



# 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 cofounders.



#### • Introduction

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



#### • Problem Statement

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



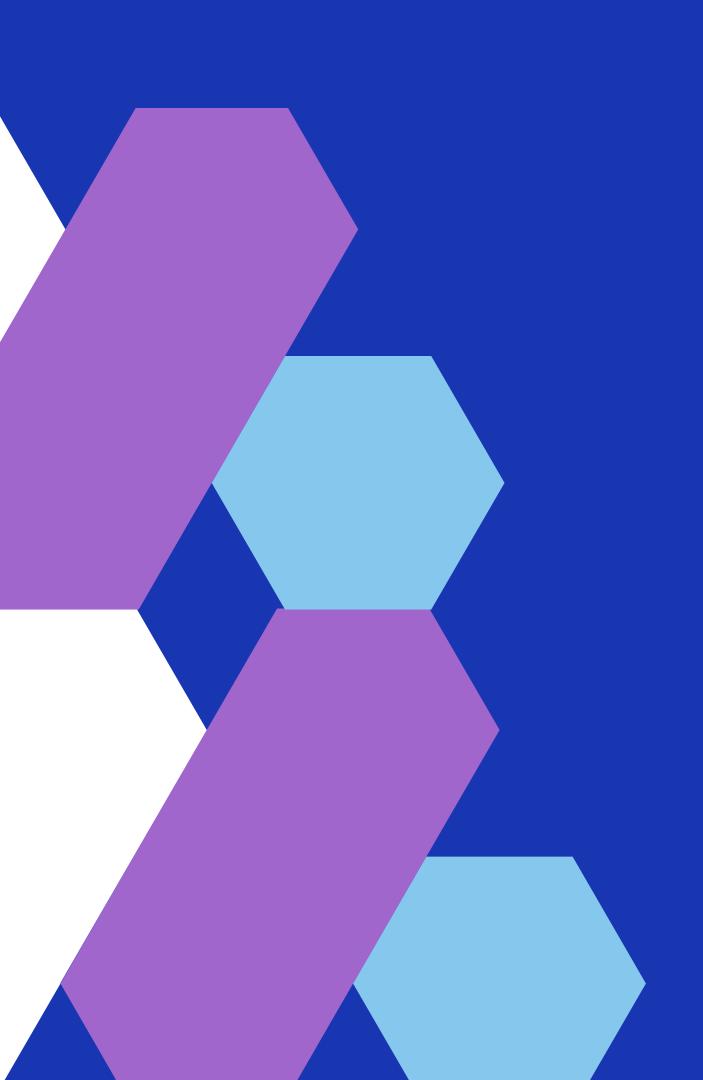
#### • Salutian

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



#### · Market size & appartunity

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



• Product

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



#### • 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.



• Competition

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



· Usk & Fund utization

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 Metrices   |

## Don'ts of a Pitch Deck

| 1  | Too many Bullet Points |
|----|------------------------|
| 2  | Too Long               |
| 3  | Don't just repeat      |
| /_ | Only Toyt              |

#### Questions?