

Pitch deck template

Use this free pitch deck template to explain your idea to a client or collaborator. The editable document provides a page-by-page planning outline you can turn into presentation slides, with prompts for a film, photography or campaign pitch.

Project title and hook

Working title, contact, version and one sentence explaining the idea.

Audience and purpose

Who will see the finished work? What should it make them understand or do?

Concept and story

Describe the central idea and the main action. For a film, include the character goal and conflict.

Visual direction

Add cleared image references and describe tone, lighting, framing and movement.

Production and deliverables

Complete these sections with your team. Replace the response space with text, a sketch or your own cleared images.

Format and deliverables

List duration or image count, aspect ratios, intended channels and required versions.

Production approach

Outline locations or studio setups, casting, key crew and important practical constraints.

Schedule and assumptions

Identify preparation, shoot and delivery milestones. Label estimates and unconfirmed decisions.

Budget and responsibilities

State the agreed scope or estimate basis. Identify exclusions, approval owners and items still to quote.

Decision and next steps

Complete these sections with your team. Replace the response space with text, a sketch or your own cleared images.

Relevant work and team

Add genuine credited work or links. Describe who is attached and who is still proposed.

Request and next step

Ask for one decision, meeting or approval. Name the owner and proposed response date.

Questions and revisions

Record feedback and decisions that change scope, timing or the visual approach.

Rights and confidentiality

Check permissions for references and portfolio work. Agree who may receive the deck.

Worked planning example

An original fictional Cineview teaching example. It does not describe a commissioned or completed client production.

Concept Fictional project: a 30-second film showing a reusable bottle moving through a normal working day.

Purpose Help a potential customer understand the product in use; demonstrate the lid and carry loop clearly.

Plan Film three simple studio setups and detail inserts. Confirm product samples, cast, crew and quote before scheduling.

Decision Ask the client to approve the concept and deliverable list before the producer develops a shot list.

How to use the template

Write for the recipient A client, creative collaborator and investor may need different information. Ask what the recipient expects.

Make the idea readable Use short sections, clear images and a consistent visual approach. Label proposed crew, estimates and assumptions.

Finish with one request Make the next decision clear. A deck supports a conversation; it does not guarantee funding or approval.

References and use

Celtx film pitch deck guide

<https://blog.celtx.com/how-to-build-film-pitch-deck/>

Reference video: Film Courage

<https://www.youtube.com/watch?v=oqLH4Rx2AnY>

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