

From Guy Kawasaki blog: “ The 10/20/30 Rule for PowerPoint Presentations.”

Ten is the optimal number of slides in a Powerpoint presentation because a normal human being cannot comprehend more than ten concepts in a meeting—and venture capitalists are very normal. (the only difference between you and a venture capitalist is that he is getting paid to gamble with someone else’s money.) If you must use more than ten slides to explain your business, you probably don’t have a business. The ten topics that a venture capitalist cares about are:

1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Marketing and Sales
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action

Of course that’s an excellent general guideline, but you’ll customize and tailor it to fit your exact needs.