



Building a Pitch Deck





Pitch Deck Basics

Show and tell the best you can: keep it interesting. Try to integrate a product demo, screen shot, testimonials or videos. Use bullet points and short sentences. Keep it brief and to the point.

There is no one perfect pitch deck. For your EDGE application, however, please use the template we've provided here.



Slide Format

1. Title/Intro
2. Problem
3. Solution
4. Product or Service
5. Business Model
6. Market
7. Customer Discovery
8. Competition
9. Go-To-Market Strategy
10. Team
11. Financial Projections and Key Metrics
12. Current Status



Slide 1: Title/Intro

Pitch your big idea, using a 1-2 sentence pitch. You want to captivate your audience and get them thinking about the potential for your venture.

This slide should also include:

- Your venture name/logo
- Your contact information
- The date



Slide 2: Problem

On this slide, highlight the problem you are solving for your ideal customer.

Avoid telling us you have a solution without first showing you have a good understanding of the problem you're solving. Do tell us what research you've done to better understand the problem.



Slide 3: Solution

Tell us how your solution solves your customer problem. Clearly explain your value proposition and provide an example of how it works.



Slide 4: Product or Service

Visually showcase what your product, service, or platform is and how it works - it could be shown in simple steps, using a chart or bullet points, schematics or flowcharts, or via a video or demo of some sort.

Show us what makes your product, service, or platform unique and amazing. Objective proofs of concept are helpful here.



Slide 5: Business Model

Outline your business model which explains how you make money, who pays you and your channels of distribution.

If your idea is truly revolutionary, you can explain it in terms of familiar business models if it helps us understand.



Slide 6: Market

Tell us what you know about the size of your market and the scope of the opportunity. Help us see the potential scalability and impact of your venture.

Then briefly describe your primary target market.



Slide 7: Customer Discovery

Digging deeper into your target market, give us more detail. Tell us about your potential or existing customers. What do you know about them? How have you tested your value proposition with them? What proof do you have that customers like your product and **will actually pay for it.**

Primary market research - including customer interview results, survey data, and focus group data - work well here. Current sales data or information on pilot tests are also relevant. This is your opportunity to drop the names of organizations already using - or who have promised to use - your product or service.



Slide 8: Competition

Effectively articulate what makes your product stand out from the competition. You could use a competitor comparison chart.

Provide a complete view of the competitive landscape. Too much is better than too little.

Focus on telling us why you're good, not why the competition is bad.



Slide 9: Go-to-Market Strategy

Describe your go-to-market strategy (tell us how you will reach your first customers) or what your next steps will be to expand your customer base.



Slide 10: Team

Describe your key team members and the unique skills they bring to the venture. Show us your team has the experience and knowledge to grow your venture successfully.

It's ok if your team is less than perfect. You may want to show us who you'd hire next to round out your team if applicable.

You may also want to include key board members, advisors and investors here.



Slide 11: Financial Projections and Key Metrics

Provide a bottom-up, three to five-year forecast containing not only revenue but key metrics such as number of customers and conversion rate. Help us understand the underlying assumptions of your forecast.

Outline your revenue sources and high level costs. A chart works well here.



Slide 12: Social Impact (Social Enterprises)

Clearly articulate the social outcomes your enterprise is aiming to achieve to effectively deliver on its mission, including the metrics you use to track progress.

Include both the breadth and depth of lasting impact that your social venture aims to have with tangible outcomes.



Slide 13: Current Status

Explain the current status of your product or service.

Share details of your positive momentum and traction thus far. Tell us the names of customers or organizations already using your product or service. Showcase any accomplishments.

Then tell us what your next steps look like over the next six months to a year.