

Problem Statement Pitch Deck Slide & 60s Video Blueprint

Turn a vague problem statement into an observable customer workflow, evidence checklist, and 60-second narrated opener.

1. THE PROBLEM STATEMENT RULE:

Do not open with an unsupported multi-billion-dollar macro statistic. A strong problem slide makes one person's operational friction undeniable: Who is affected -> How they do the task today -> Where the handoff breaks -> How you know.

2. BEFORE & AFTER REWRITE:

Weak Before: "Inventory management is broken and costs retailers billions every year."
Strong After: "A warehouse lead records incoming stock on paper before updating a shared sheet at shift end. We are testing how often that delayed handoff causes stockouts."

3. 60-SECOND VIDEO STRUCTURE FOR PROBLEM-FIRST DECKS:

0:00 - 0:15 | The Actor & Current Workflow: Show the three-step manual process used today.

0:15 - 0:30 | The Exact Breaking Point: Point to the handoff, duplicate entry, or blind spot.

0:30 - 0:45 | The Direct Fix: Show how your product changes that exact step without rebuilding everything.

0:45 - 1:00 | Evidence & Next Step: Cite your permissioned observation and ask for a bounded validation call.

4. EVIDENCE CHECKLIST BEFORE YOU EXPORT TO VIDEO:

- Role named specifically (not "businesses" or "everyone")
- Current workaround respected and accurately described
- Sourced observation separated from unverified market assumptions

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Read the Full Problem Slide Illustrated Guide: <https://axiomlab.online/how-to-pitch/deck-problem>
- > See Complete Pitch Deck Structure Guide: <https://axiomlab.online/how-to-pitch/deck-structure>
- > Editable Project Pitch Brief Template: <https://axiomlab.online/templates/project-pitch-brief>
- > Turn Your Slides into a Video at Axiom Lab: <https://axiomlab.online/pitch-deck-to-video>