

An overview for each slide of your pitch deck

COVER	Business Name	Insert your business name.
SLIDE 1	Introduce yourself	You need to include: <ul style="list-style-type: none"> - What is your team name? - Who are your team members? - What is your business?
SLIDE 2	Problem Statement	Write your problem statement here. <i>For example: We know this is a real problem because...</i>
SLIDE 3	Solution	Introduce your business idea here. Don't forget to add your website, prototype and application ideas as well.
SLIDE 4	How does it work?	Explain in detail how your business idea works.
SLIDE 5	The Facts	You need to include: <ul style="list-style-type: none"> - Market Research - History of your industry - Industry Competitors (How do you rate against your competitors? How can your business improve on what they have to offer?) <p><i>You may want to add extra slides for each section.</i></p>
SLIDE 6	How do you make money?	Include: <ul style="list-style-type: none"> - Start-up costs - Cost price and sale price (How will you set prices for your products or services?) - Business budget template (projected profit/loss) - Key milestones
SLIDE 7	Your Market	Explain your target audience. <i>Who are you selling to? Why would they buy your product or service over others? How do you intend to attract customers?</i>
SLIDE 8	Conclusion	Include your call to action. What is the final message you want your audience to walk away with? <i>For example: You should give us start-up capital because...</i>