Deck name, two to four words

DECISION DECK

The cover headline states the main finding as one sentence a reader could repeat aloud

Purpose: the decision this deck exists to support, in one sentence.

Main finding: the answer, with the two or three numbers that carry it, and what to do about it.



Caption names what is in the frame; generated stills start with "Illustration:".

MAIN MESSAGE

Slide 2 repeats the recommendation, so a reader who stops here can act on it

One paragraph in plain words: what we found, why it matters to the decision, and what we recommend. Two or three sentences, each with one concrete fact.

FIRST PART

$750

What the number is and what it buys, in one or two lines.

SECOND PART

from $15,000

Each column says what is included and what is still untested.

THIRD PART

Yes, if

Use the verdict size for short words in place of a number.

TERMS

The terms slide defines every acronym and outside object the later slides use

Term one
A plain definition a stranger can follow, with one number if it helps.

Term two
Name the field's own term, then say what it means in this work.

Term three
Nine terms fill the grid; fewer is fine.

Term four
Spell out an acronym on first use, then use the short form.

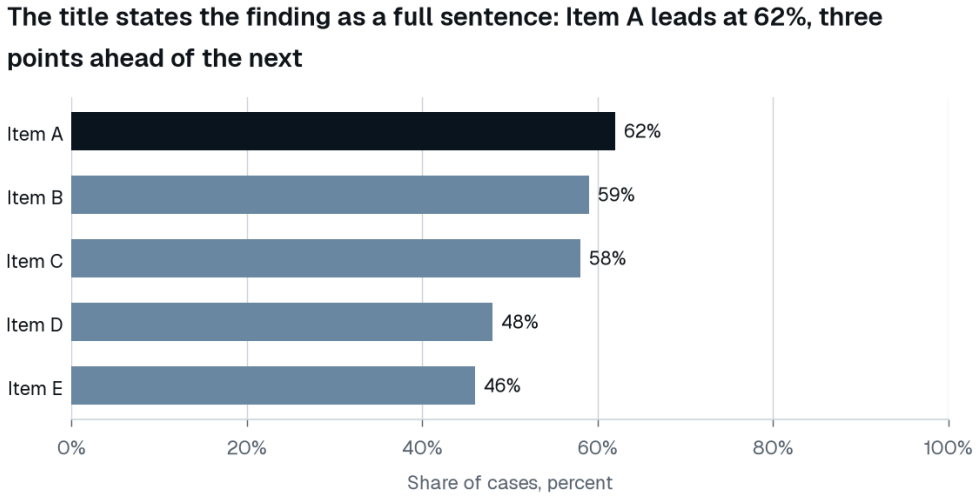
Term five
Never define a term the deck does not use.

Term six
Keep each definition to two lines.

Sources: [2] primary source.

KICKER NAMES THE TOPIC

A chart slide's headline states what the chart shows, with the number that proves it



Report figure 1.

Grey band: the one point on this slide the reader must not miss.

Lead word. Each paragraph opens with a bold word or two, then one or two sentences.

Numbers. Every number comes from the report and carries its source number. [2]

Limits. Say what the chart does not show, in a short line.

So what. End with what the finding means for the decision.

Source: [2] primary source; [1] report section 3.1.

KICKER

A table slide compares options in rows, with the verdict in bold at the start of each cell

OPTION	WHAT THE EVIDENCE SHOWS
First option	**Allowed.** One line with its source. [2]
Second option	**Forbidden:** quote the rule's own words when they decide it.
Third option	**Unclear.** Say how to settle it.

Case: one real case that shows the risk, with its source.



Captions say what is in the frame. Generated stills begin with "Illustration:" and never pose as the client's site.

Sources: [2]; [1] report section 3.2.

THE OFFER

The offer slide lists what the buyer gets and what it costs, side by side

First job
What it does for the buyer, in their words.

Second job
One concrete output per job.

Third job
Six jobs fill the grid.

Fourth job
Name the rule or limit it respects.

SETUP

from $6,495

Published price or "proposed", always said.

MONTHLY

$600/mo

What the buyer pays back against.

Made-up examples are labelled on the slide. [1] report section 4.

DATED TESTS

Every plan ends in dated tests with a rule for continuing or stopping

BY	TEST	CONTINUE IF
20 Nov 2026	The first test, stated as an action someone takes	A measurable result
15 Jan 2027	The test that decides the bet	The number that would make us continue; else what we do instead

[1] report section 4.

NEEDS YOUR CALL

The last content slide lists the Decider’s calls, each with our recommendation

1. **First decision.** What is being decided and the default if no answer comes. GO
2. **Second decision.** Prices, sends and spends always wait for approval. APPROVE
3. **Unknowns.** What could change the answer, and how each is settled.

[1] report sections 4 and 5.

SOURCES

Sources

[1] In Motion Automation Research. Title of the report this deck compresses (report in this pack) 4 Nov 2026. (internal)

[2] Publisher of a primary source. Exact document title. 20 May 2026. example.gov/document.pdf