ACROSS THE TABLE

BUSINESS CONSULTING

BUSINESS JOB 03 · EPISODE 3

Gamma vs Canva vs Beautiful.ai

Three ways to stop spending a Sunday on a presentation nobody will remember

Knowledge Article 03

AI Stack Series · acrossthetable.biz

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THE JOB THESE THREE DO

You need a deck. A proposal for a customer, a pitch for a bank, a short talk at a networking group. You open PowerPoint, you move a text box three pixels left, and ninety minutes later you have four slides and no content.

The time is not going into the thinking. The thinking was done before you opened the laptop. It is going into making it look acceptable.

All three of these tools attack that gap, and they attack it from different directions.

WHO EACH ONE IS

Gamma — the fast one

What it is: Turns a prompt or a doc into a presentation you can keep editing.

Best for: First drafts of decks when the thinking is done and the slides aren’t.

Watch out for: House style takes work. Set a template before the team uses it.

You give Gamma a document or a few sentences and it comes back with a whole deck. You then edit it. This is the one to use when the thinking is finished and the slides are not.

Canva — the everything one

What it is: Design everything else — decks, social posts, flyers, simple video — with AI help built in.

Best for: Small teams with no designer who still need consistent-looking work.

Watch out for: Easy to drift off-brand. Lock a brand kit.

Canva is not really a deck tool. It is a design tool that also does decks, along with social posts, flyers and simple video. If you need one place for everything visual, this is it.

Beautiful.ai — the tidy one

What it is: Slides that lay themselves out as you add content.

Best for: People who want structure enforced for them.

Watch out for: Less freedom than Canva or PowerPoint.

Beautiful.ai lays slides out for you as you type. You cannot drag things into a mess, because it will not let you. That is either a relief or a constraint depending on who you are.

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HOW THEY COMPARE

	Gamma	Canva	Beautiful.ai
Best for	Content-to-deck	Visual marketing	Professional slide design
Ease of use	Beginner	Beginner	Beginner
Small-business fit	High	High	Medium / High
Larger-business fit	Medium / High	High	High
Its main job	Turn ideas and docs into decks	Create branded visuals	Structure polished slides
Choose this if	You need decks quickly	You create many types of visuals	Presentation consistency matters
Price	Free tier; paid per user/month.	Free tier; Pro per user/month.	Paid per user/month.

All three are beginner-level. The difference is not difficulty — it is whether you want speed, breadth, or someone else enforcing the layout.

HOW A BUSINESS ACTUALLY USES EACH ONE

A contractor quoting a large job

The quote is written. He pastes it into Gamma and asks for a ten-slide version. Fifteen minutes later he has something he can walk a customer through on a laptop in their kitchen, which the competitor who emailed a PDF does not have.

A salon doing everything itself

Canva covers the price list, the Instagram posts, the window poster and the staff handbook cover. One brand kit, one login, one look across all of it. The deck is almost an afterthought.

A consultant presenting monthly

Beautiful.ai means every monthly review looks identical to the last one. No slide drifts off-style because somebody was in a hurry. Clients notice consistency even when they cannot name it.

WHAT IT COSTS

Gamma and Canva both have free versions worth using. Beautiful.ai is paid only.

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Start with the free tier of whichever one matches your job. If you make decks occasionally, you may never need to pay. If you make them weekly, the paid tier costs less than the hours it returns.

WHERE THIS SITS IN YOUR STACK

Your presentation AI doesn't have to work alone. Start with company research and documents stored in Google Drive. Use ChatGPT or Claude to analyze the information and develop the story. Then use Gamma, Canva or Beautiful.ai to build the presentation. Your team can review the work through your collaboration process, and a finished sales presentation can become part of your CRM sales process. Now you're not just making slides — you're building a content-to-sales workflow.

The pieces around it:

- ChatGPT or Claude — develop the thinking and content
- Google Drive — source documents
- Slack — review and collaboration
- HubSpot — sales use

THE CEO DECISION

- How often do you make decks? Occasionally means free tier. Weekly means pick properly.
- Do you need other visual work too — posts, flyers, signage? Then Canva probably wins on breadth alone.
- Does anyone else make decks in your business? If yes, consistency matters more than speed, which points at Beautiful.ai or a locked Canva brand kit.
- Have you set a template before letting the team loose? Skip this and everything drifts off-brand within a month.

APPLY IT TO YOUR BUSINESS

Find the last deck you made and look at how long it took. Then take the same content and rebuild it in whichever of these matches your situation. Time it.

If the second version took a quarter as long and looked the same or better, you have your answer. If it took just as long, you were never losing time to slide-making and should stop looking here.

YOUR QUICK REVIEW

- ☐ How many decks do I make in a month?
- ☐ How long does one take me now?

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- ☐ Do I need other visual work, or only slides?
- ☐ Who else makes decks, and do theirs look like mine?
- ☐ Have I set a template before anyone else touches it?
- ☐ Which of the three matches the job I actually have?

ADDITIONAL RESOURCES

Tool	Where to find it	What it is for
Gamma	gamma.app	First drafts of decks when the thinking is done and the slides aren't.
Canva	www.canva.com	Small teams with no designer who still need consistent-looking work.
Beautiful.ai	www.beautiful.ai	People who want structure enforced for them.
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which of the twenty jobs to start with.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

This is Business Job 03 of twenty. Episode 4 is Put You on Video — HeyGen, Synthesia and Descript.

Explore The Scaling Edge and the Across the Table Business Learning library for the rest of the series.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

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