PITCH DECK OUTLINE

1. **INTRODUCTION**

   The introduction slide is the first thing anyone will see of your pitch deck. It has two purposes:
   - To present your project name
   - To say what you do in one sentence

2. **PROBLEM STATEMENT AND SOLUTION**

   Every project must solve a problem for its target market. Use one slide to tell a short compelling story about the problem you are trying to solve. Ensure to back it up with valid data. Your organisation's solution to a problem should take up one or two slides on your pitch deck. Clearly and precisely state the solution you are offering through your innovation.

3. **UNIQUE VALUE PROPOSITION**

   Use one or two slides to tell your audience just how you and your project are unique and innovative. Your uniqueness is about how you approach your market's problem and how you stand out from the competition.

4. **BUSINESS MODEL**

   Use one slide to tell us your project setup and design. How do you interact with your target market, sustainability and scalability strategies. This slide should communicate how your project delivers value and revenue generation. It should communicate desirability, feasibility and viability of your innovation.

5. **CURRENT TRACTION**

   Use this slide to show your current traction. This may cover your business or organisation key milestones, such as number of current users/customers, number of partnerships, total revenue generated to date, profitability, impact created in your community etc.

6. **COMPETITIVE ANALYSIS**

   In your pitch deck, the competitive analysis section must include enough information about your competition to make your own brand stand out. Visualize your competitive analysis detailing how your idea is better than others in achieving the same thing, which include value and experience your offer to your target market.

7. **FUTURE VISION**

   What's next for your project? Where would you like to take it after you get funding? Use one or two slides to tell the audience your big plans and goals for the future. Use predictions according to what you have already achieved

8. **FINANCIALS**

   Use charts or tables to show exactly what your project needs to grow and achieve the next milestone. Make sure to show what the funding is needed for (if possible put them in percent to help us understand the critical needs for your project).

9. **TEAM PROFILE**

   To stand out, it is important for you to add your team profile, with a little description of their experience, background and role in the project. It will help us to understand your team composition. (It will be great for you to include their LinkedIn profile).