

PITCH DECK TEMPLATE



DISCLAIMER

The following directions are just **GUIDELINES**, this structure is **NOT** set in stone.

Feel free to change the order and the number of slides according to your business' specific needs and your storytelling.

As long as you provide all the relevant information related to your business idea, you may present it in the way you believe is the most appropriate.



COVER SLIDE

This is the first contact the audience has with your idea, consider it like a business card!

It should reflect your brand's personality: make it direct and appealing.

This first slide should contain elements such as:

- business name and/or logo
- tagline
- speaker name



PROBLEM / NEED / OPPORTUNITY

What is the **PROBLEM** you are trying to solve / the **NEED** you want to address / the **OPPORTUNITY** you want to seize?

- Existing / consolidated / well-known need you want to address in new way
- New problem arising as a result of recent developments in society / technology / ...

Simply put, explain why you are doing what you do and tell us why a product/service/solution/model is needed in the market today.

Adopt whatever means to show how relevant your “problem” is:

- numbers / graphs
- quotes
- anecdotes
- hypothetical scenarios
- images



SOLUTION

- Show your product /service/model and explain how it addresses the identified problem/need.
- How does it ease the “pain” (or satisfy the “need”) perceived by your target customers?
- What’s the **value** your customer will gain by adopting your solution?
- Why is it **innovative**?
- Why is it better and/or different from existing solutions?



TARGET CUSTOMER & MARKET

Identify your TARGET CUSTOMER and define the MARKET OF REFERENCE.

- Who is your customer?
- Which are its characteristics? (demographic - geographic - psychographic - behavioral)
- Why do they need your product/service?
- To which geographical area are you referring to? Where would you start your business first?
- You may create a Buyer Persona to better describe your target customer.

- How big is your market? (you may use the TAM - SAM - SOM model)
- Is it a mass / niche / segmented market?
- Are you targeting one or more segments of said market?
- Which trends characterize your market?
- Define your “market size”: i.e. the total spending of the total number of potential buyers in a given market (be aware: you have to include your competitors too!)

BUSINESS MODEL

Define your REVENUE STREAMS and your PRICING MODEL.

- How are you going to generate revenues?
- Which is your sales model? Direct/indirect? B2B? B2C? B2B2C?
- Which will be your Cost of Sales, including sales compensation/commissions?
- What's the price of your product / service?
- Are there different levels of price / subscriptions / memberships ?
- Does your model entail any transaction fee?
- Give proof of the **sustainability** of your business model.



COMPETITORS

Identify your **COMPETITORS**: if you think there is no competition, you probably didn't do enough research.. or maybe your market is not that appealing!

Consider both direct and indirect competitors: those who are not in your same market yet but could attack your target customers are your competition too.

Identify existing products or services that:

- are very similar to yours and directed at the same market segment
- are very similar to yours but addressed to a different market segment
- address the same need / problem in a different way

Highlight what makes you different - or even better!

You may use a competition matrix or a positioning map.



IMPACT

What is the **IMPACT** you want to have on our world?

Is your business capable of generating positive effects in terms of:

- environment ?
- society ?
- economic development ?

How can this impact be measured?

How long will it take before it becomes tangible?



VALIDATION

In order to be sustained throughout your entrepreneurial journey, you must provide **PROOF** that your product/service is needed in the market.

How can you do so? Make some **research!**

Validate the assumptions on which your business idea is based, through:

- Research reviews
- Observations
- Interviews
- Surveys



TEAM MEMBERS

Tells us about your TEAM!

Remember: **people** make the difference between a great idea and a **great business**.

- Highlight relevant skills and past experiences of each of your team members
- Define the roles and the key responsibilities of each component
- Add pictures



CALL TO ACTION

Conclude with a memorable finale!

Regardless of whether you're looking for money or for other kind of support, the goal is to make sure your audience will want to get in contact with you.

Don't forget to add your contacts !

