

9 SLIDES FOR  
Creating A Great

# PITCH DECK



# 9 SLIDES TO INCLUDE IN YOUR IDEAL PITCH DECK



- 1. PROBLEM/OPPORTUNITY**
- 2. SOLUTION**
- 3. MARKET**
- 4. BUSINESS MODEL**
- 5. VALUE PROPOSITION**
- 6. TEAM**
- 7. FINANCIAL PROJECTIONS**
- 8. MILESTONES**
- 9. CALL TO ACTION**

# What Is A Pitch Deck?



A pitch deck is a presentation used to convince potential investors or stakeholders to support a business idea or project, outlining key aspects like the problem, solution, market, and financial projections.

# Why would you have a Pitch Deck?



A Pitch Deck provides a structure for you to share your big idea in a way that conveys its impact, potential and value proposition to those you want to get involved. It's a concise way to educate, inspire and activate your audience,

# 1. PROBLEM/OPPORTUNITY



Clearly define the problem your business solves or the opportunity you're capitalising on.

# 2. SOLUTION



Explain your business's unique value proposition and how it addresses the identified problem.

# 3. MARKET



Provide data and analysis on the target market size, trends, and potential.

# 4. BUSINESS MODEL



Describe how your business generates revenue and operates and will be sustainable and regenerative into the future.



# 5. VALUE PROPOSITION



Explain why your business is better than the competition and what makes it unique.

# 6. TEAM



Introduce the key individuals behind the business and highlight their experience and expertise.

# 7. FINANCIAL PROJECTIONS



Present realistic financial forecasts, including revenue, expenses, and profitability.

# 8. MILESTONES/PROGRESS



Show what the company has achieved to date and what it plans to achieve in the future.

# 9. CALL TO ACTION



Clearly state what you want from the audience (e.g., funding, partnership).

# Tips for Creating an Effective Pitch Deck



- **Keep it Concise:** Aim for a presentation that is easy to understand and doesn't overwhelm the audience.
- **Use Visuals:** Incorporate images, charts, and graphs to make the presentation more engaging and memorable.
- **Tell a Story:** Structure the presentation as a compelling narrative that captures the audience's attention.
- **Practice Your Delivery:** Rehearse your presentation to ensure a smooth and confident delivery.
- **Tailor to Your Audience:** Customise the pitch deck to the specific needs and interests of the target audience.
- **Focus on the Value:** Emphasise the benefits and advantages of your business or project.
- **Use a Professional Design:** Ensure the presentation is visually appealing and well-organised.
- **Don't Overload Slides:** Keep the text on each slide to a minimum and focus on the key points.
- **Use the 10/20/30 Rule:** Aim for a presentation with no more than 10 slides, lasting no longer than 20 minutes, with text no smaller than 30 points.

# Some great examples of other pitch decks



This article has 35 examples of great pitch decks from well known companies including Airbnb, Uber, LinkedIn and Snapchat

DECK

USE Templates/AI to create your pitch deck

Canva

Story doc

Pitch

Now Your Turn



# GET CREATING!

And remember - you can constantly come back and refine this!

Inspiration for this training came from

<https://www.semrush.com/blog/what-is-a-pitch-deck/>

<https://www.universitylabpartners.org/blog/perfect-pitch-deck-startup>



If We Can Help... we'd like to!



# REACH OUT!

If you'd like support to further develop your pitch deck, please reach out to us

[www.bowabirds.com](http://www.bowabirds.com)

or join our FREE community of practice to gain access to resources, network support and inspiration for your community first work.

Perhaps you could share your PITCH DECK with the community and get immediate feedback! They are a helpful group of like-minded people.

[community.bowabirds.com](http://community.bowabirds.com)

*May your bowa be blessed*