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.

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?

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

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?

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

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

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.