EQUITY RESEARCH

Pitch

TEAM

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Pitch

Collaborative presentation software for modern teams to create, share, and manage presentations

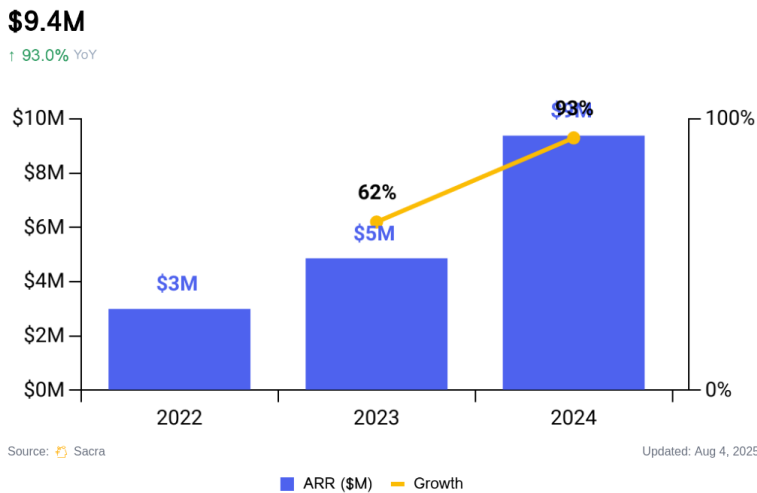#b2b   #documents

Details

HEADQUARTERS

Berlin

CEO

Adam Renklint

S A C R A

REVENUE

$9,380,000

2024

Revenue

Pitch
ARR & ARR Growth Rate

$9.4M
↑ 93.0% YoY

Source: Sacra   Updated: Aug 4, 2025

■ ARR ($M)   — Growth

Sacra estimates that Pitch hit $10M in annual recurring revenue (ARR) in February 2025, up roughly 90% YoY from $4.9M at the end of 2023. This growth comes after a dramatic business reset in January 2024, when the company returned most of its venture capital to investors and reduced headcount by approximately 78% from 180 employees down to 40.

The company's revenue trajectory reflects its evolution from a design-focused presentation tool to a sales enablement platform. Pitch operates a freemium model that monetizes over 1 million free workspaces, converting roughly 3% of teams to paid plans with an estimated average revenue per user of $30-40. About 95% of paying customers onboard through self-serve checkout, with paid tiers ranging from Pro at $22-25 per user per month to Business plans at $80-100 for small teams.

Post-reset, Pitch achieved profitability by mid-2024 thanks to its lean operational structure centered in Berlin. With an estimated fully-loaded monthly salary burn of around €300k for all 40 employees combined, the company can maintain profitability even at modest revenue scale while pursuing sustainable growth.

Valuation

Pitch reached a peak valuation of approximately $600M in 2021 during strong investor enthusiasm for remote work tools, but underwent a major recapitalization in January 2024. The company raised $137M total across four rounds from 2018-2021, with the most recent being an $85M Series B in May 2021 led by Lakestar and Tiger Global Management.

Key investors include Lakestar, Tiger Global, Thrive Capital, Index Ventures, BlueYard Capital, Slack Fund, and notable angel investors including Instagram founders Kevin Systrom and Mike Krieger, plus Superhuman founder Rahul Vohra. In the January 2024 reset, investors relinquished most of their equity back to the founders, giving employees roughly 80% ownership of the restructured company while returning unused venture capital.

Product

Pitch is a web-native collaborative presentation platform that combines Figma-style real-time co-editing with Canva-like expert-designed templates, serving over 2 million teams worldwide. The platform unifies slide creation, collaborative review, distribution, and analytics into a single integrated workflow designed to produce visually appealing presentations.

Teams create presentations using AI-powered deck generation that turns prompts into full slide decks in seconds, over 100 professionally designed templates, or PowerPoint imports. Multiple users can edit simultaneously with color-coded cursors, comment threads, @mentions, and task assignments to keep projects moving. The platform includes global style builders that let users set fonts and color palettes once and apply them across all slides.

The core differentiator is Pitch Rooms, which transforms presentations from static PDFs into branded microsites hosted on custom subdomains. Teams can bundle decks with Calendly links, Typeform surveys, Figma prototypes, videos, and CRM data blocks, creating comprehensive buyer engagement hubs. Granular analytics track who opened presentations, which slides they viewed, and how long they spent on each section, with data flowing directly into HubSpot and other CRM systems.

For presentation delivery, Pitch offers co-present mode for remote speakers to hand off control slide-by-slide, plus async video recordings where speakers can pre-record clips for each slide. Mobile apps provide notifications, basic editing, and remote clicker functionality. The platform includes enterprise features like SAML SSO, guest permissions, unlimited version history, and slide-level restore capabilities.

Business Model

Pitch operates a freemium, product-led growth model that monetizes a large base of free users through premium features focused on sales enablement and team collaboration. The company has shifted from a general presentation tool to a comprehensive pitching platform targeting revenue teams and sales organizations.

The B2B model centers on converting free workspaces to paid subscriptions through features like advanced analytics, custom domains, CRM integrations, and unlimited pitch room links. Premium tiers unlock capabilities that sales teams need for buyer engagement tracking and deal progression, positioning Pitch to capture higher average revenue per user from sales and revenue operations budgets rather than just design tool spending.

Pitch's lean operational structure in Berlin gives it significant cost advantages, with monthly payroll burn of approximately €300k for 40 employees enabling profitability at relatively modest revenue scale. This capital efficiency allows the company to focus on sustainable growth rather than venture-scale expansion, particularly important given the 2024 reset that returned unused VC funding to investors.

The monetization strategy increasingly targets sales enablement use cases through pitch rooms that integrate with CRM systems, providing detailed buyer engagement analytics and creating higher switching costs than traditional presentation tools. This positions Pitch to compete for larger contract values against digital sales room providers while maintaining its design-centric differentiation.

Competition

Vertically integrated productivity suites

Microsoft PowerPoint with Copilot integration and Google Slides represent the most significant competitive threat through bundled distribution and zero marginal cost for most enterprises. Microsoft's global rollout of Copilot-powered auto-generation from Word and PDF documents, combined with ubiquitous Office 365 deployment, creates procurement advantages that standalone tools struggle to overcome. Google Slides maintains similar bundling benefits within Workspace, offering real-time collaboration and AI-powered design assistance at no additional cost for existing Gmail users.

These platforms leverage massive user bases and IT procurement relationships to make standalone presentation tools appear redundant unless they deliver step-function improvements in brand control, analytics, or sales workflow integration. The risk for Pitch is that buyers increasingly view separate presentation software licenses as unnecessary overhead when bundled alternatives provide adequate functionality.

Design marketplace platforms

Canva poses a significant threat with over 170 million monthly users and aggressive enterprise expansion through Canva for Teams at competitive pricing. Their massive template library, cross-format content creation capabilities, and Magic Design AI features provide breadth that Pitch's presentation-focused approach cannot match. Canva's strength in social media, video, and print design creates natural expansion into presentation workflows.

Beautiful.ai targets enterprise customers with Smart Slides automation and brand governance features, positioning directly against Pitch's design-centric value proposition. Their Series B funding and focus on large company deployments creates competitive pressure in Pitch's target market for design-conscious teams seeking PowerPoint alternatives.

AI-first presentation generators

Gamma represents the most direct competitive threat, achieving $50M ARR with roughly the same team size as Pitch by prioritizing AI-native content generation and iterative editing tools. Their success demonstrates market demand for prompt-to-deck creation with robust editing capabilities, an area where Pitch's AI offerings remain notably weak compared to competitors.

Tome and other AI-first platforms compete on speed of creation and content quality, potentially making Pitch's template-based approach seem outdated. The risk is that AI-native tools capture market share by solving the blank slide problem more effectively while providing better editing experiences for refining generated content.

TAM Expansion

Sales enablement platform evolution

Pitch's expansion into digital sales rooms and CRM integrations opens access to the $5B+ sales enablement market, allowing the company to capture significantly higher average revenue per user from sales and revenue operations budgets. The introduction of buyer engagement analytics, deal tracking, and proposal management capabilities positions Pitch to compete with established providers like Seismic, Highspot, and GetAccept while maintaining design-centric differentiation.

This transition enables Pitch to monetize sales workflows beyond just presentation creation, potentially achieving $100+ per user per month pricing similar to specialized digital sales room providers. The integration with HubSpot and other CRM systems creates switching costs and strategic value that justify premium pricing compared to standalone presentation tools.

Template marketplace and community monetization

The rollout of Pitch's template marketplace and custom branding capabilities creates opportunities for community-driven growth similar to Figma and Canva's successful models. Professional designers and agencies could create and sell templates, with Pitch taking marketplace fees while expanding content variety and quality.

This approach could drive viral adoption through high-quality templates while creating new revenue streams beyond subscription fees. The marketplace model also provides competitive differentiation against bundled productivity suites that lack specialized design communities and curated content libraries.

Geographic expansion and localization

Pitch's web-native architecture and EU hosting compliance position the company to capture growth in international markets, particularly Asia-Pacific regions showing fastest growth in presentation software adoption. The platform's multilingual template library and browser-based delivery eliminate local installation friction that desktop alternatives face in emerging markets.

Remote and hybrid work adoption globally creates sustained demand for cloud-based collaboration tools, with Pitch's real-time co-editing and async presentation features addressing needs that traditional desktop software cannot match. International expansion could significantly multiply the addressable user base while leveraging existing product investments.

Risks

AI feature lag: Pitch's slow progress on generative AI capabilities puts the company at significant disadvantage against competitors like Gamma that have achieved much larger scale by prioritizing AI-native content creation and editing tools. Without robust prompt-to-deck generation and AI-powered editing features, Pitch risks losing market share to tools that solve the blank slide problem more effectively while providing better iterative refinement capabilities.

Sales enablement execution: The pivot from general presentation tool to sales enablement platform requires successfully competing against established providers like Seismic and Highspot that have deeper CRM integrations, more comprehensive analytics, and stronger enterprise sales capabilities. Pitch's historically product-led, self-serve approach may struggle to support the customer success requirements and enterprise sales cycles necessary for higher-value sales enablement contracts.

Platform competition: Microsoft's Copilot integration and Google's AI-powered design features in bundled productivity suites create existential risk for standalone presentation tools, as enterprises increasingly question the value of separate software licenses when adequate functionality comes included with existing Office or Workspace subscriptions. Pitch must deliver compelling differentiation beyond what integrated platforms can provide to justify separate procurement decisions.

DISCLAIMERS

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