

Business Pitch Deck

What is a Business Pitch Deck?

A pitch deck is a visual document designed to showcase the essential aspects of your business, including:

1. **Introduction:** A brief introduction to your company, mission, and vision.
 2. **Problem Statement:** The specific problem or need your business addresses.
 3. **Solution:** How your product or service solves the identified problem.
 4. **Market Opportunity:** The size and scope of the market you are targeting.
 5. **Business Model:** How your business generates revenue.
 6. **Traction:** Evidence of your product's success, such as sales data, user growth, or partnerships.
 7. **Team:** Key members of your team and their expertise.
 8. **Financial Projections:** A high-level view of your expected revenue, expenses, and profitability.
 9. **Ask:** The funding or support you seek and how it will be used.
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How to Share Your Pitch Deck

Step 1: Create Your Pitch Deck

- Use tools like PowerPoint, Keynote, or Canva to design a professional and visually appealing pitch deck.
- Keep the content concise and visually engaging.

Step 2: Upload Your Pitch Deck

- Choose a file-sharing platform such as Google Drive, Dropbox, or OneDrive.
- Upload your pitch deck file and ensure it is in a widely accessible format like PDF or PPT.

Step 3: Share the Link

- Generate a shareable link from the platform where you uploaded the file.
- Adjust the file's sharing settings to ensure accessibility (e.g., "Anyone with the link can view").

- Copy the shareable link and provide it to the relevant reviewers or stakeholders.
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Best Practices

- Keep your pitch deck simple and focused on key points.
- Use visuals like graphs, charts, and images to enhance understanding.
- Avoid cluttering slides with too much text.
- Ensure that your contact information is prominently displayed.