



PITCH DECK & PITCHING



What is a Pitch Deck?

A pitch deck is a brief presentation, used to provide your audience with a quick overview of your business plan. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.



What includes in a Pitch Deck?

- *Introduction*

Keep the introduction slide short and sweet—tell people who you are and why you're here.



What includes in a Pitch Deck?

- *Problem Statement*

A good problem slide will identify two or three problems that your product will tackle, without being long-winding.



What includes in a Pitch Deck?

- *Solution*

Identify a concise and clear solution that investors can easily follow.



What includes in a Pitch Deck?

- *Market size & opportunity*

Using sources from your research, a solid market slide will graph out past market growth and future potential market growth



What includes in a Pitch Deck?

- *Product*

Show off the actual product or service your business is selling.



What includes in a Pitch Deck?

- *Team*

This slide will include your core team members. Under each core team member, consider including bullets, descriptions or titles that show why they are central to your mission.



What includes in a Pitch Deck?

- *Competition*

Who your competition is, and why you are different from them.



What includes in a Pitch Deck?

- *Ask & Fund utilization*

Ask for a certain amount of funding, also justify the ask.

Do's of a Pitch Deck

1

Tell a Story

2

1 slide, 1 idea

3

Consistent Look

4

Show Metrics

Don'ts of a Pitch Deck

1

Too many Bullet Points



2

Too Long



3

Don't just repeat



4

Only Text





Questions?