



Pitch Deck Guide for Filmmakers

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Purpose of a Pitch Deck

Your pitch deck is a **sales document**, not a summary. It's the fastest way to communicate your project's tone, team, market, and financial potential. You're not just showing your story — you're proving it's worth making.

What to Include: Slide-by-Slide

1. **Title Slide** — Title, visual, logline/tagline
2. **Logline** — One sentence, emotional hook
3. **Project Summary** — Clear synopsis (keep it short)
4. **Director's Statement** — Why you're the one to make it
5. **Visual Style** — Mood board, tone, cinematography
6. **Cast** — Confirmed actors or wishlist (*label honestly*)
7. **Key Creatives** — Bios and relevant credits
8. **Target Audience & Comps** — “If you liked ____, you'll love ____.”
9. **Budget + Ask** — Budget range, what you're seeking
10. **Distribution Plan** — Festivals, streamers, sales agents
11. **Contact + CTA** — Who to reach out to and how

Don't Make These Mistakes

- Too long, too vague
- No tone, no team, no target
- Listing people without approval
- Visual clutter or Canva-overload
- Not being clear about what you want

Legal Notes

- Don't imply cast or producer attachments unless confirmed
- Avoid any financial promises if you're raising money
- Use royalty-free or original images
- If sending to investors, be SEC-compliant

Real Deck Examples (Educational Use)

- "It Follows"
- "Whiplash"
- "Short Term 12"
- "Stranger Things" TV Bible

Pitch Deck Checklist: Slide-by-Slide Guide

Section 1: Essentials

✓ Slide	Include
<input type="checkbox"/> Cover Slide	Title, striking image, tagline, your name/logo
<input type="checkbox"/> Logline	One sentence that hooks — genre + stakes + twist
<input type="checkbox"/> Project Summary	2–4 sentence synopsis with tone and arc
<input type="checkbox"/> Director’s Statement	Why you’re making it, voice of the project
<input type="checkbox"/> Visual Style / Mood Board	Real images that show tone, genre, color
<input type="checkbox"/> Cast	Confirmed or wishlist — be transparent
<input type="checkbox"/> Key Team	Name, role, 1-liner bio, best known for...
<input type="checkbox"/> Audience + Comps	“If you liked X, you’ll love Y”
<input type="checkbox"/> Budget & Ask	Budget range, what you’re raising, what’s secured
<input type="checkbox"/> Distribution Strategy	Where you see this going (festivals, streamers, direct)
<input type="checkbox"/> Call to Action	“Contact us to... [attach / invest / partner]”

Section 2: Make It Investor-Friendly

✓ Tip
<input type="checkbox"/> Make the first 3 slides <i>immediately clear</i>
<input type="checkbox"/> Avoid more than 15 slides
<input type="checkbox"/> Use your own visuals or royalty-free images
<input type="checkbox"/> Don’t list cast unless they’re actually attached
<input type="checkbox"/> If fundraising, use a proper disclaimer — don’t promise ROI
<input type="checkbox"/> Make the “ask” obvious — don’t be vague

Section 3: Final Polish

✓ Review
<input type="checkbox"/> Does this deck feel like your movie?
<input type="checkbox"/> Is it visually cohesive (font, color, spacing)?
<input type="checkbox"/> Would someone <i>want</i> to forward this after seeing Slide 1?
<input type="checkbox"/> Can you explain every slide in 30 seconds or less?

Additional Resources:

- BLOG:  Pitch Deck Psychology: What Film Investors & Execs *Really* Look For” by Reena Sehgal, Esq.