

# Preparing Your Pitch Deck

**Kadeza Begum**

9th March 2026

# Pitching like a pro

Masterclass with Kadeza



# The Demo Day pitch info:

Time: 4min, 6 Slides

## Key content:

Intro

Problem

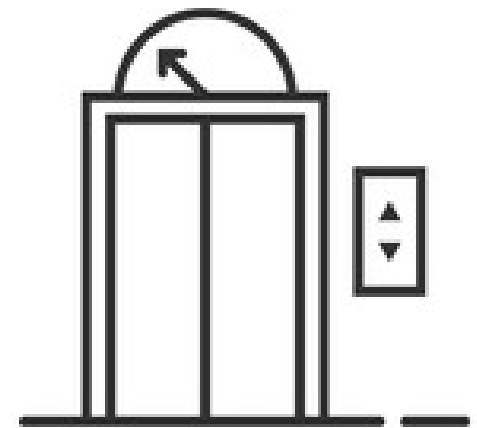
Solution

Business Model & Market Opportunity

Milestones- Progress to date

Next steps for your business

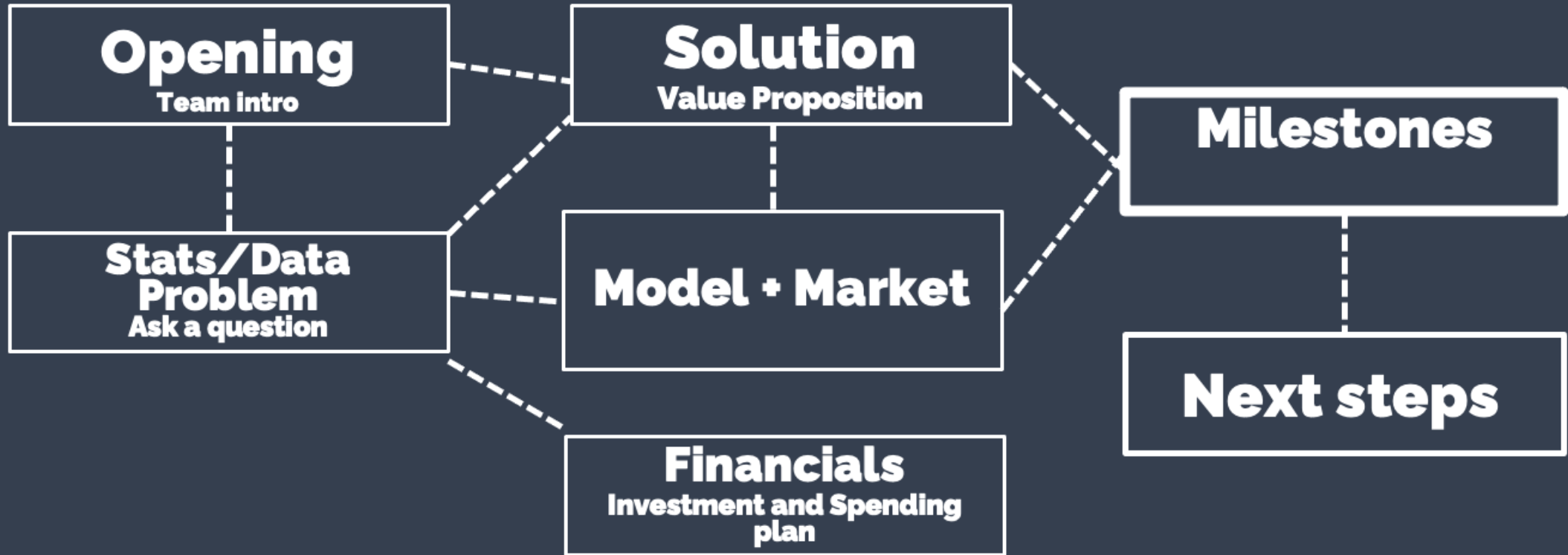
For **(target customer)** who has  
**(customer need)**, **(product  
name)** is a **(market category)**  
that **(one key benefit)**. Unlike  
**(competition)** the product  
**(unique differentiator)**.



# Structure



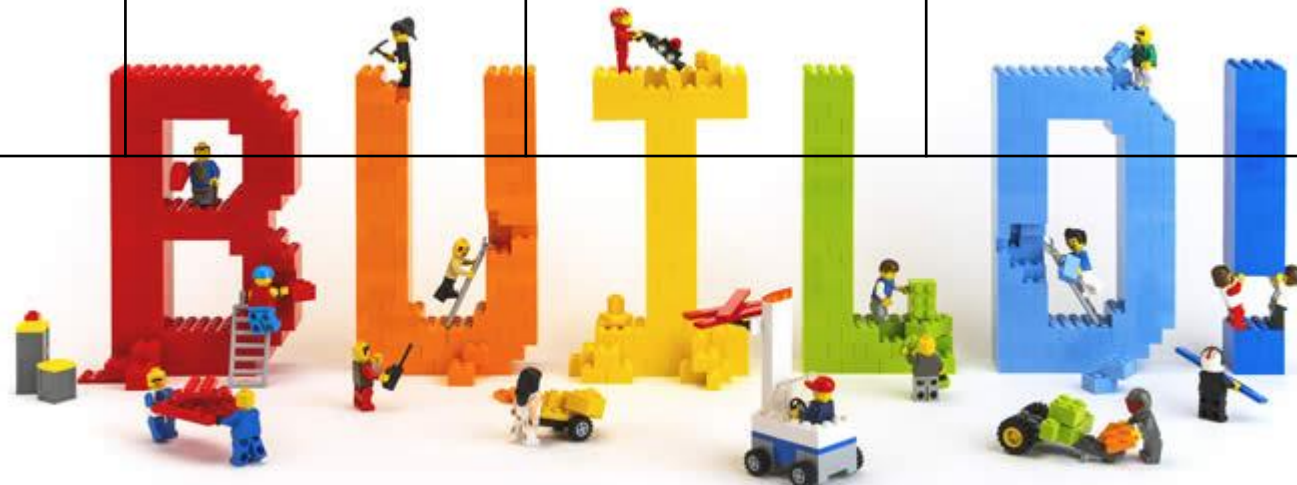
# The pitch process



# Building Blocks of your Pitch



<b>Our Story/Intro</b>	The Team	<b>The Problem</b>	<b>The Solution/USP</b>	<b>How the product / service works?</b>
Key Features	<b>Target Customer</b>	<b>Marketing / Milestones</b>	<b>Financials / Next Steps</b>	Summary of Opportunity



# Influence and Persuade...

## Cialdini's Influencing Strategies

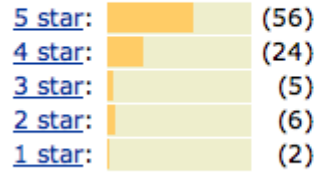
- Social Proof
- Scarcity
- Commitment and Consistency
- Reciprocity
- Authority
- Liking / Rapport





## Customer Reviews

93 Reviews



**Average Customer Review**  
★★★★★ (93 customer reviews)



"WebDAM meets our needs perfectly. For file sharing, we have found that organization and security are simple to manage." -New Balance



"Our visual team creates a lot of graphics. With WebDAM, we now have a central repository for managing, accessing, and controlling our assets." -Symantec



"Ease-of-use and flexibility is a reason to buy WebDAM. If you need a DAM, get this one." -Cal State L.A.



### Reviews with images

[See all photos >](#)



### Read reviews that mention

easy to use

highly recommend

easy to move

quiet mode

move around

easy to empty

water tank

excess moisture

Excellent ★★★★★ ★ Trustpilot

Excellent



4.8 out of 5 Reviews received 166639

★ Trustpilot



I am very happy



Cool service, but...

★ Trustpilot



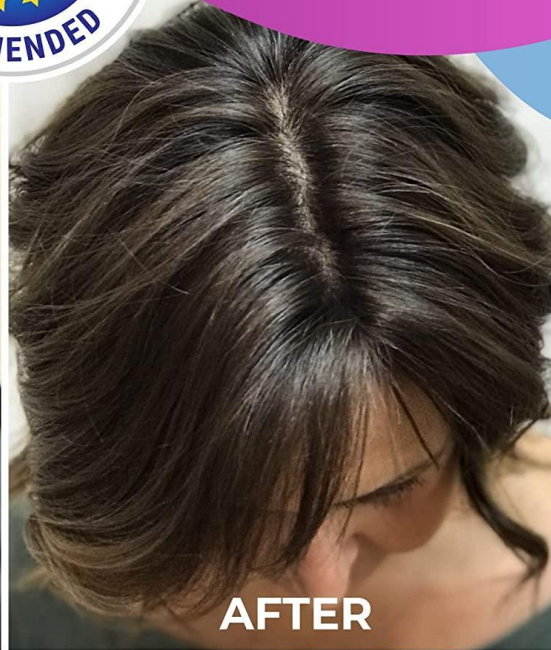
TrustScore 3.9 | 34,275 reviews

# CLINICALLY PROVEN

Remixidil foam contains a perfect combination of powerful ingredients that work synergistically to stop hair loss and help regrow and thicken hair.



**BEFORE**



**AFTER**



Skin Peel Treatment

botonics Specialist: Naruschka Henriques RN, INP

© botonics Limited www.botonics.co.uk

# Influence and Persuade...

## Cialdini's Influencing Strategies

- Social Proof
- **Scarcity**
- Commitment and Consistency
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LIMITED EDITION

EVERYTHING MUST GO!

LIMITED SPACES BOOK NOW!

ONE NIGHT ONLY FOR



BLACK FRIDAY CYBER MONDAY

# SUPREMELY-PRICED SUPREME GEAR



Supreme x  
Louis Vuitton  
Skateboard  
**\$90k**



Supreme x  
Louis Vuitton  
Backpack  
**\$35k**



Supreme  
Drum Set  
**\$30k**



Supreme x  
Honda Dirtbike  
**\$25k**



Supreme x  
The North Face  
Jacket  
**\$18k**



Supreme x  
Nike SB Dunks  
**\$6,700**



Supreme x  
Rimowa Luggage  
**\$6,480**



Supreme  
Mike Tyson T-shirt  
**\$1,500**



# Influence and Persuade...

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- Authority
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# NETFLIX

Are you still watching?

Continue watching

Back

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**FREE TRIAL**

**30 DAYS**

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60% OFF ALL MATTRESSES + FREE DELIVERY ([Terms Apply](#)).

YOU HAVE TO ASK YOURSELF...

# What Kind Of Company Lets You Try Their Mattress For A Whole Year And Gives You A Forever Warranty?

That's right... A confident one. Confident that you'll love sleeping on your Nectar. And confident that it will last you for decades, not years.



nectar





FEATURED ON **Forbes** **ELLE** **TEDx** **STARTUP EUROPE AWARDS** **STARTUP EUROPE** **COSMOPOLITAN** **TECH WOMEN 100**



Forbes 30 Under 30, Top 100 Women in Tech, TEDx Speaker, Jury at Startup Europe Awards & Forbes, Co-founder at **Respack & Sticky** App

United Kingdom

4K followers · 500+ connections

 [World Bank Group Youth Summit](#)

 [Harvard Business School Online](#)

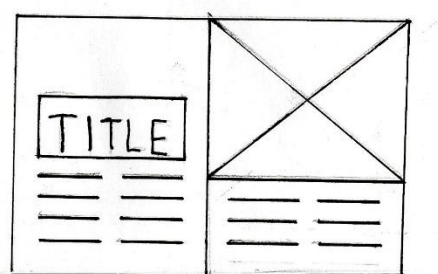
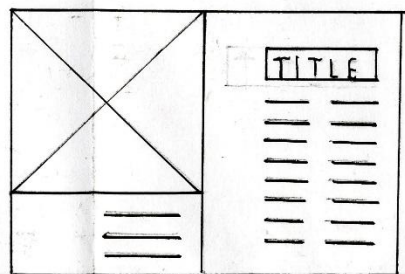
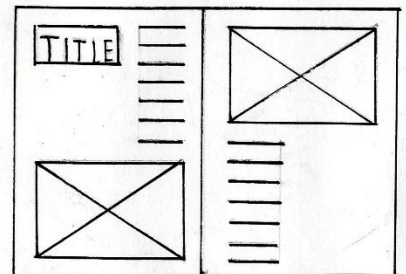
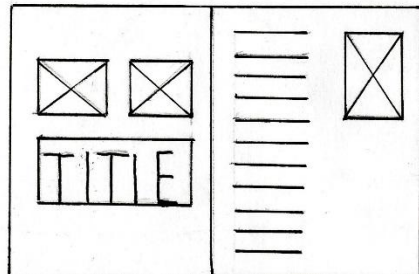
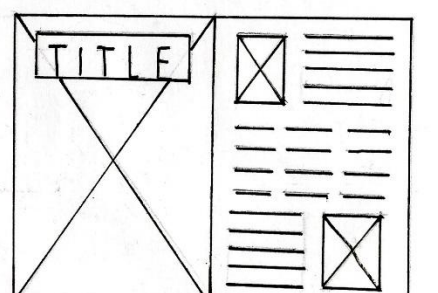
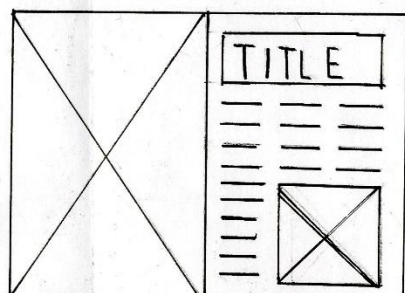
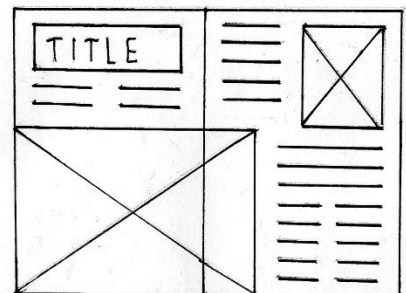
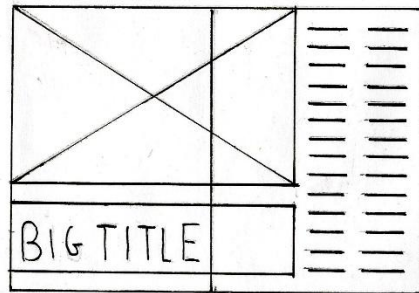
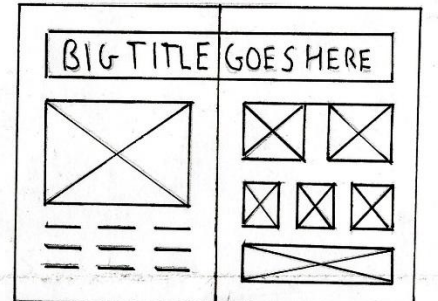
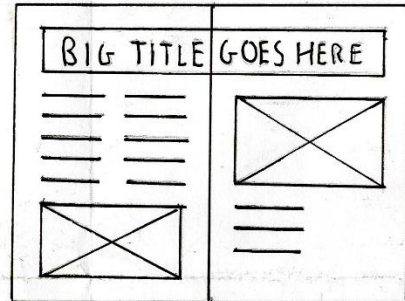
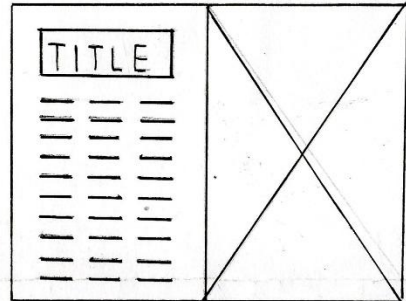
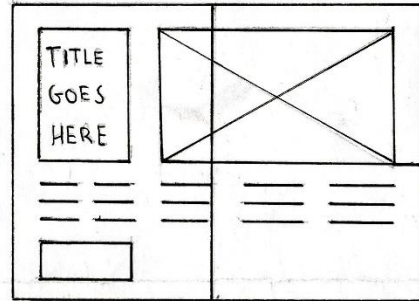
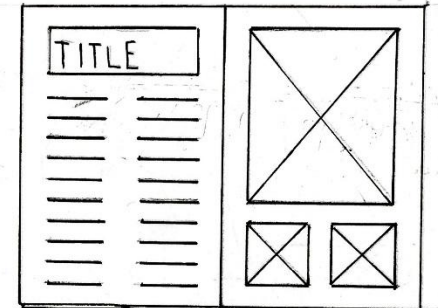
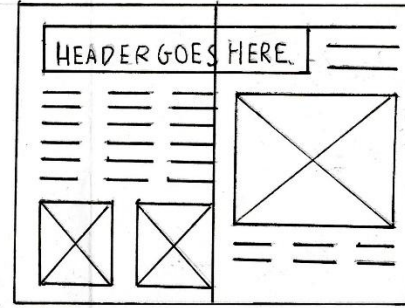
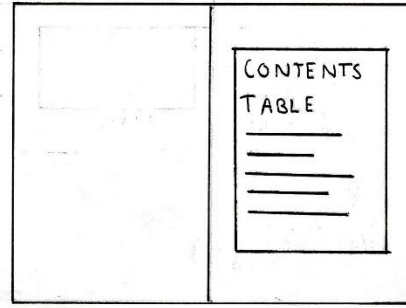
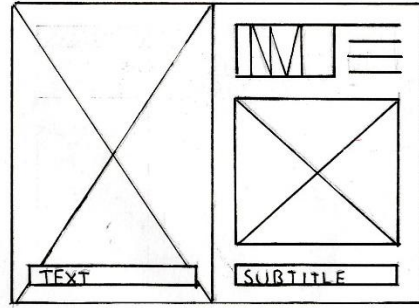
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# Logical format & Layout



# What will you design today?

Custom size

Upload

Q pitch deck



Templates

Projects

- Q pitch deck presentations
- Q pitch deck
- Q pitch deck startup
- 📱 Pitch Deck Presentation (Mobile-First)
- Q Search for pitch deck

Suggested templates (1,550)

Websites

More

You might want to try



# NEARLY 1/2 OF STUDENTS

WHO START THEIR  
COLLEGE EDUCATION  
**DON'T FINISH.**<sup>1</sup>

## RETENTION TRENDS ARE EYE-OPENING



**ONE IN  
THREE**

students who drop out before  
graduating do so after only  
one term.<sup>2</sup>



Percentage of students who  
leave an institution because  
of weak to poor academic  
customer service.<sup>3</sup>



**\$9,910,811**

An institution's average  
annual loss in revenue due  
to student attrition.<sup>4</sup>

## 3/4 OF STUDENTS

who make it to their second year with above a  
3.0 GPA go on to graduate.<sup>5</sup>



## LET'S FIX STUDENT RETENTION

**h** helix EDUCATION  
RETENTION-AS-A-SERVICE

<sup>1</sup> <https://nces.ed.gov/fastfacts/display.asp?id=40>

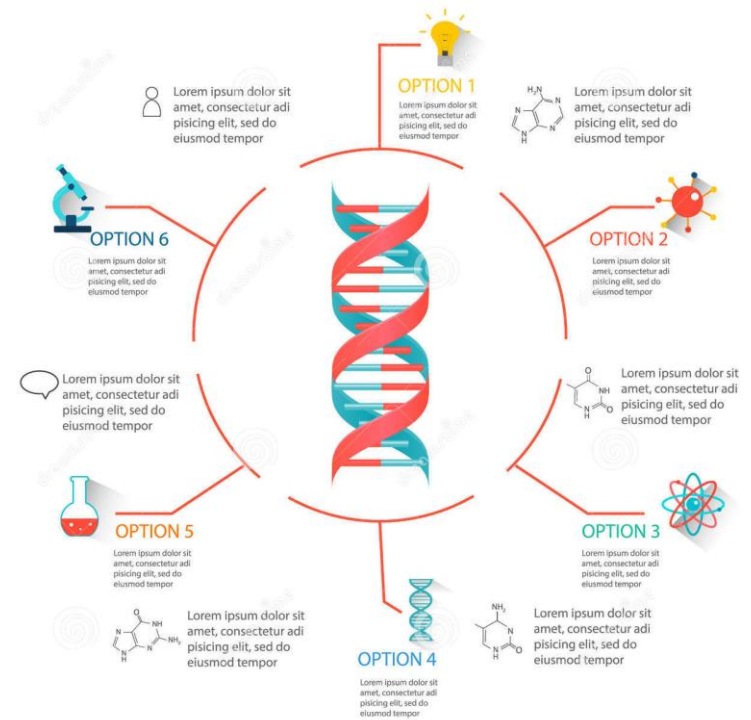
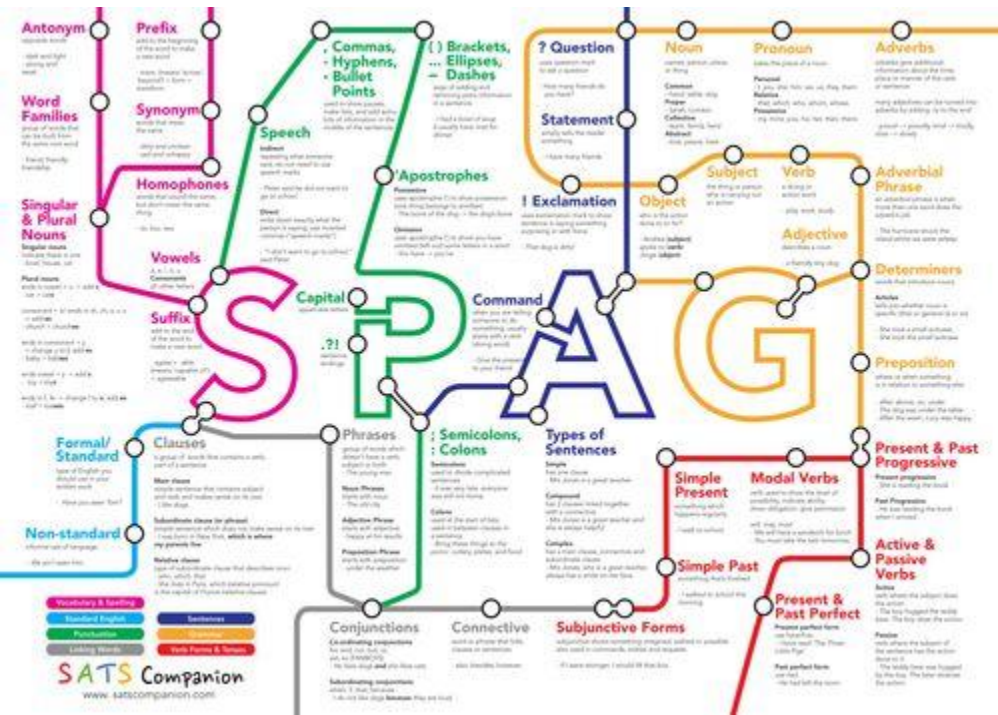
<sup>2</sup> <http://nscresearchcenter.org/signaturereport7/>

<sup>3</sup> <http://www.academicmaps.blogspot.com/2015/09/the-costs-of-attrition.html>

<sup>4</sup> [http://www.educationalpolicy.org/pdf/1302\\_PolicyPerspectives.pdf](http://www.educationalpolicy.org/pdf/1302_PolicyPerspectives.pdf)

<sup>5</sup> <https://www.eab.com/-/media/EAB/Technology/Student-Success-Collaborative/Members/Infographics/Murky-Middle/29636-SSC-Murky-Middle-Infographic.pdf>

# Context





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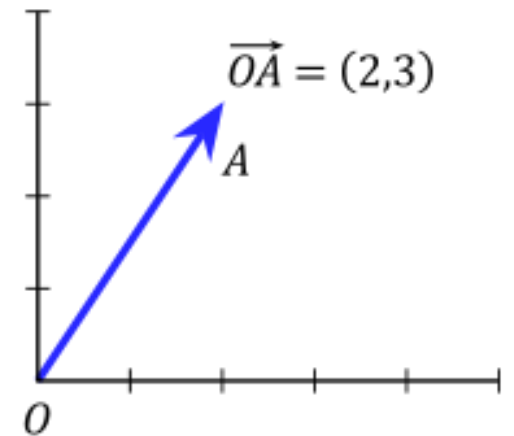
# Visuals that amplify message

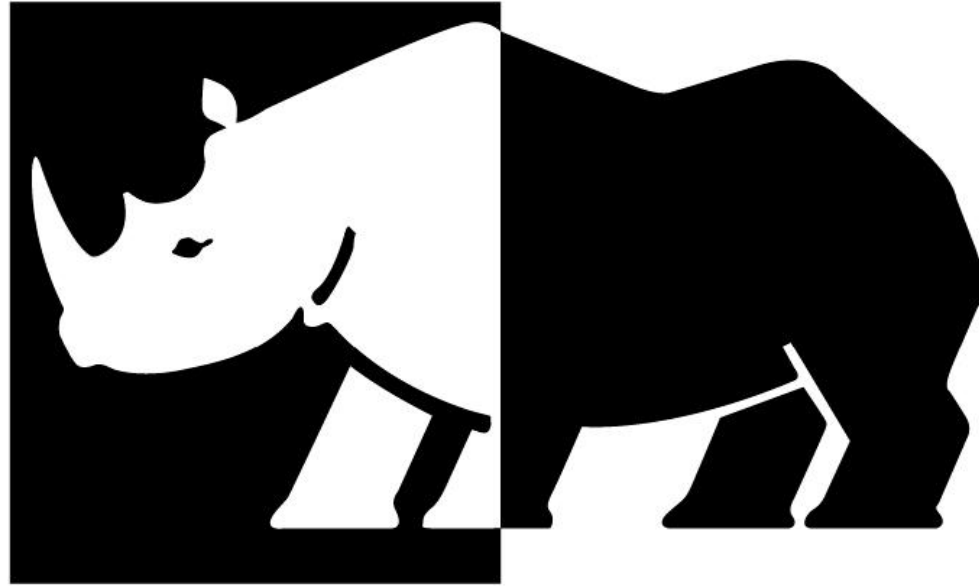


# Illustrating a point- sourcing images



www.shutterstock.com · 529492369





**SAVE THE  
RHINO**

[www.savetherhino.org](http://www.savetherhino.org)

# Style







# Key points to communicate



- List **key information** the audience must know?
- **Data to support** claims and how to present
- **What images do you need** to source / create **to support** this message?
- What is your **CTA? / Next steps?**

**Bonus- visually how do you want your brand to be presented [style]**

# Planning your pitch deck



- Learning to work to constraints be it #slides or time
- Understanding what information is essential and what can be supplied in other ways
- Planting visual and language prompts to keep you on track
- Taking yourself out of the pitch

**Bonus- How would you refine this pitch if you had more/less time**

# What makes a good speaker?



- Voice projection
- No fillers
- Tone
- Hand gestures
- Posture and stance
- Walking with purpose
- Eye contact
- Speak slowly and breathing
- Humour
- Pause for effect



# Keeping your audience engaged

- Can you tell a story?
- Can you ask a question?
- Can you get some interaction with a visual indicator?
- Can you shock them?
- Can you give them something to visually demonstrate your product or service?
- Leave them with a call to action



# Final tips and homework

- Create a clear structure for pitch
- Try to include some persuasion tactics
- Make sure to cover all of the BMC
- Keep it relevant!
- Practice Practice Practice!



Let's get pitching!