

# PITCH DECK

## Formats and contents

### 1\_Cover

### 2\_Mission

### 3\_Summary

Presentation of key company facts.

### 4\_Team

Make sure to mention special skills and past successes.

### 5\_Problem

This section outlines the problem that must be solved.

### 6\_Solution

This section briefly and succinctly explains the solution for the problem. An existing demo, functioning software or at minimum pictures of the product are also shown at this stage.

### 7\_Technology

The presentation of the solution is followed by a short explanation of how the solution will be implemented at the technical level. The technologies that will be used and possible advantages over the competition should also be discussed.

### 8\_Marketing

Presentation of the target group and market size. The channels that will be used to make the start-up better known should also be discussed.

### 9\_Sales

If you already have customers, please mention it here. If there are no customers yet, outline the business model, and how the idea will be used to make a profit.

### 10\_Compensation

This section identifies the competition and what makes you better than your competitors.

### 11\_Milestones

This section lists the milestones for the next year. They include the product, the team, marketing and sales. In addition, the estimated quarterly and total expenditures should also be shown.

### 12\_Conclusion

This slide offers a vision of how the start-up could look in the future.

### 13\_Financing

This section is all about the numbers. It shows how much money is required, what it is required for, and where it comes from. A particularly important aspect is what happens with the funds that are collected in this group.

The pitch deck should be prepared in presentation format, and **should not exceed 13 slides**.