

A 2026 REDESIGN OF

Front's 2014 seed deck, twelve years on.

Three slides. Three fixes. One method.

What changed in twelve years of seed pitching.

Front's seed deck landed in a different era. Decks were longer, text-denser, and designed to read on a laptop in a café, not to compete with a phone in a 20-minute investor huddle.

01

Density collapsed.

Attention spans on pitch decks dropped. The best 2026 slides carry one idea each.

02

Numbers beat adjectives.

Investors want the arithmetic, not the superlative. Show the math; cite the source.

03

Design is signaling.

A well-designed deck doesn't just look better — it's a proxy for taste, craft, and judgment.

Problem slide — too many words, no hook.

[ORIGINAL SLIDE SCREENSHOT]

Insert public source image on case-study page

WHAT IT DOES WELL

Honest diagnosis of a real workflow problem. Customer language throughout.

WHAT WE'D CHANGE

Kill the paragraph. Keep one sentence.

Anchor the pain in a single specific moment — the thing a founder's customer said out loud.

Push the supporting detail to speaker notes, not the slide.

The original

→ Redesign on next slide

When the inbox is shared, nobody owns a reply.

"We kept double-replying to the same customers. Or replying to nobody. I'd lie awake wondering which one was worse."

— Head of Support, illustrative

Source: McKinsey Global Institute, *The Social Economy* (still widely cited).

THE BASELINE

28%

of the knowledge worker's week is spent on email.

Market size — big numbers without the math.



The original

WHAT IT DOES WELL

Cites a real, recognizable market. Doesn't overreach with a trillion-dollar TAM.

WHAT WE'D CHANGE

Show the arithmetic. A market number is only credible if an investor can redo it.

Always compute TAM → SAM → SOM explicitly, with the assumption behind each step.

Cite sources inline, not in a tiny footer.

→ Redesign on next slide

The math behind an \$8B market.

TAM	180M global business email seats × \$45/seat/yr collab spend	\$8.1 B
SAM	Teams w/ shared inboxes = ~22% × TAM	\$1.8 B
SOM	First 1,000 teams × \$6.5K ACV (3-yr reachable)	\$6.5 M

Illustrative reconstruction for teardown purposes. Real engagements ship with cited, client-specific inputs.

The ask — cluttered with how, thin on what.



WHAT IT DOES WELL

Specific use of funds. Shows the founders thought about what they'd actually do with the money.

WHAT WE'D CHANGE

Lead with the number — big, not squeezed in a corner.

Replace the use-of-funds pie chart with three milestones. Investors fund outcomes, not categories.

Leave negative space. An ask slide should feel decisive, not busy.

The original

→ Redesign on next slide

\$3M

SEED · 18 MONTHS · LED ROUND

M 1

120 paid teams

Revenue to \$1M ARR on shared-inbox product line.

M 2

Second market

Proven beachhead in a second ICP (sales teams).

M 3

Team of 18

Six engineers, two designers, four CS, rest go-to-market.

Three slides doesn't make a deck. It makes a thesis.

On a full engagement, Slatepress rebuilds the narrative end-to-end: insight, product story, traction, business model, and the ask — each slide carrying one idea, each number cited, each layout opinionated.



Narrative

One idea per slide. No adjectives doing the work of numbers.



Structure

Arithmetic visible. Sources inline. Every claim auditable.



Design

A deliberate visual system. Decisions made, not defaults accepted.