

Pitch Presentation

A Basic Pitch Outline

Slide 1: The Problem

Slide 2: Solution: Product / Service & Value Proposition

Slide 3: Traction / Validation

Slide 4: Market Opportunity and/or Community Benefit

Slide 5: Revenue Model (break even for community-based)

Slide 6: Marketing Strategy

Slide 7: Team - why you?

Slide 8: Business Model (operations, competition, people, vision at maturity)

Slide 9: The 'Ask'

The COVER



- Have a logo?
- Does your visual connect to your concept?
- If I can't hear you, will your image indicate your solution?

SLIDE 1: Vision / Elevator Pitch

- In a nutshell: what is the problem and solution? In other words, what is the value proposition to your customer(s)?
- Can you succinctly describe it using power words that resonate with your customers or the audience?

Tip: To start you can write down why you got into this business and what your ultimate vision is. Then add what you learned through customer discovery. Evaluate every word you chose, and remove the extra words until you get to 1-2 powerful sentences.

More about The Problem

What is the problem you are trying to solve?

Be clear about pain points.

- What isn't working
- What is missing

...and explain with data if it may be unclear (to anyone) why it's an important problem

SLIDE 3: The Solution

What are you offering that solves the problem?

- Why is it better or different?
- What is the **value proposition**? (what value do customers see in your solution)
- What are the customer returns on investment (ROI)? Are they social, environmental, health, financial, better life?

Solution: Traction / Validation

Does the market want your solution?

Prove it.

Via testimonials, successful competition in similar markets, customer pipeline, customer quotes, successful beta tests, sales

This is your chance to prove “DOES ANYONE CARE, OR IS THIS A HOBBY”

SLIDE 4: Market Opportunity/ Community Benefit

Who cares about your solution?

- Are there enough customers to grow a good business?
- How big is your market locally, regionally, nationally?
(this requires some form of market research)
- Are there multiple market segments for your solution?

Tip: Cite credible data sources. Charts or graphs can be used here as well as industry projections. SBDC can help with research.

Community Benefit

What is the competition about?

What does the pitch sponsor care about?

If a community is part of it (people, organization or location), what do they care about?

How does your business fit their criteria?

SLIDE 5: Revenue Model

How will the business make money?

- How much will you charge? Will it more than cover your costs (eventually)?
- Do you know your cost to produce the product or service and your profit margins?
- Can you compete on cost or does your value proposition warrant a higher price point?
- What volume of sales do you need to reach profitability?
- Have you demonstrated that the market is willing to pay your price?

Bottom line - will it break even? Create jobs? Create tax revenue? Survive?

SLIDE 6: Marketing and Growth/Maturity Strategy

- How will you reach customers? What is your marketing and sales plan and strategy to achieve it?
- What do you need to increase sales if you will ultimately grow your business?
- What is your plan and what do you need?
Sometimes people use a growth chart or timeline to show growth milestones and cash or facility needs

SLIDE 7: Team

“It’s not the horse that wins the race...it’s the jockey.”

- Why are you the right person to run this?
- Why are you an entrepreneur?
- Why would the judge believe you can pivot if necessary?
- Do you have advisors, mentors?
- If you have a team, what skills and experience do they bring to the business?

Tip: Now is the time to brag. Highlight your strengths.

SLIDE 8: Business Model Financials & KPIs

You can keep your financials confidential for this competition, however, you should indicate that you have completed them either with a discussion of your projected margins and profitability based on realistic assumptions, or a summary of your financials.

- Can you demonstrate adequate cash flow for 6, 12, 18 months?
- How about your 3-5 year plan? MAKE THE POINT
- What would you consider to be success? Have you set milestones (key performance indicators) or sales plans?

Competition

- Honesty about competition drives confidence (and research helps)
- How do you compete on: customer experience, price
- Does your ideal customer profile vary with your competitors?
- Are they cooperators?

Sometimes competition is a good thing (known as **coopetition.**)

SLIDE 9: The Ask

What do you want from those to whom you are presenting?

If you are looking to win a competition, **explain why you meet the criteria**. If the judges have an interest in how you will spend the prize, explain how you will use the funds to advance your business.

Pitch Deck Tools



- [Slide Bean Templates](#)
- [Forbes article: The Ultimate Pitch Deck to Raise Money](#)
- [Venture Hacks Tips](#)
- [Sketch Deck: recommendations for strong design](#)

