

# Presentation Format = Pitch Deck

# Title Page

## Value Proposition

A [product type] to help [target customer] with [#1 problem] by  
[#1 benefit] using our [secret sauce / differentiator].

# The Problem for [Target Customer]

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## Problem 1

Supporting data if available

## Problem 2

Supporting data if available

## Problem 3

Supporting data if available

# [Our Solution]

[Image of your product here]



**Benefit 1**

**Benefit 2**

**Benefit 3**

# How it Works

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## Feature/Step 1

Supporting data if available

## Feature/Step 2

Supporting data if available

## Feature/Step 3

Supporting data if available

# Market Opportunity



# Market Validation

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- Traction
- Pre-Order
- Beta Sign-up
- Competitor

# Business Model

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[target customers] pay [\$ amount or %] per  
[month/year or unit]

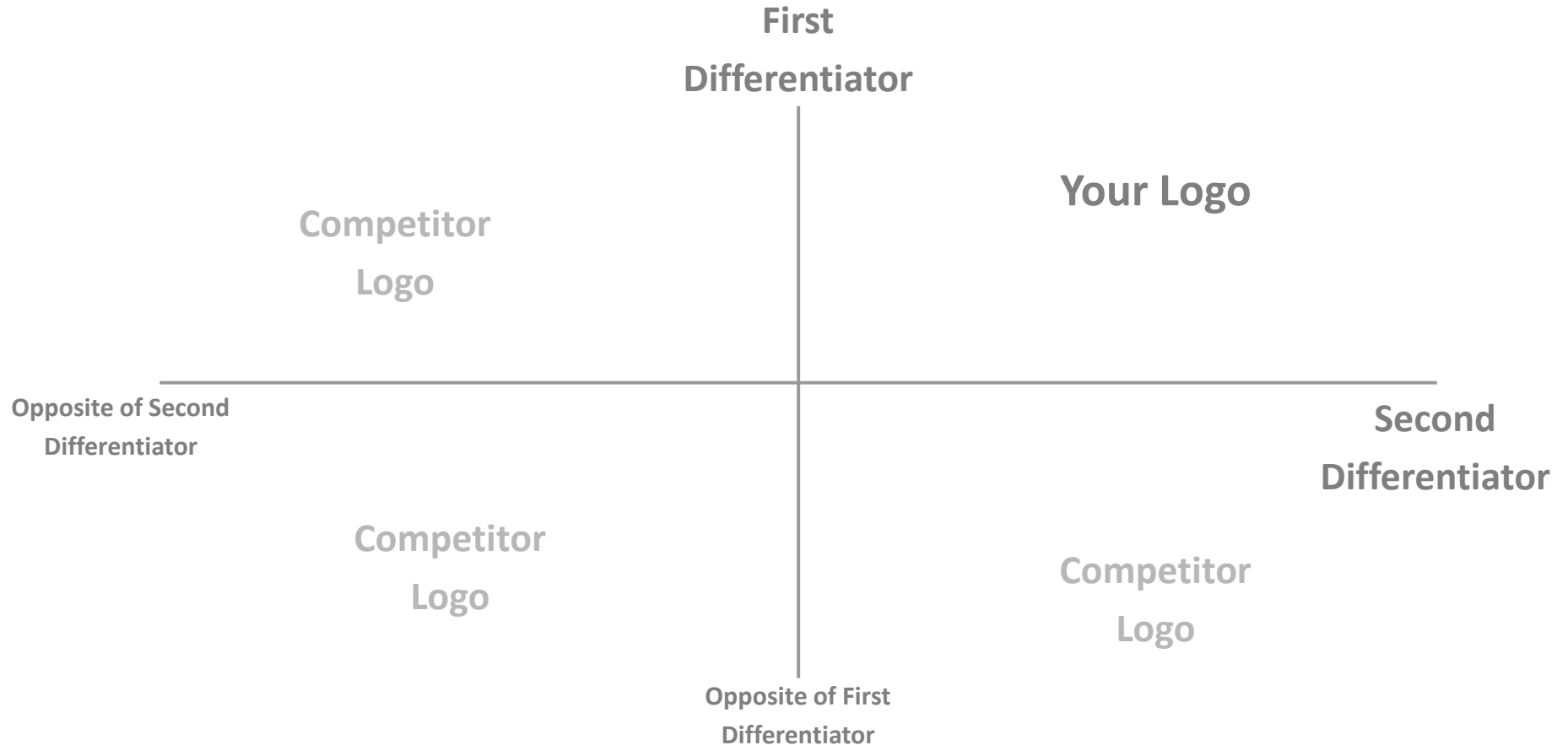


# Competition / alternatives

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Who are your direct and indirect **competitors**. Show that you have a plan to **win**.

# How We Are Different



# Risks and Mitigation

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