



**PITCH
BLACK**

Pitch Deck

TEMPLATE



The Team



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CEO



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MARKETING



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FINANCE



1

Problem 1

Give a striking overview of the problem and explain it briefly.



2

Problem 2

Elaborate on how this negatively impacts people and their experiences.



3

Problem 3

Frame the problems effectively as it will set the stage of your entire pitch.

1

Solution 1

Describe how you envision to solve the problems you previously shared.

2

Solution 2

Communicate big value conveniences and be truly straight forward.

3

Solution 3

Be very clear so you can smoothly jump next to introducing your product.



New Product



Sleek design

High resolution display

4.0 GHz processor

32 GB RAM

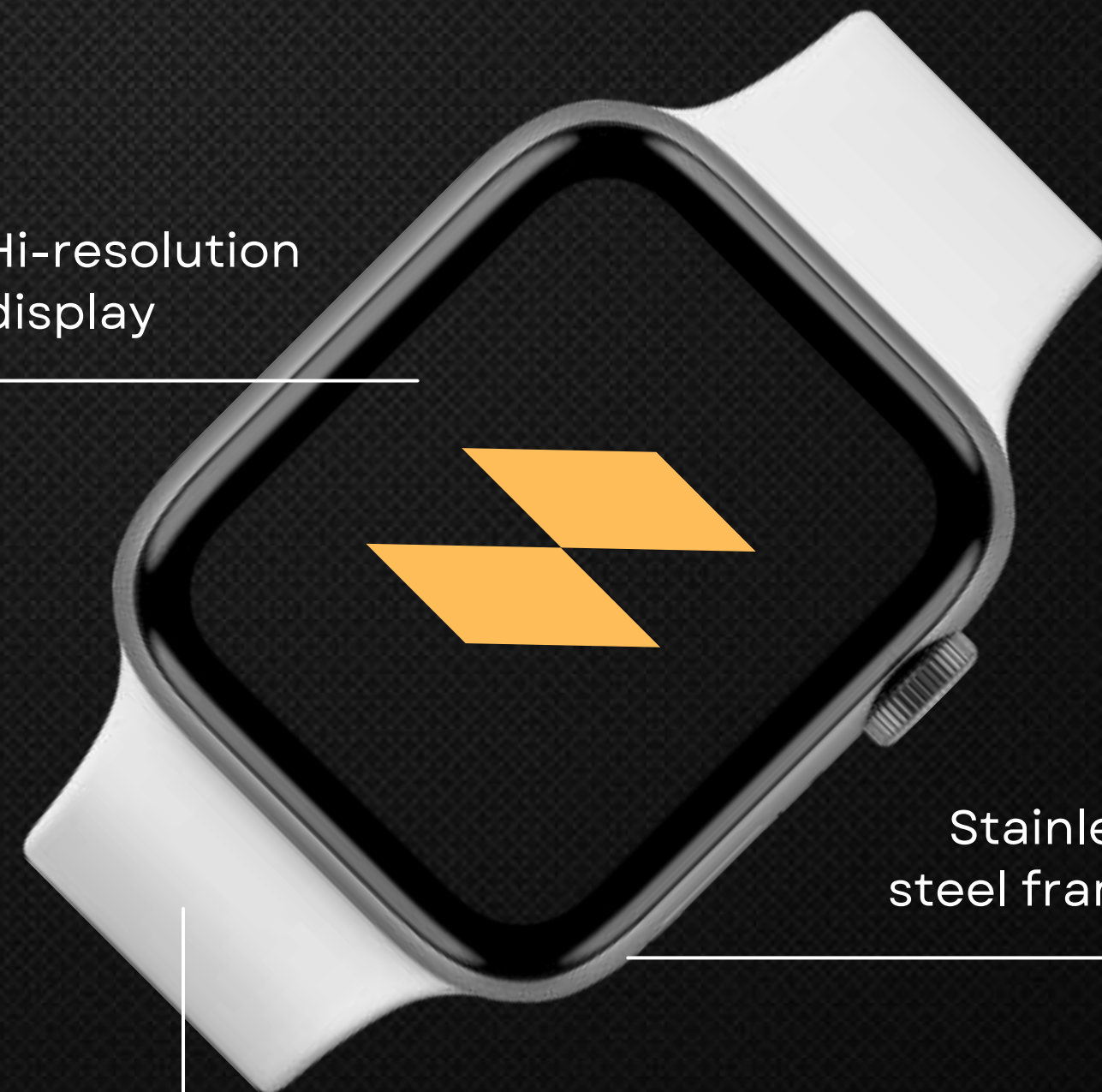
20 hours battery life

New Product

Introduce your company's product or service as the ultimate solution to these problems.



Hi-resolution display



Stainless steel frame



Changeable strap

Birth of Product or Service

A simple timeline on how your product or service came to be is a helpful way of visualizing your origin story. What frustrations or ideas led to this?



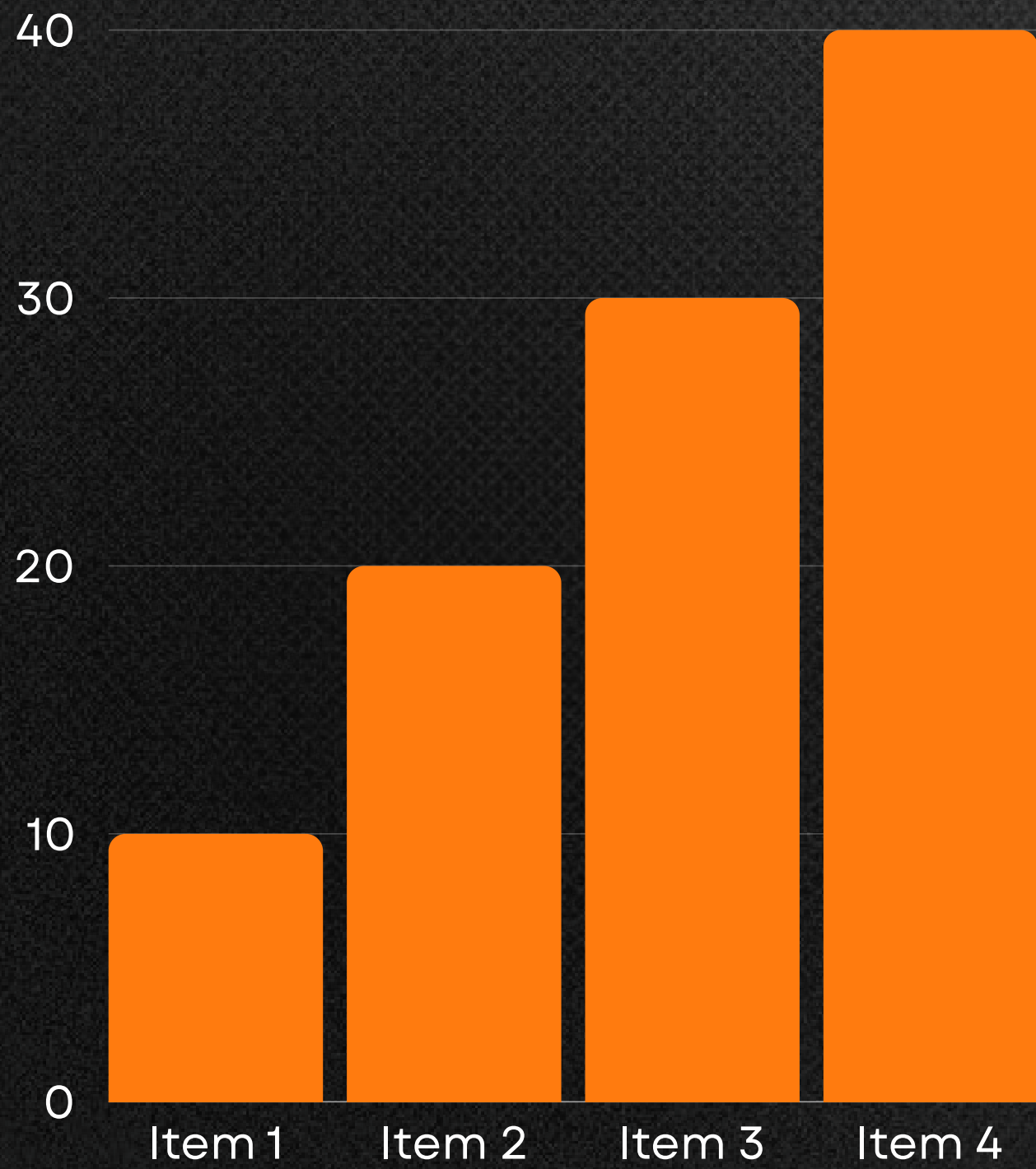
STEP 1
2024



STEP 2
2025



STEP 3
2026



Traction

Where is your company currently at? Visualize with a graph to highlight important developments.

Target Market

Who are the customers you want to cater to?



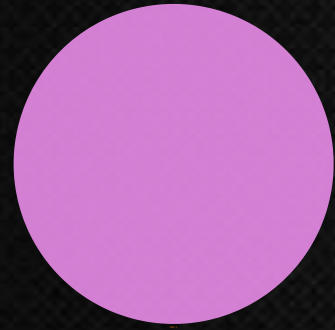
Target Market 1

What are their profiles and visual personas?



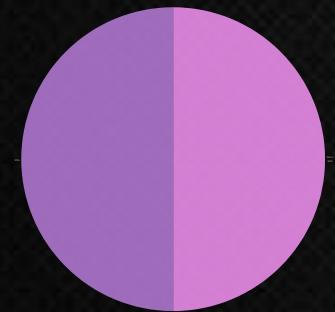
Target Market 2

Visualize the people who will turn to you for solutions.



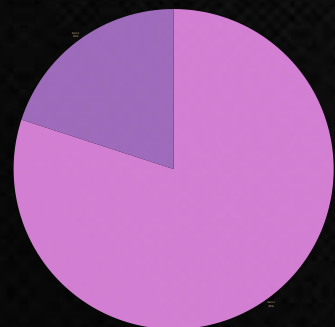
1.9 Billion

Total Available Market (TAM)



53 Million

Serviceable Available Market (SAM)

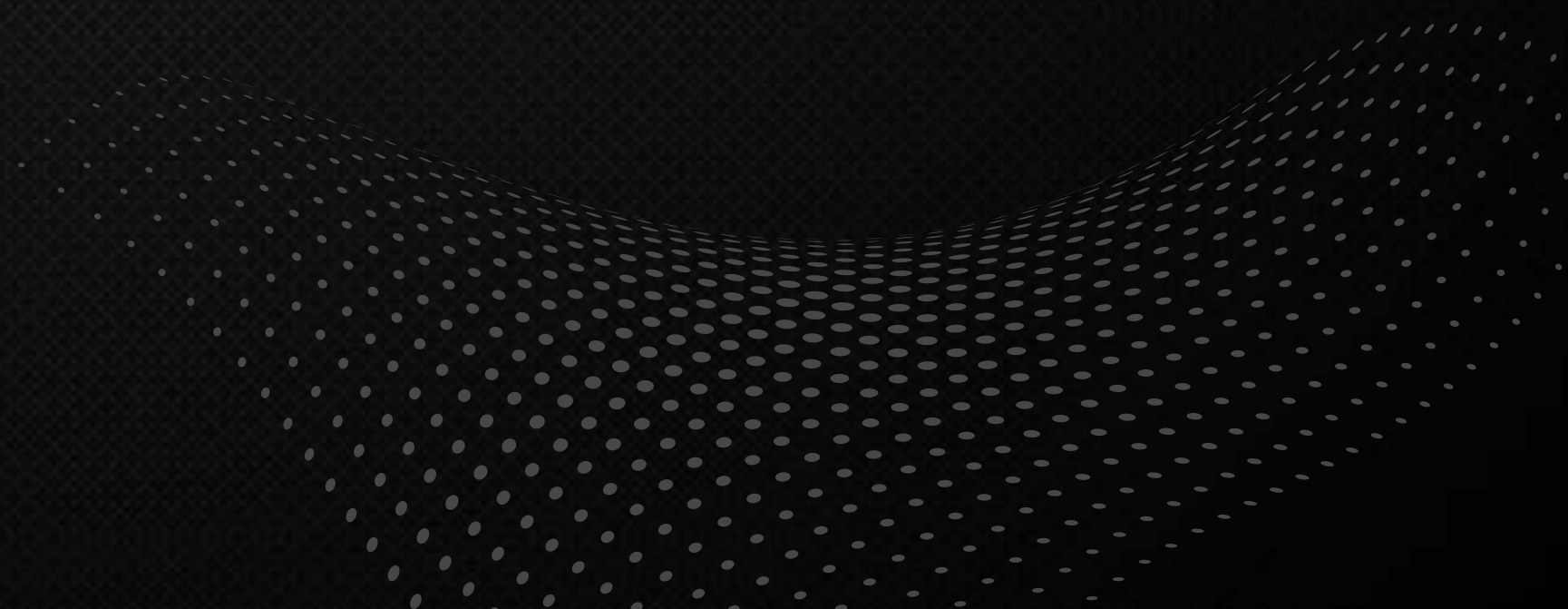


10.6 Million

Serviceable Obtainable Market (SOM)

Size the Market

Apply the two ways to size the market - top down or bottom up. Some sizing jargons are TAM, SAM, and SOM.



Direct Competitors



Indirect Competitors



Competitive Advantages

Advantage 1

Visualize your competitive advantages using a quadrant for easy scanning.

Advantage 2

How is the landscape differentiated and what makes you different.

Advantage 3

What can you do better than your competition? How will you outperform them?

Advantage 4

A company with strong competitive advantages are likely to survive in the long term.

Competitor Approach

1

Approach 1

How will you set your company from the competition?

2

Approach 2

How will you set your company from the competition?

3

Approach 3

Events, partnerships, ads – list the effective ways to reach them.

Business Model

Show the ways your company plans to make money.



Whether through a graph, timeline, or chart, present the viability of your product or service and tell how your company will operate, make money, and achieve goals.



If you have plenty of ways to make money, focus on one main method, such as subscription, ads, and transactions.



Touch up on key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).

Future Roadmap

What are your next steps and goals? How much support do you need from investors and what will it get you?

Step 1

Q1 2022

Step 2

Q2 2022

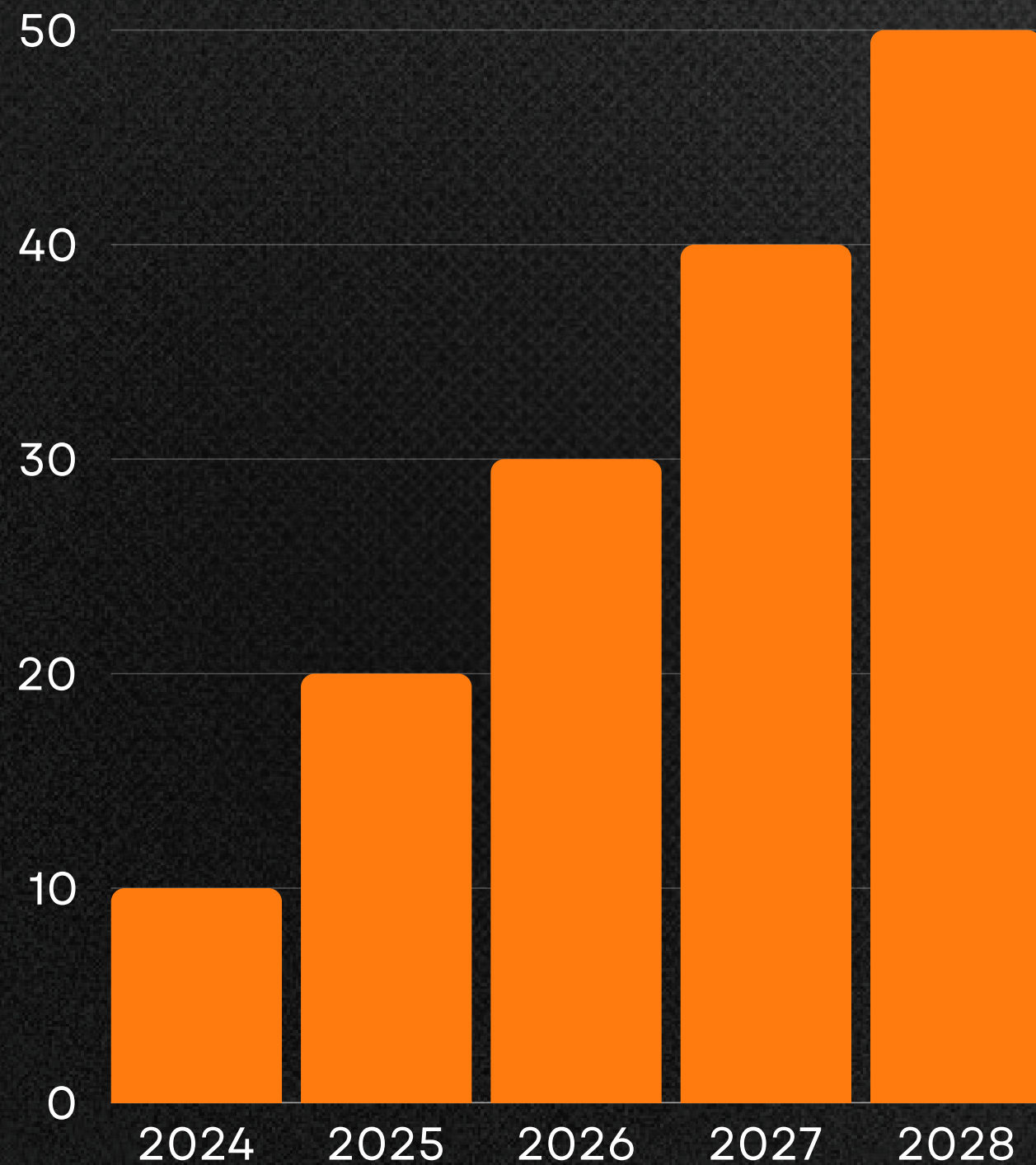
Step 3

Q3 2022

Step 4

Q4 2022





Financial Projections

- Provide a detailed breakdown of your financial projections for the next 3-5 years.
- Include revenue forecasts, cost structures, and net profit margins.
- Use charts and graphs to illustrate key financial data, such as monthly or yearly revenue growth and expenditure.

Make the Ask

- What are you going to use the \$15000 pitch prize money for? How will that help advance your startup?
- Understand Your Needs: Before making the ask, have a clear understanding of what you need. Is it funding, mentorship, partnerships, or resources?
- Justify Your Ask: Provide a compelling reason for your request. Explain how the support you're asking for will directly impact your business's growth and success..
- Be Concise: Keep your ask concise and to the point..
- Show Confidence: When making the ask, project confidence in your business and your request.
- Highlight the Win-Win: Emphasize how the support you're asking for can benefit both parties.

Thank You

CONTACT INFORMATION

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