Semi-Final Pitch Deck

What you need to know, practice, prepare and provide:

5 minutes pitch (max!) and deliver it clearly, confidently, and within the time limit.

**10 PowerPoint slides** following this structure:

- o   Opening slide
- o   Problem
- o   Market opportunity
- o   Target audience
- o   Solution
- o   Revenue model
- o   Milestones (what you've achieved and what's coming next)
- o   Prize money (how would you use it if you win South Bank Ignite?)
- o   You & your team
- o   Closing slide

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Pitch Deck – do's & don'ts's

✅ Tell a compelling story: Structure your deck like a journey – from the problem to the solution to your vision.

✅ Keep it visual: Use high-quality images, icons, and clean layouts.

✅ Be clear and concise: Use simple, impactful language and avoid acronyms, jargon, and technical terms.

✅ Highlight the problem and the solution clearly: Make it obvious what issue you're addressing and how your product/service solves it.

✅ Know your onions: Show that you understand your market, costs, revenue potential, and timelines.

✅ Show us your energy: Let your voice, passion, and energy shine through the design and tone of the pitch deck.

✅ Practice your pitch: Know your deck inside out; rehearse your timing.

✅ Include your contact info: Make it easy for your audience to follow up or reach out to support you.

❌ Don't overload your slides with text: Big text blocks are a turn-off; think headlines and images (not essays).

❌ Don't use low-quality images: Blurry logos or clashing colours distract and feel unprofessional.

❌ Don't skip the "Problem": If you jump straight into your solution, your audience won't understand the "why".

❌ Don't be vague: Avoid generic claims like "our solution is for everyone".

❌ Don't ignore the competition: Show how your business idea is different and why that matters.

❌ Don't undersell: Be confident and say what you have done, not just what you haven't yet.

❌ Don't go over time: Stick to your time limit; practice until your pitch is tight and polished.

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Take notice
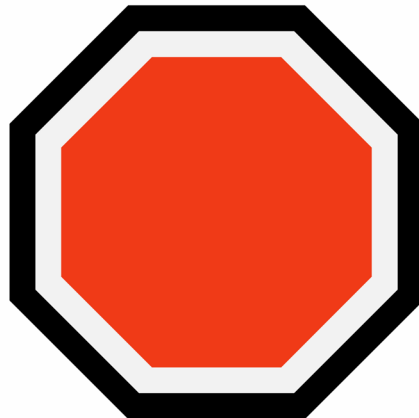
Please be aware that, once submitted:

- Your Pitch Deck will be treated as final and cannot be amended by either you or the South Bank Ignite team.

- Your Value Proposition, however, may be subject to edits (including changes to content, structure, and format) by the South Bank Ignite team to ensure alignment with the competition's branding. Wherever possible, the team will share the final version with you for reference.

🛑 Ensure that everything you share is something you're comfortable in sharing publicly.

🛑 Ensure your files are submitted to Rui in PowerPoint format by or before the 12th May.

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Slide 1: Opening Slide

Introduce your business name, logo. Include your name, contact info, and date.

Slide 2: Problem

Explain the real-world problem or need your target audience is facing. Keep it relatable and evidence-based where possible.

Slide 3: Market Opportunity

Describe the size and potential of the market. How big is the opportunity, and why is it worth it?

Slide 4: Target Audience

Be clear about who your customers are and include any relevant details that define your ideal costumer.

Slide 5: Solution

Present your product or service and how it effectively solves the problem. Highlight what makes your solution different or better.

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Slide 6: Revenue Model

Show how you plan to make money, including your pricing, income streams, or early traction.

Slide 7: Milestones

Share what you've achieved so far (e.g. research, development, users, etc.) and outline what your next goals are.

Slide 8: Prize Money

Explain how you would spend the South Bank Ignite prize; be specific about how it would help you grow or validate your business idea.

Slide 9: You & Your Team

Introduce yourself and any team members; highlight your skills, roles, and why you're the right team to make this happen.

Slide 10: Closing Slide

End on a high with a strong call to action or ask, and a thank you. Include contact details again.