

2026 Final Pitch Deck



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

3 Minutes Pitch (max!) and deliver it clearly, confidently, and within the time limit.

5 Key PowerPoint Slides following this structure:

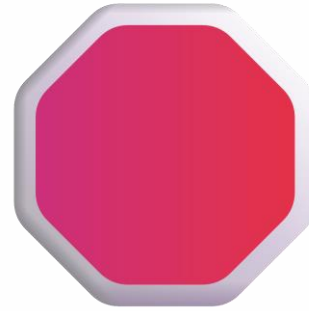
- Opening Slide (optional)
 1. Problem and Who It Effects
 2. Solution and How it Works for the Target Audience
 3. Market Research and How it Validates the Idea
 4. Idea Differentiation and Why You are the Best Person to Do it
 5. Your Plans to Launch and Milestones Ahead
- Call-to-Action and Thank You (optional)

Pitch Deck – Do's & Don'ts



- ✓ 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, competitors, potential, and timelines.
- ✓ Show us your energy: Let your voice, passion, and expertise 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.
- ✓ Reach out for help and support!
- ✗ 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.

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.
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- Ensure that everything you share is something you're comfortable in sharing publicly.
 - Ensure your files are submitted to starters@lsbu.ac.uk by or before the Friday, 15 May at 9:00 am.

Pitch Deck Structure



Opening Slide

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

Slide 1: Problem and Audience

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

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

Slide 2: Solution and Customer

Present your product or service and how it effectively solves the problem. Highlight what makes your idea a good solution for the target audience and explain how it will work for your customers.

Slide 3: Market Research

Share the primary and/or secondary research you have conducted that illustrates the size/scope of the problem, the need/want for your solution, the feedback you have had about your product/service, the size of the potential market, and/or the trends in your industry. Why is your idea worth it?

Pitch Deck Structure



Slide 4: Your Unique Position

Highlight your skills, roles, and experience that make you the right person (or team) to make this happen. Illustrate how your idea is different and what the customers/market wants and needs now.

Slide 5: Milestones

Share what you've achieved so far (e.g. research, development, users, etc.) and outline what your next goals are. Show how you plan to make money, find your first customers, create prototypes, and gain early traction.

Closing Slide

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