BUSINESS PITCH DECK OUTLINE

INTRODUCTION

Tell people who you are and why you're here. Your title slide should be simple, displaying your company logo, slogan and information. This should be followed by a slide identifying your team members.

PROBLEM

State the problem that your business is solving. Be clear and specific. Include facts/data (if relevant) to show the magnitude of the problem.

SOLUTION

Present a clear and concise solution to the problem you identified. Be sure to indicated what your value proposition is for this solution.

MARKET VALIDATION

How have you validated this market? Have you spoken to potential customers? What data have you collected that proves people will buy your product/service?

TARGET MARKET AND SIZE

Identify your target market and the size of this market. Be sure to use factual data and quantify this.

MARKETING

Identify your marketing plan and go-to-market strategy. How will you build awareness and drive sales?

COMPETITION

Who is your competition and how do you differentiate from them? A competitive matrix is a great visual to use here.

LEGAL & IP

What is the legal and ownership structure of the business? Is there any Intellectual Property that needs to be protected? If so, how will you do this?

OPERATIONS

What is your implementation, distribution & growth strategy? Do you have strategic partnerships? Key Milestones? KPI's? A Gantt chart is a great visual to use here.

FINANCIALS

Indicate your revenue model, expenses, growth rate, sources & uses of funds and projected income statement.

CONCLUSION AND ASK

End with a strong concluding statement as well as your investment ask.

APPENDIX

Have additional charts, data and more detailed information that supports your business plan in the appendix. Great to use for Q&A after the presentation.

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ASPER SCHOOL OF BUSINESS