

### **Slide 1: Introduction**

Clearly present your project in 1–2 sentences. Good example from AirBnB: 'Book rooms with locals instead of hotels.'

Bad example from Peloton: 'At the most basic level, Peloton sells happiness.' You have no idea what they do.

### **Slide 2: Problem**

Highlight ONE big, pressing problem your startup solves. Use data, a story, or a combination to make investors not only understand but emotionally connect with the issue.

### **Slide 3: Solution**

Focus on how your product/service uniquely addresses the problem. Don't describe product features — explain what makes your offering valuable and different.

### **Slide 4: Market**

Innovative products come with risk. For investment to be worthwhile, potential returns must be significant. Only 1 in 10 startups succeed. Show a credible total market value and estimate your best-case scenario share.

### **Slide 5: Product**

Show exactly what you're building. Visuals like mockups help. You may list key features, but avoid too much detail. This slide should offer a general overview.

### **Slide 6: Validation/Traction**

Present metrics proving your product solves the stated problem. You should validate your idea before creating the pitch. Include data like traction or growth (ideally month-to-month).

### **Slide 7: Team**

Prove your group is a team — experienced, skilled, and ready. Show the expertise of your team members and how they're suited to the project.

### **Slide 8: Competition**

Competition is healthy — it shows market need. If none is mentioned, it may mean poor market research or no demand. Identify major competitors and explain your advantage.

### **Slide 9: Financial Projections**

Financial forecast spreadsheets (revenue + costs) are key, especially for revenue-generating startups. Investors expect 3–5 year projections to assess cost structure, potential, and team integration.

### **Slide 10: The Key Question**

How much funding do you seek, at what valuation, and how will you use it? How long will the funds last, and what happens after?