



## MARKET REPORT

UPDATED

08/05/2025

# \$9.4M/year Hermes of Powerpoint

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# \$9.4M/year Hermes of Powerpoint

By Jan-Erik Asplund

**TL;DR:** After launching as a beautiful slide builder with Figma-style real-time collaboration, Pitch got off the venture track in January 2024 with a layoff and recap—now, its an attractive acquisition target for productivity suites like Grammarly that are bundling up docs & email. Sacra estimates Pitch grew hit \$9.4M ARR in 2024, up 93% YoY. For more, check out our report and our full breakdown of Pitch's revenue & ARPU in our dataset.

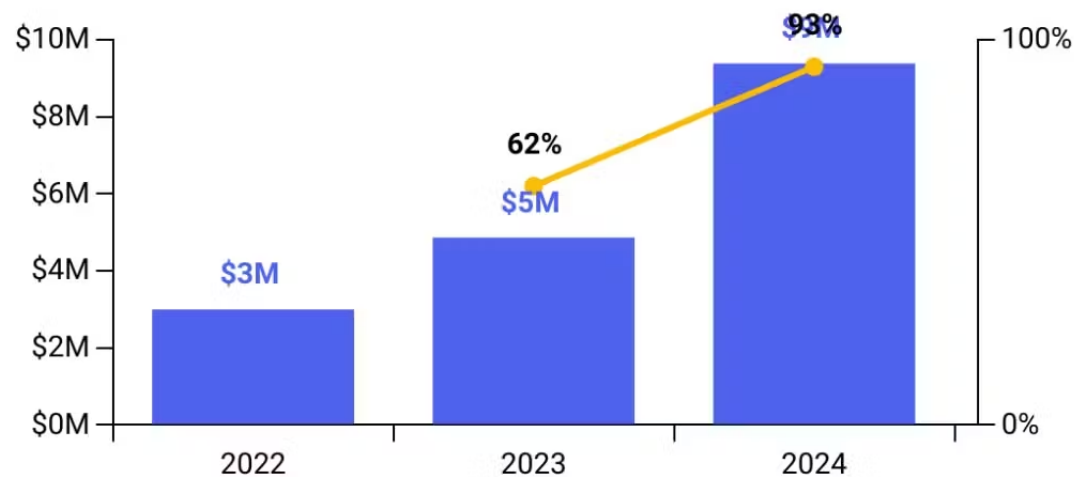


Pitch

ARR & ARR Growth Rate

**\$9.4M**

↑ 93.0% YoY



Source: Sacra

Updated: Aug 4, 2025

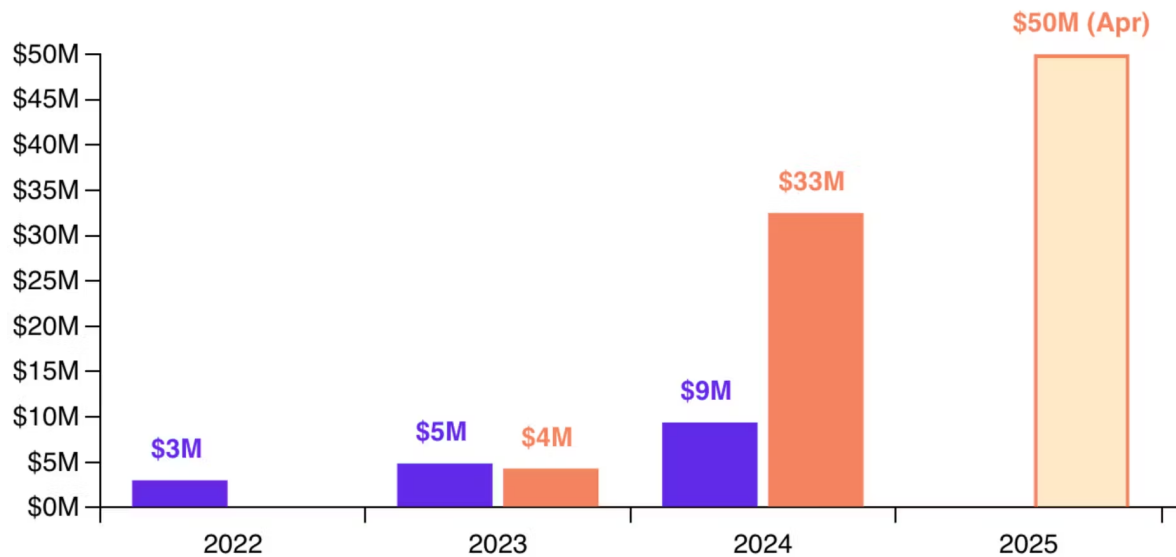
■ ARR (\$M) ■ Growth



## Pitch vs. GAMMA

### Annual recurring revenue

■ Pitch: ARR (\$M) ■ Gamma: ARR (\$M)



Key points via Sacra AI:

- Circa 2013, apps like Mailbox (email) and Sunrise (calendar) reinvented core productivity apps with slick, modern UX, but as free apps, eventually sold to Dropbox and Microsoft—setting the stage for a rising tide of luxury prosumer SaaS products like Superhuman (2014, email) and Pitch (2018, slide decks) that built for a narrow segment of power users willing to pay to become marginally more productive. Pitch combined Figma-esque real-time collaboration and beautifully-designed templates in a browser-native slide deck creator, monetizing via a freemium self-serve model converting ~3% of users into paid tiers at ~\$22-25/seat/month.
- After raising ~\$135M and hitting a peak valuation of ~\$600M in 2021 on just ~\$1.5M ARR, Pitch struggled to scale beyond its niche of design-centric early adopters, leading to a layoff and recap in January 2024 to get off the venture track & rebuild as a profitable company—since then, Sacra estimates that Pitch has grown to \$9.4M ARR by the end of 2024, up 93% YoY. Where Pitch missed the initial wave of generative AI adoption, startup competitors like Gamma at \$50M ARR growing 656% YoY and Tome (briefly a breakout “text-to-slides” player before shutting down) along with giants like Canva at \$3B ARR growing 44% YoY capitalized early on AI-native slide generation.



- **With ~95% of its customers self-serving and being lean and profitable at ~\$10M ARR, Pitch makes for an attractive acquisition target as every productivity platform bundles slides alongside docs & email—especially Grammarly, which recently acquired two other under-monetized product-centric companies in Coda (docs) and Superhuman (email).** Like Tome, which recently shut down its slides app to relaunch as the AI CRM Lightfield, Pitch over the last year has shifted away from prosumer towards B2B with slides-as-sales-enablement, embedding HubSpot-integrated pitch rooms, buyer analytics, and interactive client-facing content directly into its core workflow.

For more, check out this other research from our platform:

- [Why Grammarly bought Superhuman](#)
- [Grammarly vs Notion](#)
- [Gamma \(dataset\)](#)
- [Canva \(dataset\)](#)
- [Lovable \(dataset\)](#)
- [Bolt.new \(dataset\)](#)
- [Grant Lee, co-founder of Gamma, on rethinking the primitives of presentations](#)
- [Jon Noronha, co-founder of Gamma, on building AI-powered slides](#)