

# PITCH DECK



## Slide 1: Title Slide

Content: Company logo, presentation title, your name, and date.

## Slide 2: Elevator Pitch

Content: A concise statement that captures the essence of your business.

Hi, I'm \_\_\_\_\_ (your name), founder of \_\_\_\_\_ (your business name).

Our \_\_\_\_\_ (is your business a product or a service?)

helps \_\_\_\_\_ (who is your target customer?)

who want to \_\_\_\_\_ (what problem / need / goal is your customer looking to accomplish?)

by \_\_\_\_\_. (what tasks / actions does your business aim to accomplish?)

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## **Slide 3: Market Research**

**Content:** Graphs and bullet points on market size, growth trends, and customer demographics.

## **Slide 4: Target Audience**

**Content:** Detailed description of your target customer, their needs, and wants.

## **Slide 5: Competitive Analysis**

**Content:** List of main competitors with a brief overview of their offerings.

## **Slide 6: Your Solution**

**Content:** Description of your product or service and how it addresses the market need.

## **Slide 7: Your Value Proposition**

**Content:** Bullet points detailing the unique benefits your solution offers.

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## **Slide 8: Business Model**

**Content:** Explanation of how your business makes money, including pricing strategy and revenue streams.

## **Slide 9: Timelines and Milestones**

**Content:** Timeline graphic showing key milestones and projected achievements.

## **Slide 10: Prize Money Allocation and Why You**

**Content:** Why you to build this business idea? Follow-up: If you win Ignite, would you spend the prize money?

## **Slide 11: Conclusion with Impact**

**Content:** End your presentation with a memorable statement or a powerful call to action that leaves a lasting impression.

## **Slide 11: The End**

**Content:** Include business name (and business logo and contact details) and a thank you and any questions.

# REMEMBER

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- 5 minutes pitch + 10 minutes Q&A
- yes, you must attend in person
- you will be given a time slot but please arrive at the start of the session (AM or PM)
- remember, pitching 22 May
- times and location will be shared by email
- also remember to send us your presentation slides **no later than Friday, 17 May**