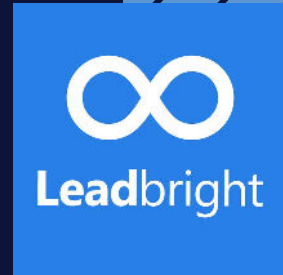
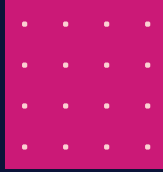


Pitch deck

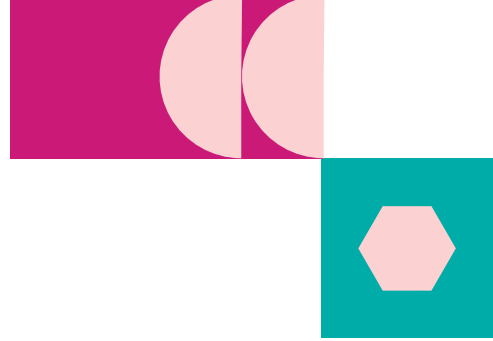
Guidelines

This document is an outline of best practices when putting your pitch deck together for presentation.



The product

The breakdown



1.

What does it do?

A clear outline of exactly what the product does.

2.

Uniqueness

What makes your product particularly remarkable, special or unusual?

3

Invest in us

Explain what your company does and why it's worth investing in.

4

How does it work?

Showcase images/screenshots of your product in action.

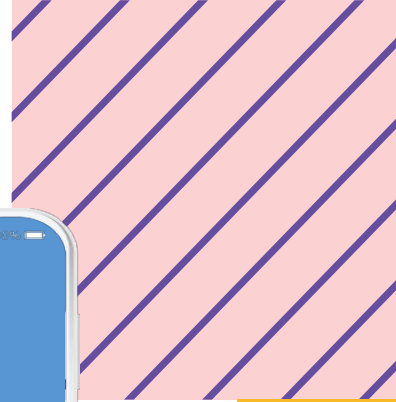
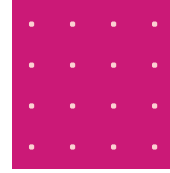
The problem

- Convince us that something is broken.
- Use facts.
- Show market trends.
- Be clear about the problem you are solving.



The solution

- **Benefit**
What are your product's features and benefits?
- **Problem solved**
How does it solve the problem mentioned?
- **How it works**
Does your product work and is it effective?
- **Images/videos**
Can you show how your product looks and works?



Growth to date

State if your company has obtained any early traction.

Potential points to include:

- Partnerships.
- Press/media recognition.
- Testimonials.



Business model

What is your business model for acquiring customers and generating revenue?

Potential points to include:

- How do you make money?
- How will you make money in the future?
- What is your pricing model?
- What are the customer acquisition channels and costs?



Creativity/innovation

We are particularly interested to learn about your creative/innovative use of technology.

Potential points to include:

- The backbone of the technology used.
- Any property rights the company has/planned.
- Why the technology is superior to competitors'.
- Why a rival cannot replicate the technology.

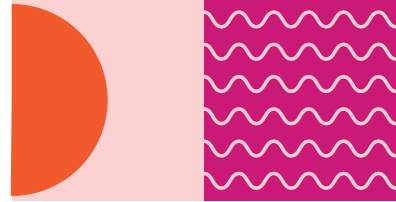
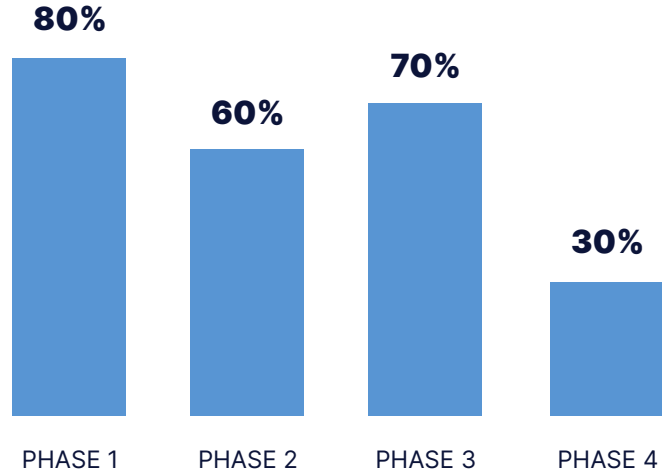


Financials

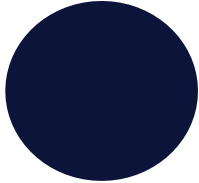
Finance and budgets

Keep the financials simple. Show current finances and future projections via a timeline.

Give an accurate prediction of expected costs, projected revenue and proposed budget.

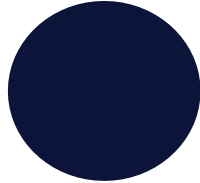


Meet the team



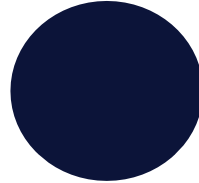
Name Surname
Job role

List any key details of the team's background.



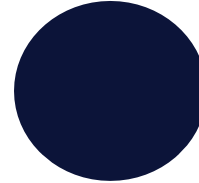
Name Surname
Job role

Highlight previous experiences.



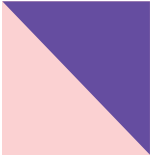
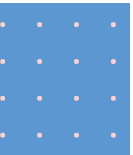
Name Surname
Job role

Show unique skills that make them crucial to the business.



Name Surname
Job role

Remember; investors are not just investing in the product, they are also investing in your team.



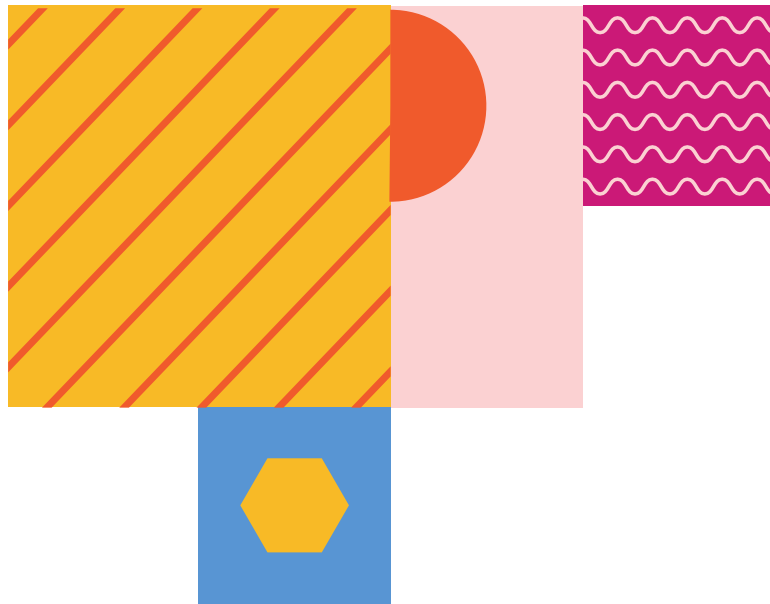
Summary

Final thoughts

Don't try to fit in too much text, graphics and data into one slide. You'll end up overwhelming the judge and the key information will get lost in the chaos.

Your pitch deck should not exceed ten slides.

Good luck!





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LISBON · NOVEMBER 1-4, 2022

