



SHOWRUNNER

YOUR FILM PLUG

FILM PITCH DECK OUTLINE

A SLIDE-BY-SLIDE GUIDE TO BUILDING A PITCH DECK THAT GETS MEETINGS

A pitch deck is not a script. It is not a treatment. It is a visual argument for why your film must exist — and why you are the one to make it. Every slide has a job. If a slide isn't doing its job, it shouldn't be there. This outline covers every slide you need for a complete, professional pitch deck — with guidance on what belongs on each one.

12–16
IDEAL SLIDES

10 min
MAX PITCH LENGTH

1 page
LEAVE-BEHIND ONE-SHEET

0
FILLER SLIDES

SLIDE 01

TITLE SLIDE

Your first impression. Keep it bold and clean.

WHAT GOES ON THIS SLIDE:

Film title, tagline, director's name, and your production company logo. Nothing else.

- Film title in large, clear type
- One-line tagline beneath
- Director name + production company
- Contact information (bottom corner)
- NO synopsis. NO details. Just identity.

DESIGN TIP:

Design tip: Use a single striking image as your background. This slide sets the visual tone for everything that follows.

SLIDE 02

THE LOGLINE

One sentence that earns the next ten minutes of attention.

WHAT GOES ON THIS SLIDE:

Your logline should do everything: establish protagonist, conflict, and stakes in a single compelling sentence.

- Your polished logline — one sentence only
- Genre label (Documentary / Narrative Feature / Short / Series)
- Runtime (projected or actual)
- Production stage (development / pre-production / production / post)

DESIGN TIP:

If your logline isn't ready, your deck isn't ready. The logline slide is the most-read slide in any pitch deck.

SLIDE 03

THE STORY

Go deeper — but not too deep. You're creating hunger, not delivering a full synopsis.

WHAT GOES ON THIS SLIDE:

A 3–5 sentence description of the story. Cover the setup, the central conflict, and the emotional journey. Do not reveal the ending.

- Opening situation / world of the story
- The inciting incident
- The central conflict and what's at stake
- The emotional core — what this film is really about
- End on intrigue, not resolution

DESIGN TIP:

Think of this as a movie trailer in text form. By the end, the reader should desperately want to know what happens.

SLIDE 04

DIRECTOR'S VISION

This is where you put yourself in the room. Funders invest in filmmakers, not just films.

WHAT GOES ON THIS SLIDE:

Why you? Why this story? What is your specific visual and tonal approach? What do you want audiences to feel?

- Your personal connection to the material
- Your directorial approach (visual language, tone, pacing)
- 2–3 reference films or directors that inform your vision
- What you want audiences to take away
- Why this story matters right now

DESIGN TIP:

Be specific and personal. 'I want to tell a universal story about love' is forgettable. Your specific truth is unforgettable.

SLIDE 05

VISUAL STYLE / MOOD BOARD

Show, don't just tell. This slide is the most visual in the deck.

WHAT GOES ON THIS SLIDE:

A curated grid of images that communicate your film's visual world — color palette, lighting, texture, tone.

- 4–8 carefully selected reference images
- Color palette swatch
- Brief note on visual approach (natural light vs. constructed, handheld vs. locked, etc.)
- Optional: comparison film stills with brief notes

DESIGN TIP:

Every image should feel intentional. This slide tells the reader exactly what your film will look like before a frame is shot.

SLIDE 06

THE MARKET / AUDIENCE

Who is this film for? Show that you've thought beyond 'everyone.'

WHAT GOES ON THIS SLIDE:

Define your core audience with specificity. Use demographics, psychographics, and comp audiences to make the case.

- Primary audience (age, identity, interests, geography)
- Secondary audience
- Comparable films + their box office / streaming performance
- Underserved audience opportunity (if applicable)
- Festival target audience

DESIGN TIP:

Funders and distributors think in audiences. Show them you do too.

SLIDE 07

COMPARABLE FILMS

Context is credibility. Show where your film lives in the market.

WHAT GOES ON THIS SLIDE:

Choose 2–3 films that share audience, tone, subject matter, or budget tier with yours. Use their performance to argue for your film's viability.

- 2–3 comp titles with release year
- Genre + budget tier for each
- Distribution outcome (streaming, theatrical, festival circuit)
- Brief note on relevance to your project
- Optional: box office or viewership data where available

DESIGN TIP:

Avoid picking films that are too famous (you don't want to promise what you can't deliver) or too obscure (no context). Find the sweet spot.

SLIDE 08

THE TEAM

Funders invest in people. Show them your people.

WHAT GOES ON THIS SLIDE:

Brief bios of your core team — focused on what's relevant to THIS project. Lead with your strongest attachment.

- Director (bio focused on relevant experience and vision)
- Producer (production experience + past projects)
- Key cast (if attached — even informally)
- DP or other key HoD (if attached)
- Advisor or producer of note (if applicable)

DESIGN TIP:

Keep bios to 2–3 sentences each. Focus on what each person brings to THIS project, not their entire resume.

SLIDE 09

PRODUCTION PLAN

Show that you know how to execute. This builds confidence.

WHAT GOES ON THIS SLIDE:

A high-level overview of your production timeline and approach. Not a detailed schedule — a strategic summary.

- Current stage (development / pre-pro / production / post)
- Key milestones with projected dates
- Shoot location(s)
- Projected shoot days
- Post-production timeline
- Target delivery / premiere date

DESIGN TIP:

Specificity signals preparedness. Vague timelines signal an underdeveloped project.

SLIDE 10

THE BUDGET

Be clear, be honest, be realistic.

WHAT GOES ON THIS SLIDE:

A high-level budget summary — not a full breakdown. Show total budget, what's been raised, what's needed.

- Total production budget
- Funds raised to date (with sources)
- Funds requested / still needed
- Budget breakdown by major category (above-the-line, production, post, marketing)
- Use of funds — what THIS investment specifically enables

DESIGN TIP:

Never apologize for your budget number. Know it cold and defend it with specifics if asked.

SLIDE 11

IMPACT & DISTRIBUTION STRATEGY

Where does this film go after it's made? What does it change?

WHAT GOES ON THIS SLIDE:

Show that you've thought beyond the festival circuit. Where will this film live long-term, and what impact will it have?

- Festival strategy (which tiers, which specific targets)
- Distribution goal (streaming, theatrical, educational, hybrid)
- Community screening or educational component (if applicable)
- Impact goal — what do you want this film to change or open?
- Social media / audience platform

DESIGN TIP:

The best pitch decks show a film with a life beyond the premiere. Give yours one.

WHAT GOES ON THIS SLIDE:

This is the close. Be direct, be specific, and make the ask feel like an invitation — not a demand.

- Specific amount requested
- What the investment funds (specific use of funds)
- What the funder/partner receives in return
- Decision timeline (if applicable)
- Contact information + call to action
- Director's name + production company

DESIGN TIP:

Leave them with one clear action: reach out to discuss. Make it easy. Make it feel urgent. Make it feel exciting.

A great pitch deck doesn't sell a film. It sells a filmmaker.

ShowRunHer — Your Filmmaking Plug

www.ShowRunHer.com