

ESSENTIALS OF A PITCH DECK

Tips and examples how to create a killer pitch deck

A pitch deck is a brief presentation, that gives a quick overview of your problem, solution and a business plan.



THE BASIC STRUCTURE OF A PITCH:



HOOK: at the beginning of your pitch, grab your audience's attention!



state your problem

Tell a story, show statistics, describe the problem



a question or a survey

Make the audience feel related to the problem by asking them a question.



arouse emotions

Make audience feel empathy, by showing pictures, video clip, telling a story etc.

Call to action: at the end, tell your customers or audience what action you want them to take and how they can take it.

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Examples of call to action: www.adespresso.com/blog/call-to-action-examples/

THE CORE MESSAGE: what should your pitch deck include?

examples



need



approach



benefits



competition



Need: first, tell what is the problem and the need you have identified. Support your message by showcasing statistics or other information you've found.

Approach: present your solution. How are you going to solve the identified problem? If possible, showcase a prototype or demo, how your solution works.

Benefits: what other benefits does your solution have, besides it solving the problem? Is it easy to use, is it affordable, does it have some extra value?

Competition: who are your competitors in the field and why is your solution better than theirs? Sharing your competitors also tells you are aware of your market field.

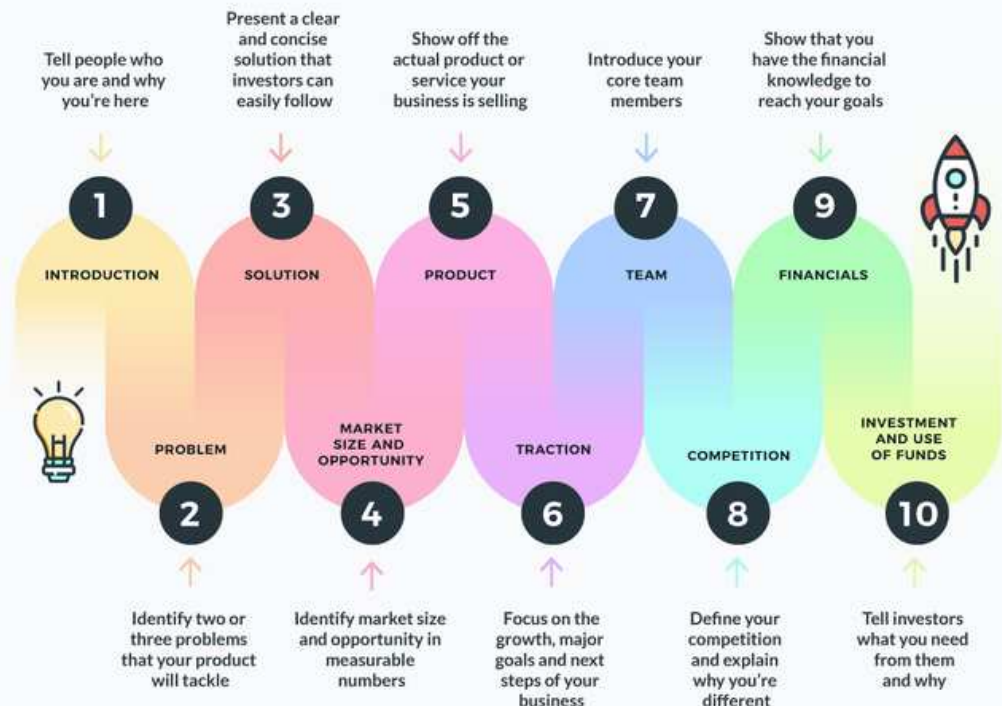
Video about the NABC technique: www.youtube.com/watch?v=iHiLAJGDGt4

examples

"the pitch deck presentation"

Source:

Visme blog. *What is a pitch deck? Examples, tips and templates.*



"The 10 slide pitch deck"

by Guy Kawasaki

examples

1. **Title** → name of the product/solution, your name(s)
 2. **Problem/opportunity** → what is the pain you are addressing
 3. **Value proposition** → what is the value your solution brings on the table
 4. **How it works** → a demo/prototype/showcase how solution works
 5. **Business model** → pricing/how the money comes and goes/viability
 6. **Go-to-market plan** → how are you reaching your customers
 7. **Competitive analysis** → how does the landscape of your competitors look like and where do you stand
 8. **Management team** → your team members and skills/knowledge
 9. **Financial projections and key metrics**
 10. **Current status and accomplishments**
→ what is the current status of your project, how the future looks like
- number of possible customers, conversion rate (how many customers actually do the desired action) etc.

Source: 10 slide pitch deck by Guy Kawasaki

<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>

EXTRA TIPS:

- Modify these pitch deck examples fitting to your team's needs, but include at least **your problem, the solution and the benefits**.
- Remember to introduce your team at some point, and thank the audience for the attention when you finish.
- Be clear and be creative!

Check the "Useful tools for creating the prototype and the pitch" document in Moodle.

