



DEMO DAY 23rd March 2026

PITCH DECK (PITCH 4 MINUTES)

1 Title Slide (10 seconds)

- Startup name, logo
- Founder or founders' name
- A powerful one-liner that summarizes the startup's mission

2 The Problem (60 seconds)

- What problem you are solving?
- Who is struggling with this problem? Target your market and quantify the market
- Provide statistics, data or real-world example to make it relatable and clear

3 The Solution (60 seconds)

- How does your product/service solve the problem?
- What makes your solution unique or better than alternatives?
- Competitor landscape: Why your idea is better than your competitors

4 Business Model & Market Opportunity (50 seconds)

- How do you make money? (Subscription, commission, B2B, etc.)
- Market size. How big is the opportunity?

5 Milestones & Your Progress (30 seconds)

- Key milestones you have achieved so far (e.g., users, partnerships, product launches)
- Growth metrics (what they have achieved so far)

6 Next Steps to progress with your business (30 seconds)

- What do you need to grow? (Funding, partnerships, talent, etc.)
- Key next steps for your startup (e.g., launching, raising funds, etc.)
- Contact info & call-to-action for judges and audience