



Your Product Name Your Company Name or Logo

Include team member names, email addresses,
& citizenship.

Pitch Deck Template

Each pitch deck should include one slide per item:

- Title Slide
- Elevator Pitch
- The Problem
- Your Solution
- Market Size
- Business Model
- Expertise
- Competition
- Marketing Plan
- Team/Hires
- Six Month Growth Strategy & Milestones
- Money / Financials

1. Elevator Pitch

- Describe in 1-2 sentences the unique value proposition of your product / service.
- Use the format: “My company, _(insert name of company)_, is developing _(a defined offering)_ to help _(a defined audience)__(solve a problem)_ with _(your unique solution)_.”

2. The Problem

- Describe the problem your are trying to solve with your product / service.
- Describe your target audience (potential customer, ideal user), and what data you to back up your claim (stats, research, links).

3. Your Solution

- What is unique and different about your solution?
- How does it solve a customer problem?
- Include a screenshot of your solution.
 - *Note: You are required to submit a separate video up to 60 seconds long, or text up to 750 words with clear screenshots of all functions of your product.*

4. Market Size

- Define your market.
- Include estimates for your market size (number of customers, amount of money).

5. Business Model

- Describe your top 1-3 current revenue sources and their growth to date.
- Prioritize by size, growth, and / or potential.
- Cite current market activity / customer behaviour as proof
- Show how you get to the breakeven point and how you move beyond that point to become profitable.

6. Expertise

- Describe your “unfair” competitive advantage. For example, a big market lead to date, an experienced team, an “exclusive” partnership, or great early sales / customer numbers.
- Is your technology proprietary?

7. Competition

- List all top competitors. (Don't be shy – we'll probably find them anyway!)
- Describe how you're better, or at least different from them.

8. Marketing Plan

- Describe how you acquire customers and distribute your product.
- Describe your top 3 marketing channels and your timeline for going to market.
- Describe your distribution.

9. Team / Hires

- Describe the key people on your team. Identify if anyone has deep technical knowledge, entrepreneurship experience, or a sales / marketing background.
 - *Include relevant education, field experience, and years of experience.*
- Identify any key hires you need but don't have yet, and if you have any candidates lined up.

10. Six Month Growth Strategy & Milestones

- Map out achievable milestones.
 - *What are your key milestones over the next six months?*
 - *Show how the resources you have are adequate enough to achieve these milestones.*

11. Money / Financials

Data will be held confidential by BIC.

- Identify how much capital you need.
 - *Show 3 budgets: small, medium, large*
- What will you do with the capital?
 - *For example, key hires (build product), marketing & sales (drive revenue)*
- Show your current revenues as a percentage of financing you will seek.