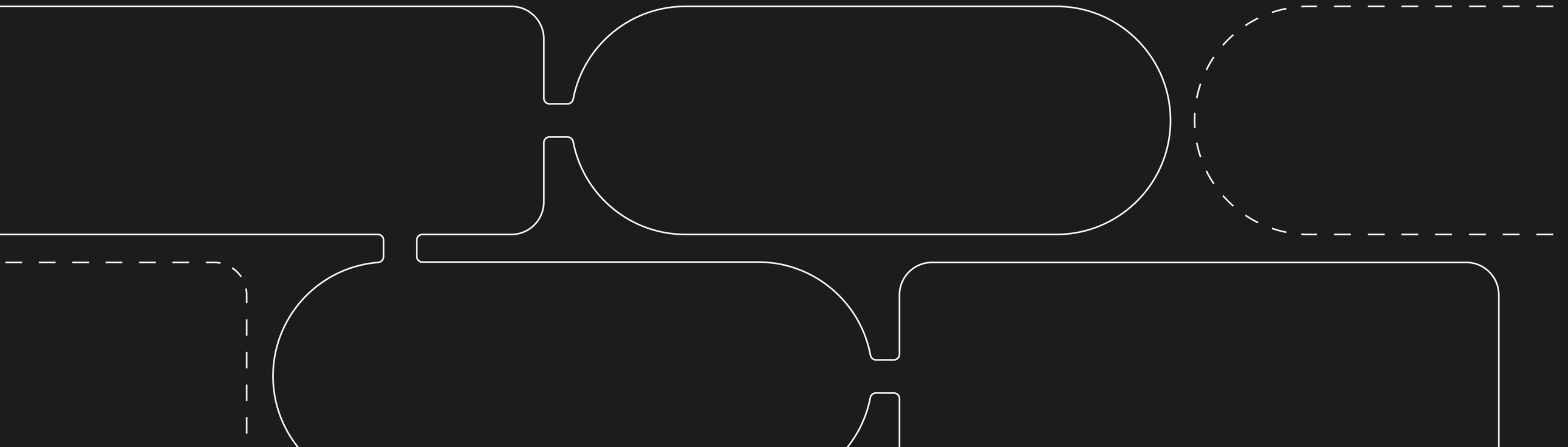
They size the market top-down. They bury traction and hide the team: the two things investors most want to see.

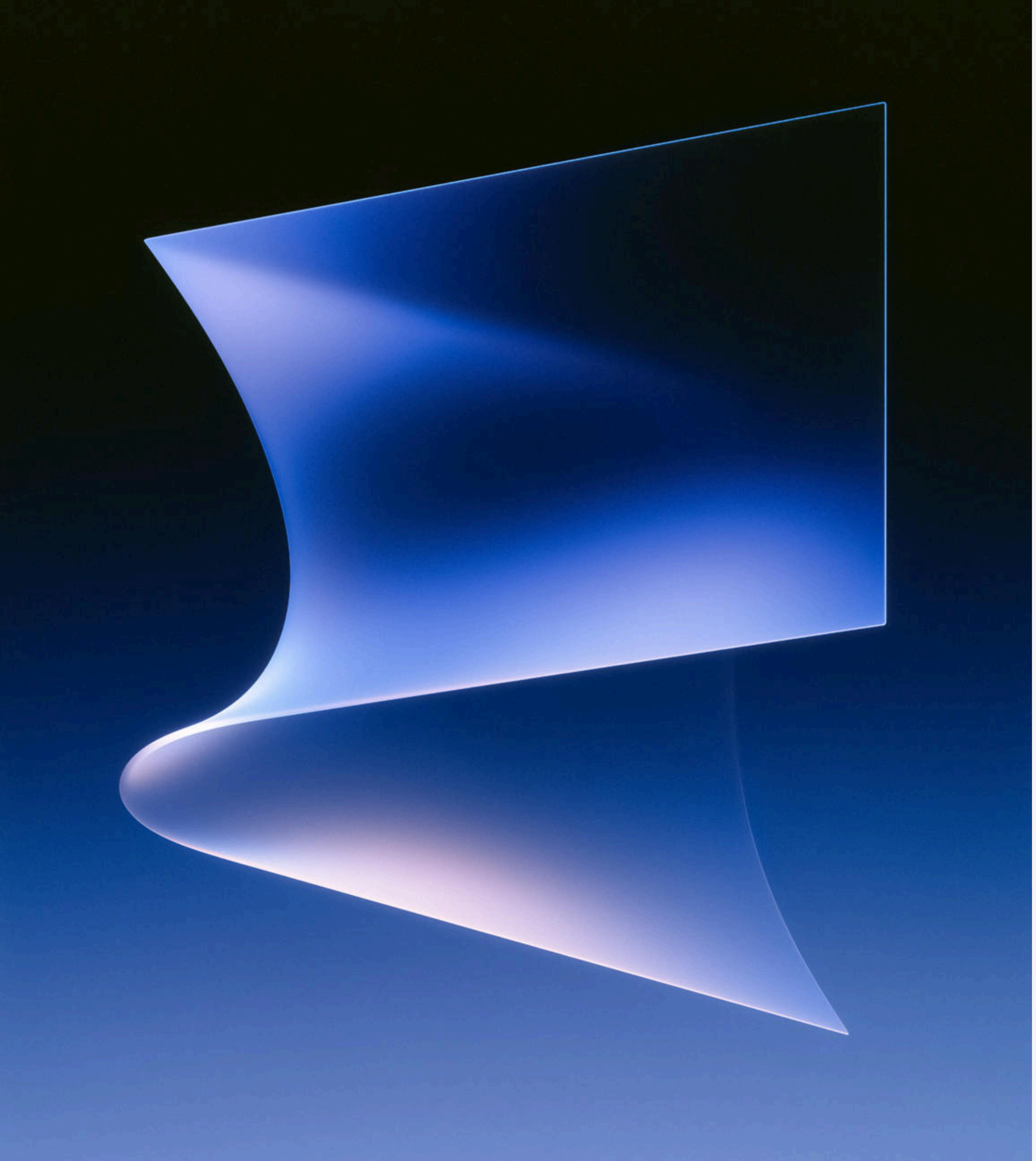
The data shows what separates funded decks. A financial slide appears in 70% of funded pre-seed decks and only 45% of unfunded ones.

And on unsuccessful decks, investors now spend 110% longer studying the traction slide year over year (25% on successful ones), so if your evidence is thin or buried, that's exactly where they'll notice.



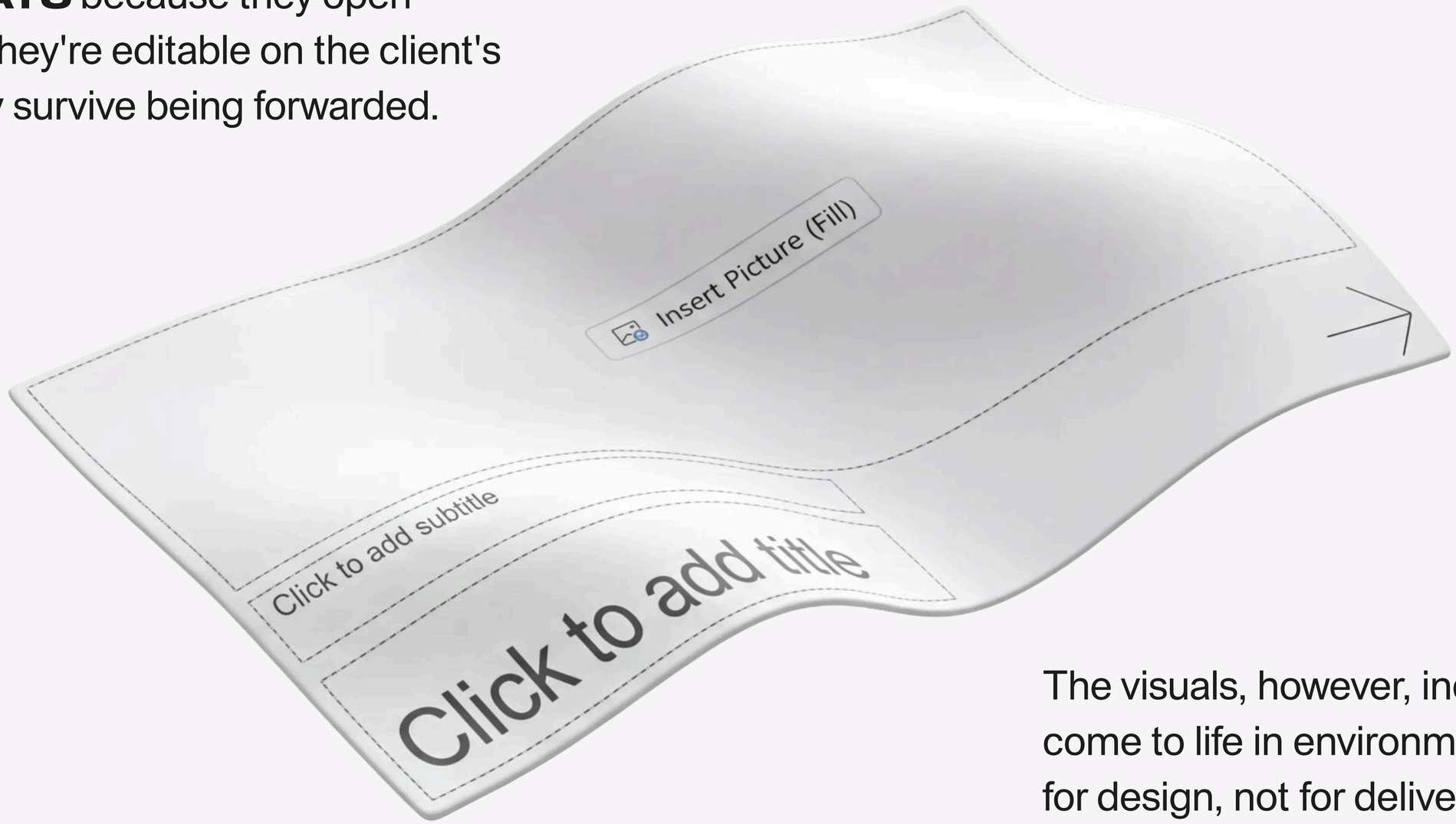
TOOLS & FORMATS





THE REAL SHIFT IN THIS MARKET IS THE SPLIT BETWEEN WHERE YOU DESIGN AND WHAT YOU DELIVER IN The disparity between the two makes the quality leak out at the seam.

POWERPOINT AND GOOGLE SLIDES STAY DOMINANT AS FORMATS because they open everywhere, they're editable on the client's side, and they survive being forwarded.



The visuals, however, increasingly come to life in environments built for design, not for delivery: Figma, Illustrator, InDesign, and AI tools.



Moving the design into PPTX or Google Slides for handoff is where layouts break, fonts get swapped, and animations get dropped. **THIS IS THE PART MOST BUYERS NEVER SEE QUOTED**, and it's where a lot of "why does it look different on my screen?" comes from. Half our craft is making sure the design work survives the export.

TOOLS USAGE BY OUR DATASET

55%
PowerPoint

18%
Figma

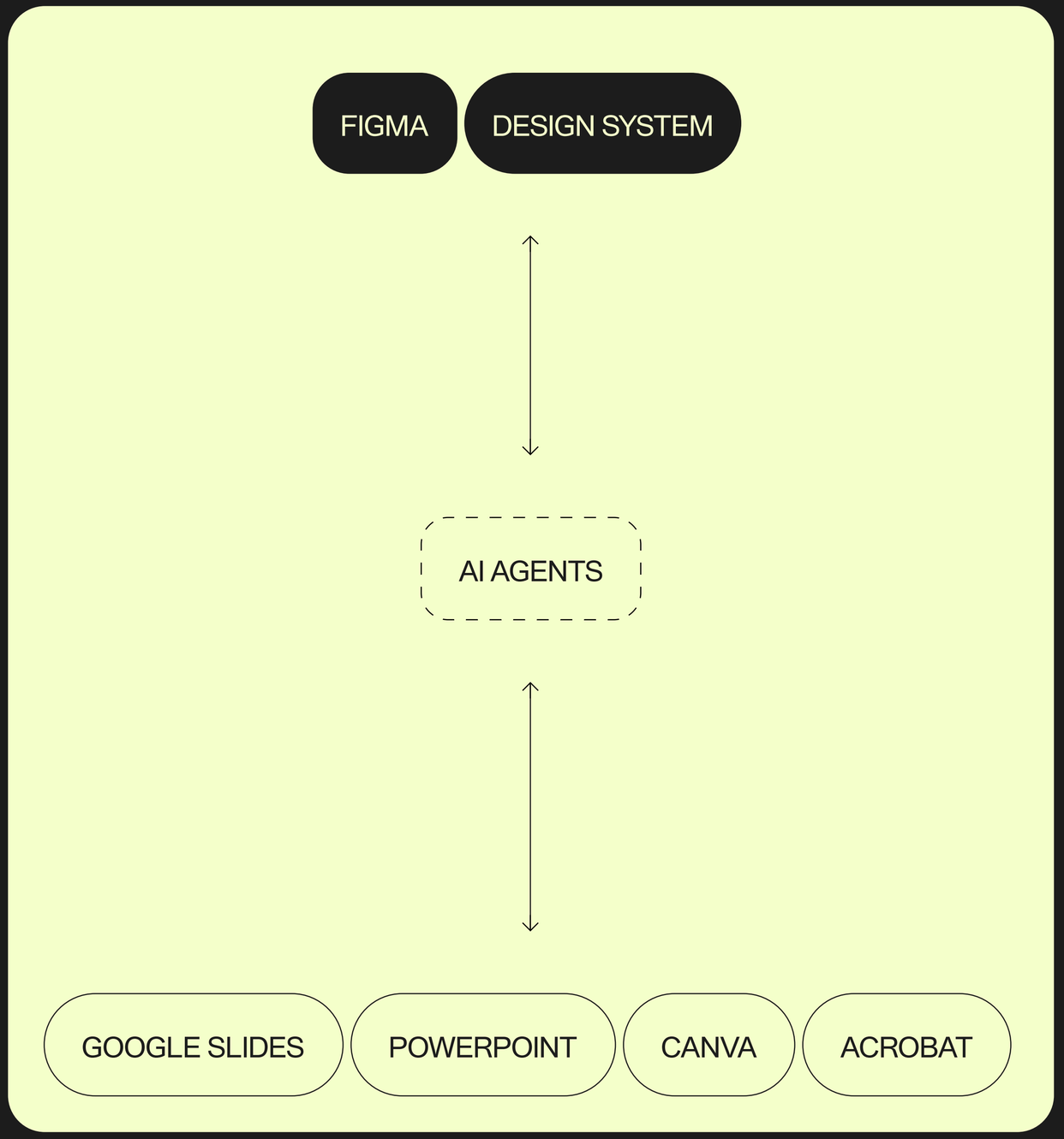
5%
Canva

22%
Google Slides

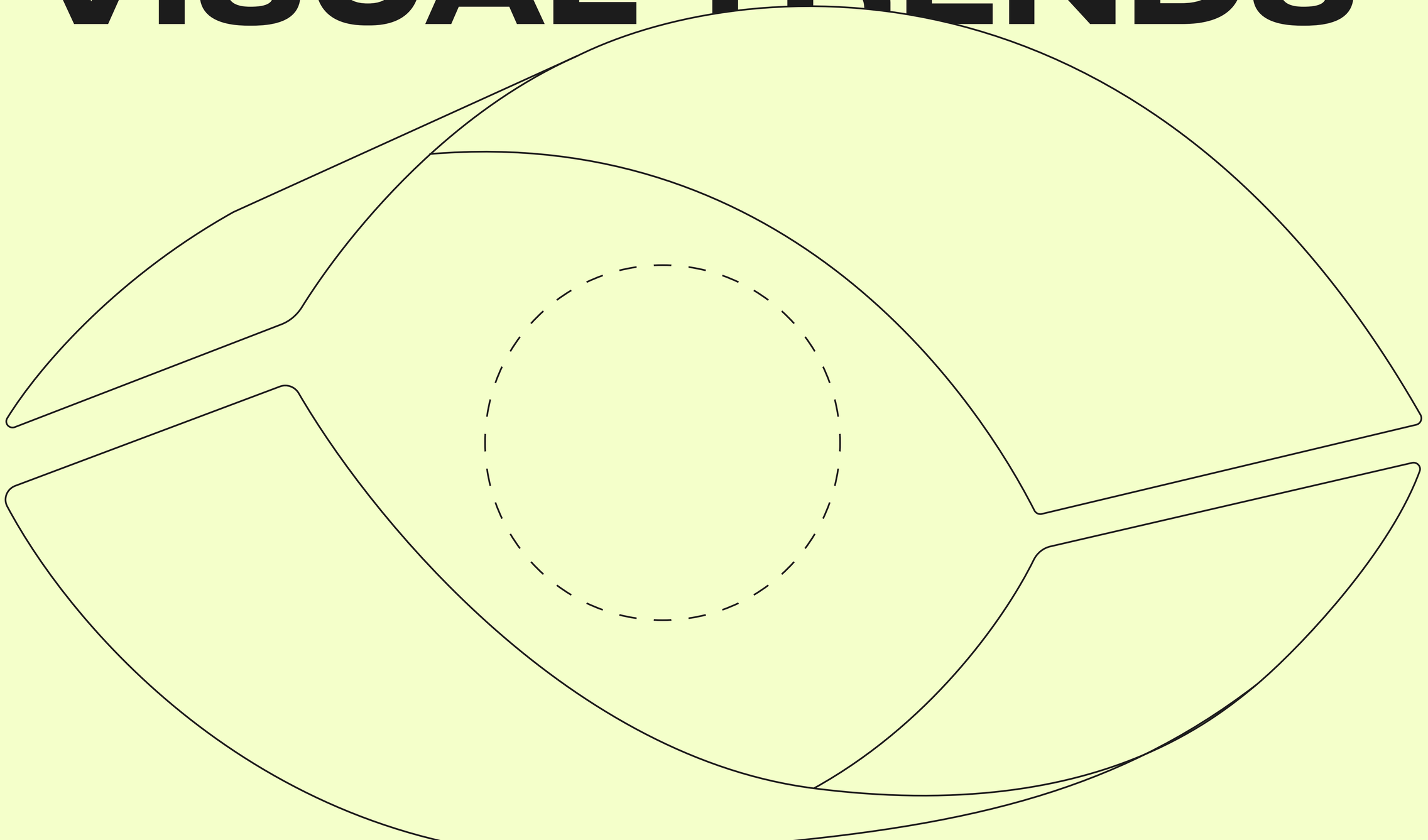
This is a direction in a verified sample, not "market share."
Our dataset includes 28 projects with a confirmed tool.

FOR DESIGN WORK, FIGMA INCREASINGLY SERVES AS THE SOURCE OF TRUTH NOT ONLY FOR IN-HOUSE DESIGN TEAMS, BUT ALSO FOR AI AGENTS

Tools such as Claude and ChatGPT are able to pull entire design systems from a Figma tab, and continue creating assets in the background.

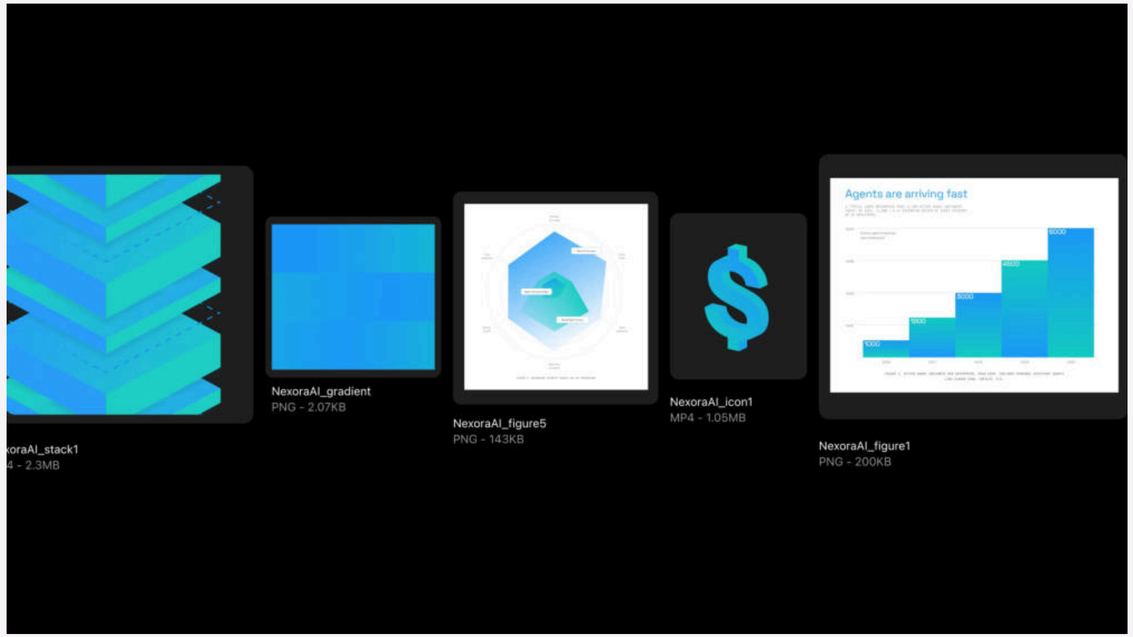


VISUAL TRENDS



VISUAL BLOCKS

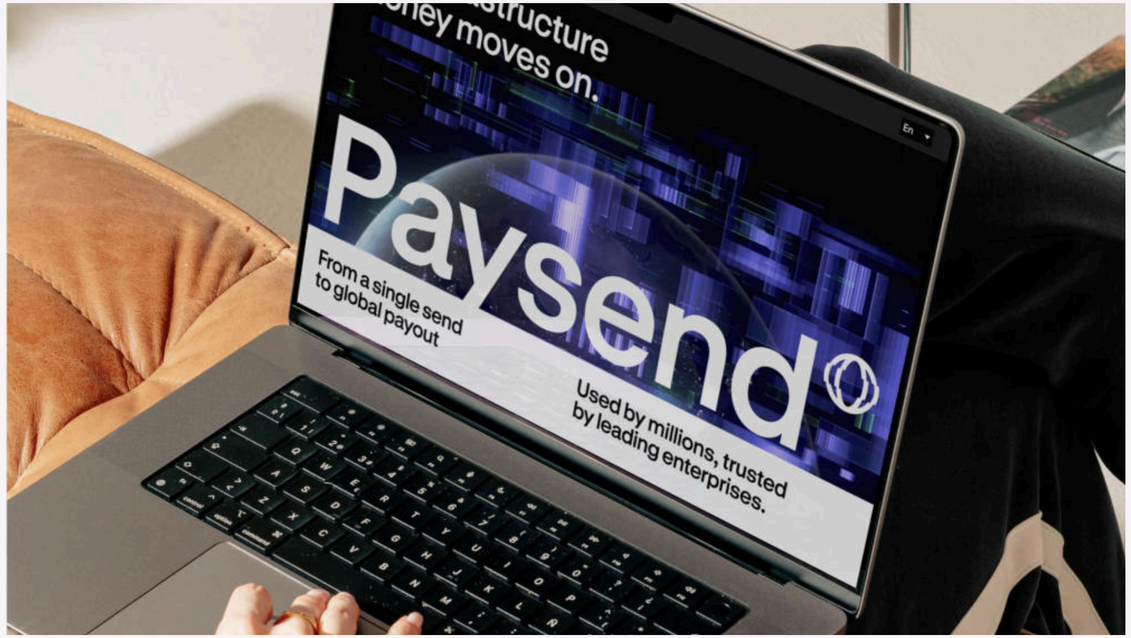
beyond a bento grid, each carrying a single idea; they unload a crowded slide.



Project by PrzntPerfect

OVERSIZED TYPOGRAPHY

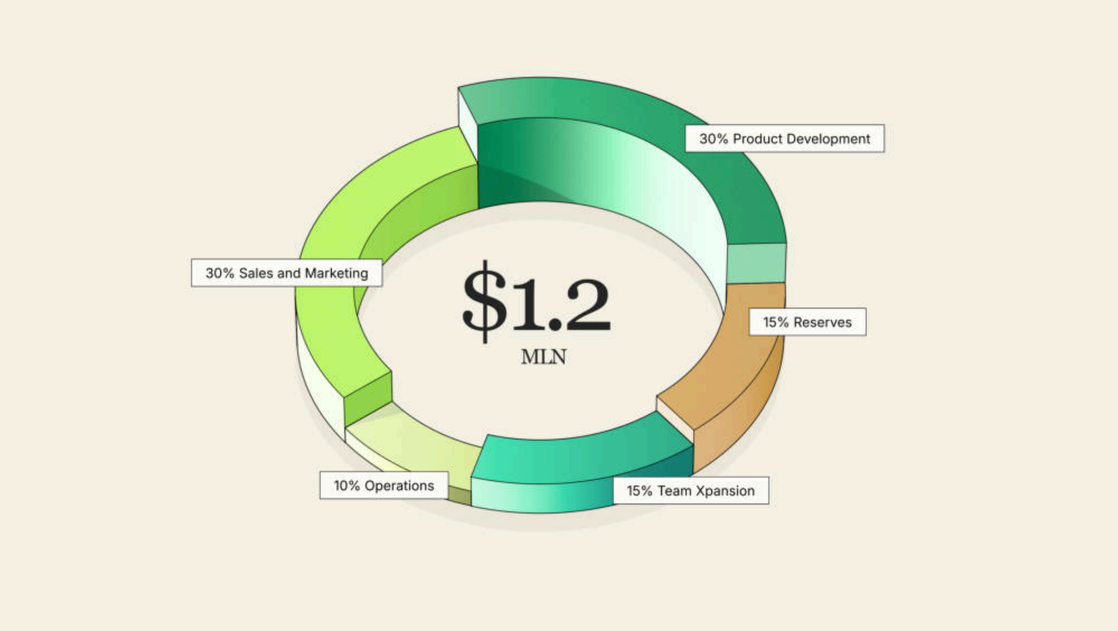
a "hero" headline makes the first screen.



Paysend by UNKNW

DATA AS NARRATIVE

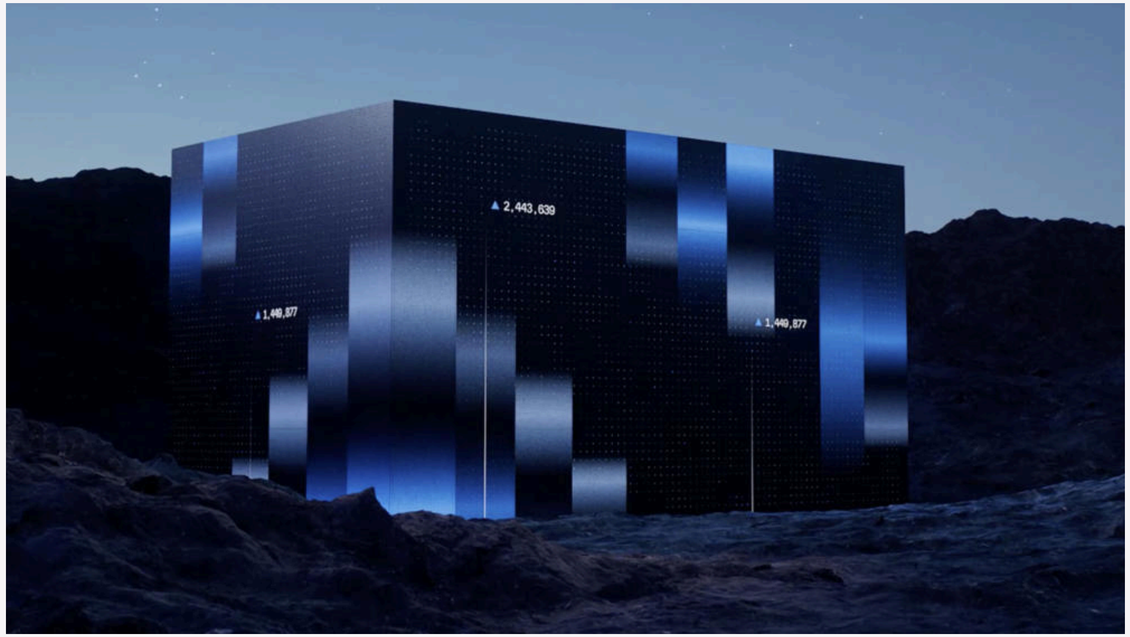
the chart explains the meaning, and the takeaway lives in the headline.



Project by PrzntPerfect

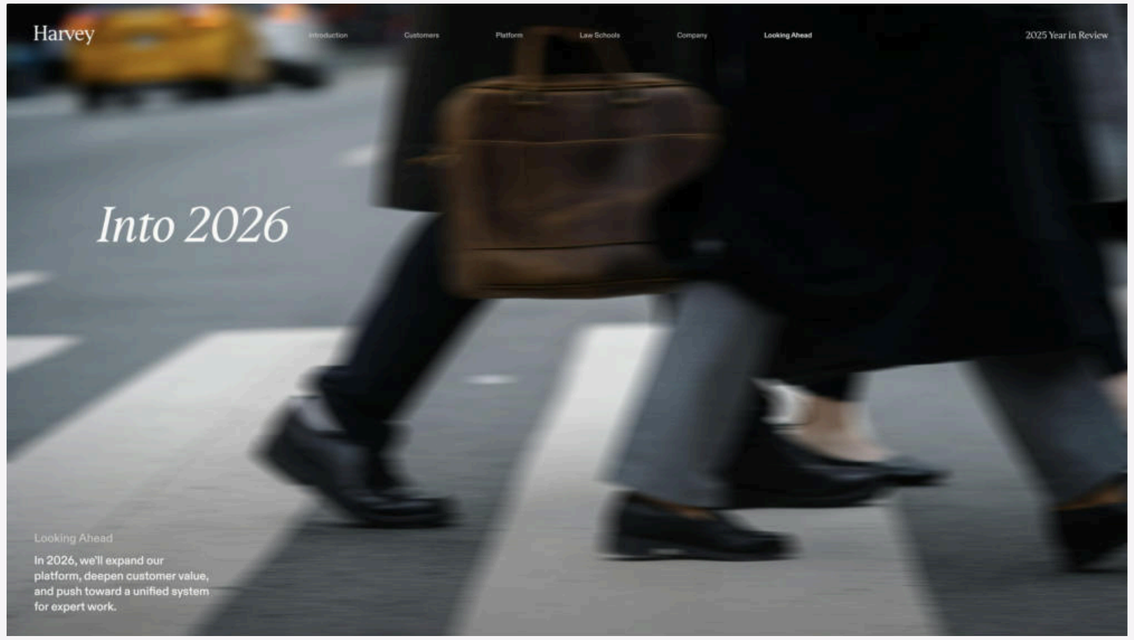
MOTION AND INTERACTIVITY video, web

clickable reports, kinetic type.



Sui by Holographic

EDITORIAL PHOTOGRAPHY
style and illustration: specificity and explained systems build trust.



Harvey AI

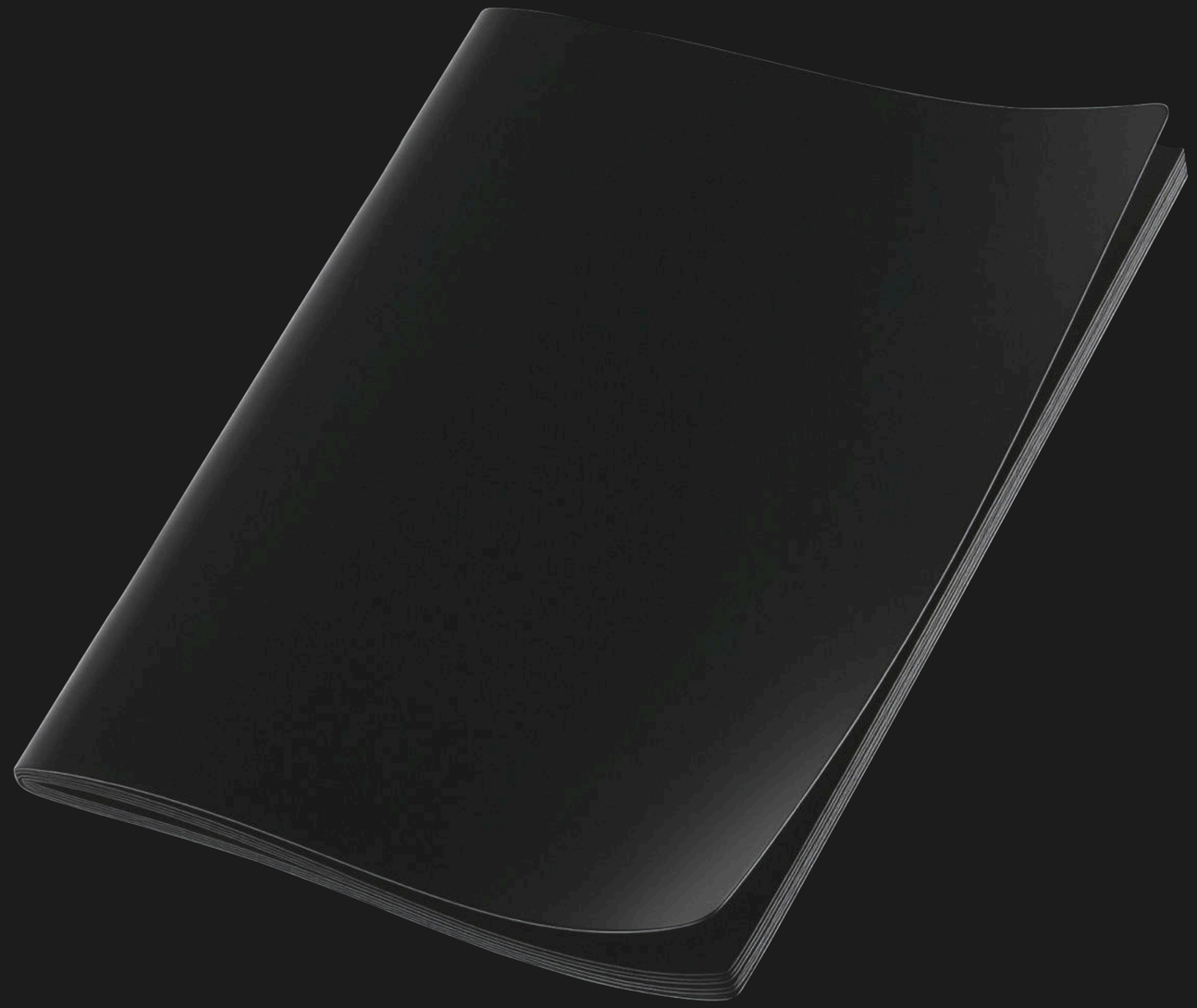
3D AND AI IMAGERY a recognizable brand "world," especially in tech.

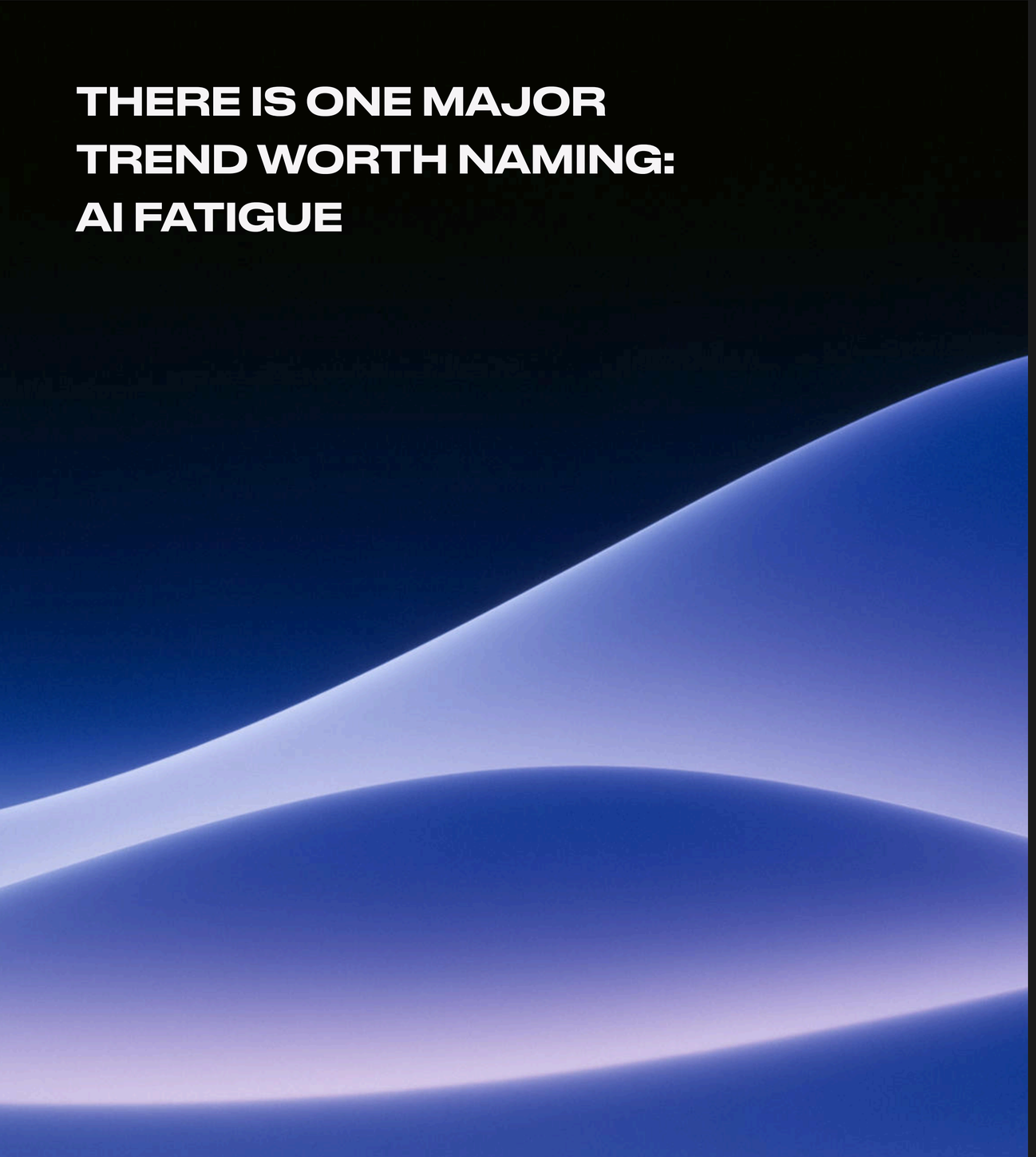


Tesla

EDITORIAL
There’s no need to explicitly label sections as “Problem” or “Solution” anymore. The headlines become more content-driven and descriptive, focusing on what the section actually communicates rather than its formal role in the pitch.

MOBILE-FIRST decks get read in the meeting, from a link, and on a phone. In our agency work, we’re seeing more and more requests for mobile-first decks in 2026, especially from early-stage startups whose investor decks tend to get forwarded around a lot.





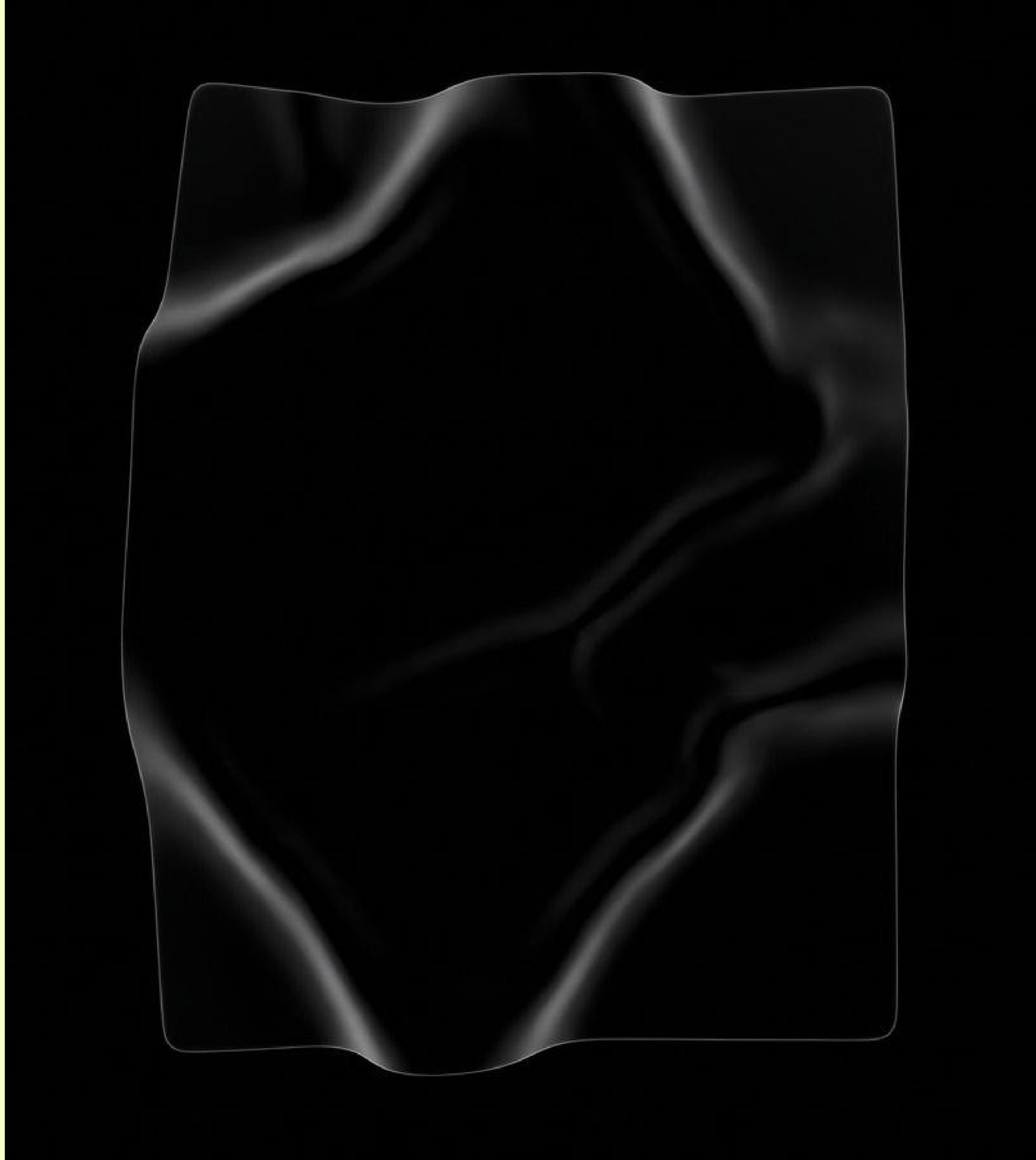
THERE IS ONE MAJOR TREND WORTH NAMING: AI FATIGUE

We hear it directly from clients: **"MAKE IT WITH AI, SO WE LAUNCH FASTER", BUT AT THE SAME TIME, "MAKE IT IN A WAY IT DOESN'T LOOK LIKE AI"**. The generated-image look has spread far enough that it now reads as generic. Using these tools well increasingly means hiding that you used them.

AI+DECKS HELPS & BREAKS

Anyone who’s outsourcing design work, has already tried AI before outsourcing. amma has 100M users; Canva had 260M monthly users in February 2026.

A first draft in an hour is now normal, and that's genuinely useful. **BUT "DRAFT" IS THE OPERATIVE WORD.** In our agency's experience, a slide out of Copilot still needs 15–30 minutes of manual rework.



AI is undoubtedly a strong accelerant for the first 60% of the deck: structure, first-pass copy, options to react to. The last 40% is where critical decisions get won or lost, **AND THAT'S STILL HUMAN CRAFT.**

• STILL HUMAN CRAFT

40%

An independent, peer-reviewed benchmark scoring slide quality 0–100 found that every AI agent tested still scored below human-made slides.

AI does worst exactly at craft: layout, color, and imagery. Our own data says the same thing from the other side: just 4.8% of shipped projects publicly credited AI in their workflow.

THE AI TOOL MARKET IS OVER-CROWDED. FUNDING AND USER ATTENTION ARE CONCENTRATED AROUND GENERAL-PURPOSE AI PLATFORMS.



Gamma, a leader among AI-native presentation generators, reported $100M in ARR and a $2.1B valuation in November 2025. Yet, according to a think-cell survey, fewer than 10% of professionals use dedicated presentation generators such as Gamma or Beautiful Ai. Most rely on ChatGPT, Copilot, and Gemini instead.

• AI FROM SCRATCH

14%

AI ADOPTION IS WIDESPREAD, but professionals still hesitate to trust it with an entire presentation. 80% use AI in their presentation workflows, but only 27% use it to generate complete presentations. In Europe, just 14% are satisfied with presentations generated from scratch.

DEMAND FOR AI IS STRONGEST IN FREQUENT, INTERNAL, AND TIME-SENSITIVE PRESENTATION TASKS. For investor pitches, board meetings, and high-stakes presentations, AI remains primarily a drafting tool and a sounding board. Humans still take responsibility for the final deliverable.

BRAND CONTROL IS BECOMING A NATIVE FEATURE OF AI TOOLS

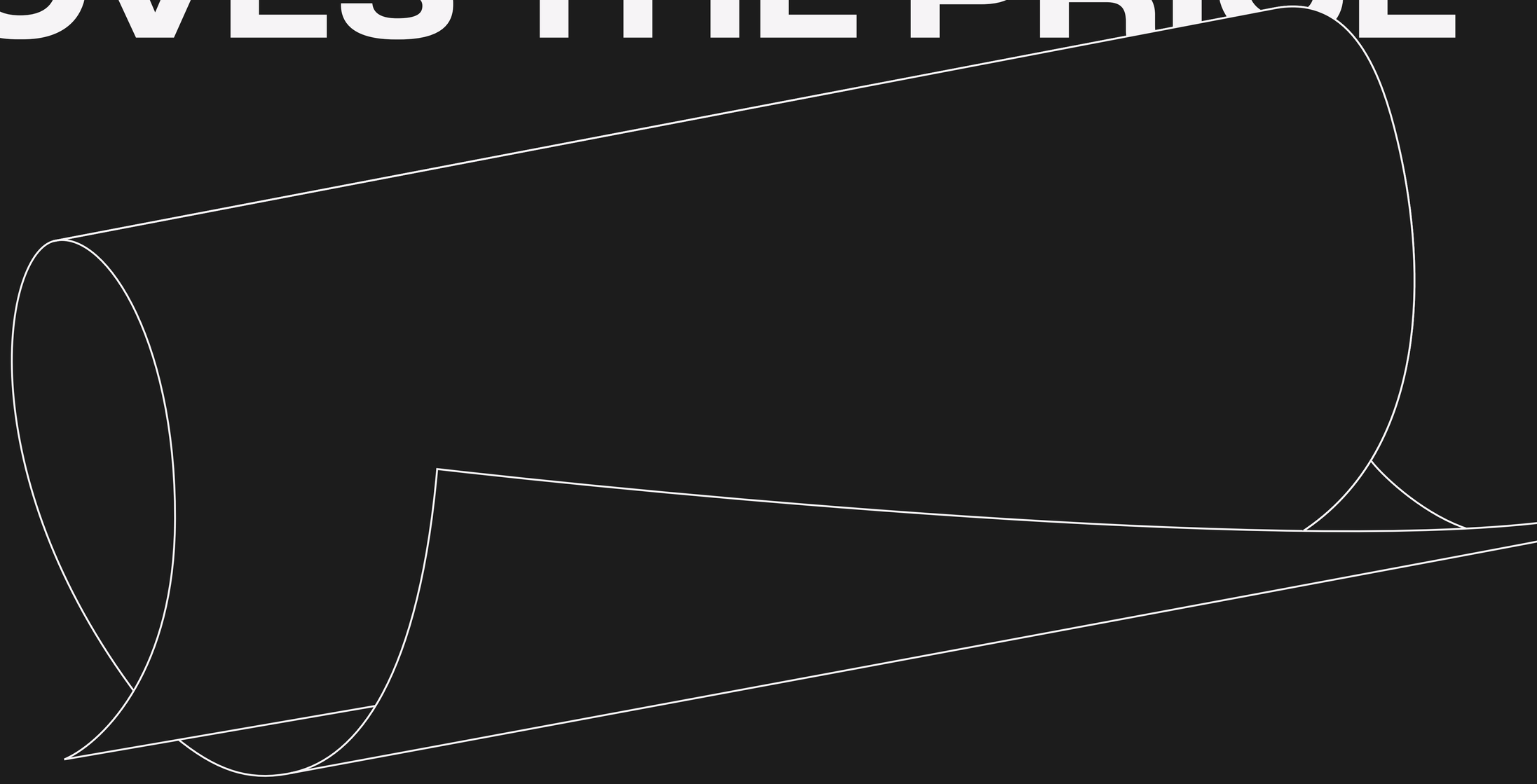
With brand kits in Copilot, reference presentations in Gemini, and slide master support in Claude, presentation design manual craft pivots to building corporate templates and design systems optimized for AI-assisted workflows.

EU AI ACT TRANSPARENCY

requirements under Article 50 have applied since August 2, 2026. These requirements need to be considered when using AI-generated images and videos in public-facing materials.



WHAT ACTUALLY MOVES THE PRICE



"PRICE PER SLIDE" MISLEADS, BECAUSE IT HIDES TWO COMPLETELY DIFFERENT PRODUCTS: REPAINT IT AND FIX THE STORY.

The story can be clearly seen via this example: Slidebean lists $799 for a 20-slide redesign and $6,000 for a strategy sprint. An 8× increase might seem strange until you realize that it's two different services.

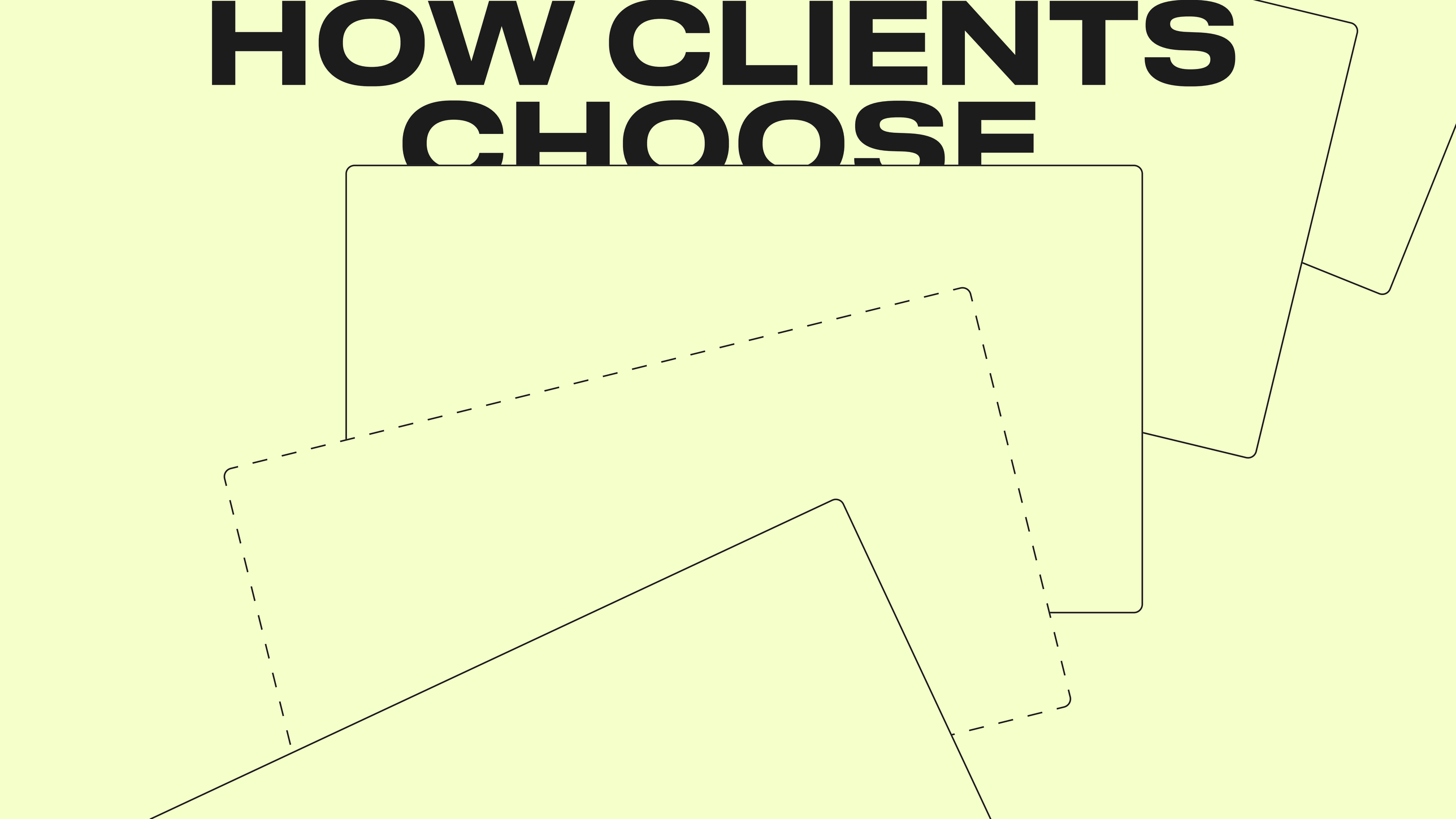
The price isn't driven by the number of slides, it’s driven by uncertainty and validation: is the story clear yet, does it need research and a financial model, does the client need a fully editable file, how many revisions and stakeholders are in play, how tight is the deadline?

$6,000

ROUGH MARKET TIERS FOR PRESENTATION DESIGN WORK

$0–200	DIY / Templates
$500–3K	Freelance
$3–5K+	Consulting, per project
$5–25K	Agency

HOW CLIENTS CHOOSE





CLIENTS CHOOSE A STUDIO LONG BEFORE THE CALL On our modelled importance index (0–100), referral scores 88, case studies 85, expertise 80, and communication 77. And 94% rank their shortlist before making contact. On top of that, GenAI has now overtaken search for about a quarter of B2B buyers, which means a studio has to be findable by people and by AI.

As we said up top, there's no industry code for design services. Only the presentation software market is measured publicly, at roughly $8.2B in 2025 and growing, but that's tools, not services.

We created this report with a desire to analyze our market honestly. Uncertain figures carry a caveat, and where the data doesn't exist, we don't show any. We'd rather show you an honest gap in data than create numbers out of thin air.



WHERE THIS LEAVES YOU

If you're commissioning a deck, five things from this report are worth holding onto.

01

Name the type of the deck, investor pitch or sales deck, because it influences every principle that follows.

02

Decide who opens it and whether you'll be in the room. This choice shapes the file more than any design decision.

03

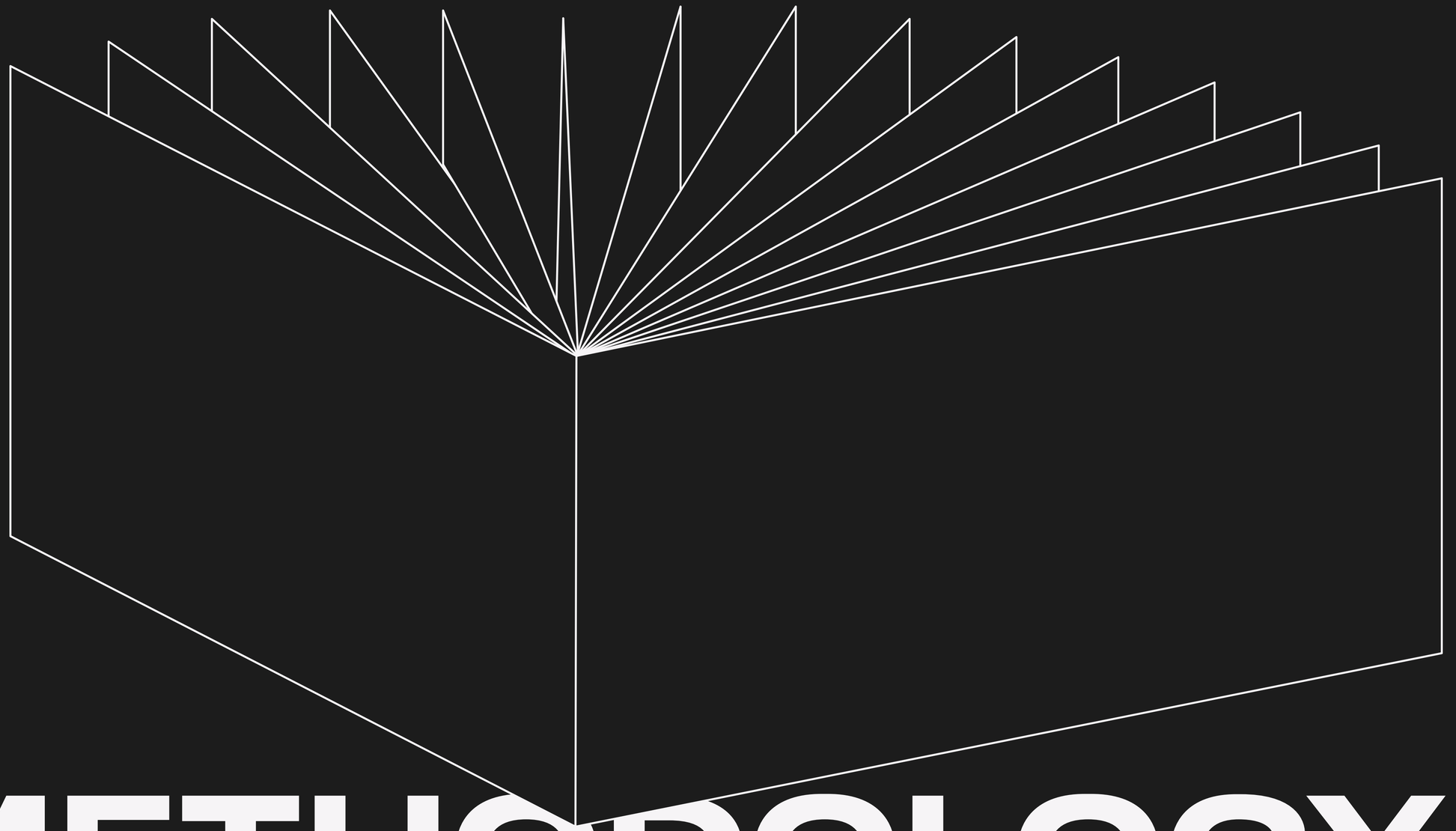
Spend your effort on the first screen, because the 23 seconds people spend there are crucial.

04

Judge cost against the decision the deck carries, not against a per-slide rate.

05

Use AI for the draft, but apply human craft to finish the deck. It shows care and thoughtfulness.



METHODOLOGY & SOURCES

METHODOLOGY

The first layer combined public reports, presentations, academic research, platform documentation and pricing across 2023–2026. We also examined visual features in 20 documents and public outputs from 64 companies.

We distinguished verified facts, calculations, proxies, estimates and interpretations. Percentages remained tied to their original samples, with uncertainty stated explicitly.

The second layer triangulated evidence from 84 commissioned projects, 100 agencies, 150 editable artifacts and 40 official sources to examine tools and workflows.

Evidence was graded by reliability and compared across streams. Sample denominators stayed separate, and findings described observable public practices rather than market shares.

SOURCES

The Business Research Company, 2025.

Forrester, The State of Business Buying 2026

6sense 2025 B2B Buyer Experience Study (~4,000 buyers)

Storydoc presentation statistics (1.3M sessions)

Crunchbase News, Jan 2026

McKinsey
The State of Organizations, 2026

Gamma Creation Index

TechCrunch, Feb 2026 (Canva)

AutoPresent: Designing Structured Visuals From Scratch" (CVPR 2025)

Slidebean pricing

Whitepage pricing

24 slides pricing

Importance index, Legacy & Future of Presentations report, 6sense 2025

GenAI vs Search, Responsive 2025

AI Can Design The Slides, But It Can’t Fix Stage Fright, Canva Studies

Dropbox The Startup Fundraising Playbook

PrzntPerfect Dataset

STATE OF PITCH DECKS

2026

INDUSTRY REPORT