The GCC-Ready Deck Blueprint

Twelve slides that let an institutional reader understand, check and forward your company without you in the room.

12 SLIDES | 5 RULES | FILL-IN WORKSHEET

A preparation framework, not criteria that any institution has published. It is not legal or financial advice, and it does not guarantee investor interest.

BEFORE YOU BUILD

A deck is read by people who never heard your pitch.

Once a conversation turns serious, your deck is forwarded and read by people who were not in the room. It is often checked against other documents. Build it to survive that.

1 **Evidence, not adjectives**
Replace “leading” and “strong” with a number, a customer or a document.

2 **Every number traces to a document**
If a figure is on a slide, the source should be in the data room, and the two should match.

3 **One current version, everywhere**
The deck, the model, the one-pager and the register should agree. Retire old versions.

4 **It must read without you**
Each slide answers one question on its own. Detail goes in the data room, not on the slide.

5 **Claim only what you can document**
A claim that cannot be checked costs more trust than a gap you state honestly.

Length guide: twelve slides plus an appendix index. The appendix lists the documents behind the numbers, so a reader knows what exists and can ask for it.

THE TWELVE SLIDES

01 Title and one-line proposition

Let a reader place the company in one sentence.

INCLUDE	Company name, a plain-words description, sector, stage, headquarters and a named contact.
ANSWERS	What is this, and who is it for?
COMMON MISTAKE	A slogan instead of a description.

02 The problem

Show a real problem that costs someone something.

INCLUDE	Who has it, what it costs them, what they do today, and one piece of evidence.
ANSWERS	Is this problem real, and worth solving?
COMMON MISTAKE	Quoting market size instead of a customer's pain.

03 Solution and customer

Show what the product does, for whom.

INCLUDE	What the product does, who buys and who uses it, how it fits their workflow, one screen or diagram.
ANSWERS	Does this solve it for a specific buyer?
COMMON MISTAKE	A feature list with no named buyer.

04 Evidence

Prove it works beyond the founder's word.

INCLUDE	Customers, contracts, pilots, revenue and retention, each with the source document behind it.
ANSWERS	Is there proof that someone else can check?
COMMON MISTAKE	Numbers that appear in no document in the data room.

05 Market and why the GCC

Explain the region choice and the timing.

INCLUDE	The market in the buyer's terms, the specific GCC states you target and why, and why now.
ANSWERS	Why this region, and why this company?
COMMON MISTAKE	Treating the GCC as one market, or citing Vision 2030 with no link to the business.

06 Business model and economics

Show how money arrives, and when.

INCLUDE	How you earn, pricing, unit economics, the sales cycle and the path to margin.
ANSWERS	How does revenue arrive, and on what timeline?
COMMON MISTAKE	Assuming your home market's sales cycle applies in the Gulf.

THE TWELVE SLIDES

07 Ownership and structure

Make control easy to verify.

INCLUDE	Cap table, beneficial owners, entities and jurisdictions, and a short summary of investor rights.
ANSWERS	Who controls this company, and can that be checked?
COMMON MISTAKE	Burying it in the appendix, or showing figures that differ from the register. Put it early: institutions check control first.

08 Team and governance

Show who is accountable.

INCLUDE	Founders and key hires with verifiable backgrounds, the board, advisors, and decision rights.
ANSWERS	Who answers for this company?
COMMON MISTAKE	Advisor logos with no defined role.

09 Regulatory pathway and risk

Show you can operate lawfully where the capital goes.

INCLUDE	Licenses held, the route in each target market, the main risks and how you manage them.
ANSWERS	Can this operate legally in the markets that matter?
COMMON MISTAKE	Silence. An unaddressed pathway reads as an unquantified risk.

10 The GCC plan

Turn the regional ambition into a plan.

INCLUDE	Target markets, local partners or pilots, entity or distribution model, timeline, and who on the team owns it.
ANSWERS	Is expansion a plan or an aspiration?
COMMON MISTAKE	“We will explore the region.”

11 Financials and use of funds

Tie the capital to outcomes you can track.

INCLUDE	A summary of historical accounts, a forecast with stated assumptions, and use of funds tied to milestones.
ANSWERS	What does this capital change, and how will it be tracked?
COMMON MISTAKE	A forecast that does not reconcile to the accounts.

12 The ask and next step

Make the proposal unambiguous.

INCLUDE	Amount, instrument, the terms you are open to, timeline, a named contact, and what you can share and when.
ANSWERS	What exactly is being proposed?
COMMON MISTAKE	A vague ask that makes the reader guess.

FILL-IN WORKSHEET

Draft each slide in three lines.

Write the answer, not the design. If you cannot fill a line with something you can document, that is a gap to close first.

01 Title and one-line proposition

What is this, and who is it for?

02 The problem

Is this problem real, and worth solving?

03 Solution and customer

Does this solve it for a specific buyer?

04 Evidence

Is there proof that someone else can check?

05 Market and why the GCC

Why this region, and why this company?

06 Business model and economics

How does revenue arrive, and on what timeline?

FILL-IN WORKSHEET

07 Ownership and structure

Who controls this company, and can that be checked?

08 Team and governance

Who answers for this company?

09 Regulatory pathway and risk

Can this operate legally in the markets that matter?

10 The GCC plan

Is expansion a plan or an aspiration?

11 Financials and use of funds

What does this capital change, and how will it be tracked?

12 The ask and next step

What exactly is being proposed?

APPENDIX INDEX

List the documents behind the numbers.

End the deck with a one-page index. It tells a reader what is in the data room and what they can request.

> **A simple index has four columns:** the document, the slide it supports, its date and version, and whether it is shared openly or on request.

A	Ownership: cap table, share register, group structure, shareholder agreements
B	Governance: board resolutions, financial statements, management accounts
C	Regulatory: licenses, registrations, compliance policies, IP assignments
D	Commercial: customer contracts, pipeline data, financial model with assumptions
E	GCC plan: partner letters, pilot agreements, market-entry plan

Check the deck against the file.

A deck is only as strong as the file behind it. Phase 01 reads both against 44 markers and returns a written verdict, with the contradictions and gaps recorded and a prioritized plan to resolve them.

Click to request Phase 01 Scope →

Click the gold button, or open uxelevation.com/request-scope · US$2,000 upfront · 7 to 10 business days after payment and receipt of the complete agreed materials

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