

Title Slide

Goal of the Slide

To offer basic information about the venture and the presenters. This can be seen as the “who are we?” slide.

Questions to Answer

What is the name of your venture?

What is your name?

How can you be contacted?

Define the Problem

Goal of the Slide

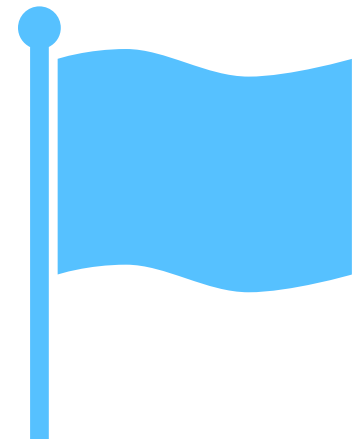
To communicate the problem or market deficiency your team identified.

Questions to Answer

What is the problem this venture is trying to solve?

Who does it impact?

How far reaching is this problem?



Importance of the Problem

Goal of the Slide

To communicate the importance of solving this problem.

Question to Answer

Answer the “so what?” question.

Why would a community care if a solution exists.



The Solution

Goal of the Slide

To explain your venture's solution to the previously stated problem. Provide information on how your idea stands out.

Questions to Answer

What is the product?

How are you going to solve this problem?

If a solution exists, why is your solution better, more efficient or less costly?

Business Model

Goal of the Slide

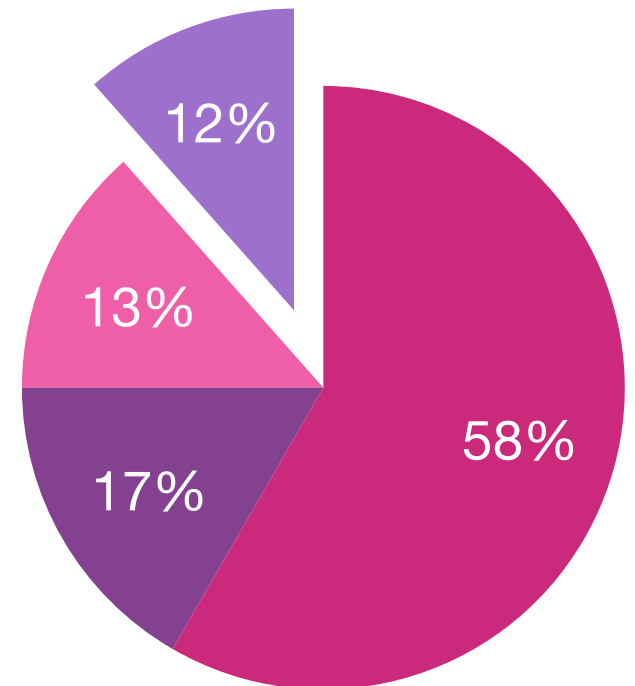
Communicate how the venture will leverage the market.

Questions to Answer

Who is the type of client your business will target?

Where are these people located?

How will they respond to your product?



Hitting the Market

Goal of the Slide

Provide steps on how your plan on entering the market.

Question to Answer

How is your business going to enter the market?



Competitive Analysis

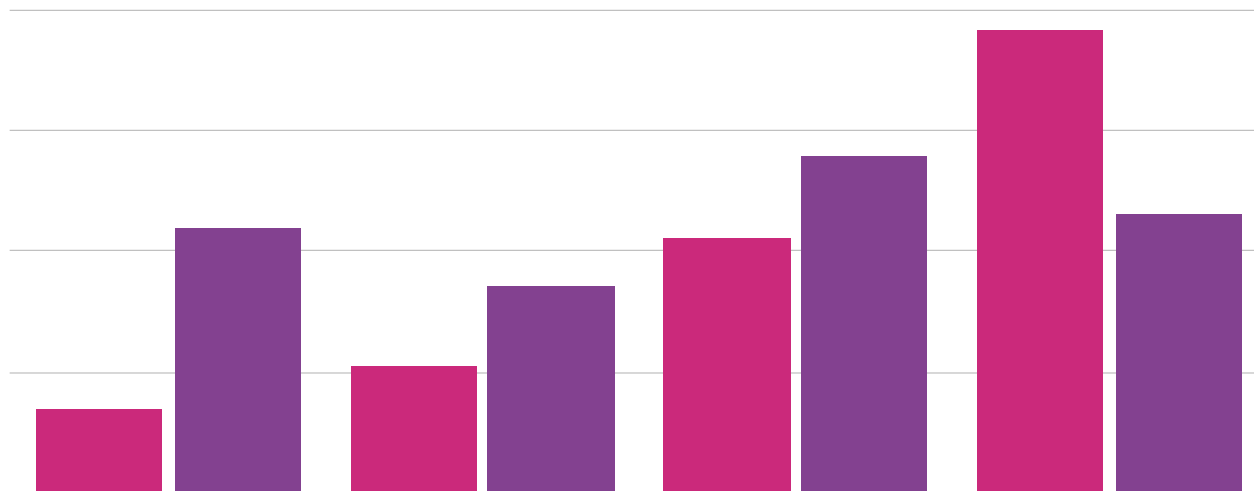
Goal of the Slide

Communicate how your venture fares against the competition.

Questions to Answer

Who are you up against?

What are other products in this market space?



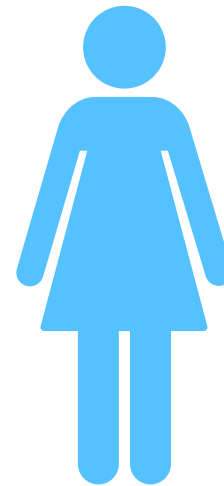
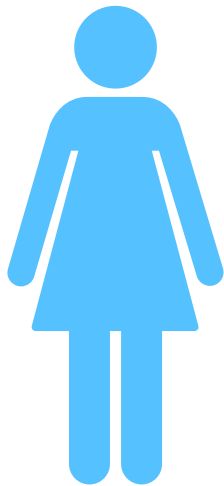
The Team

Goal of the Slide:

To provide information on the core team of your venture.

Question to Answer

What are the backgrounds of your leadership team?



Financial Projections and Metrics

Goal of the Slide

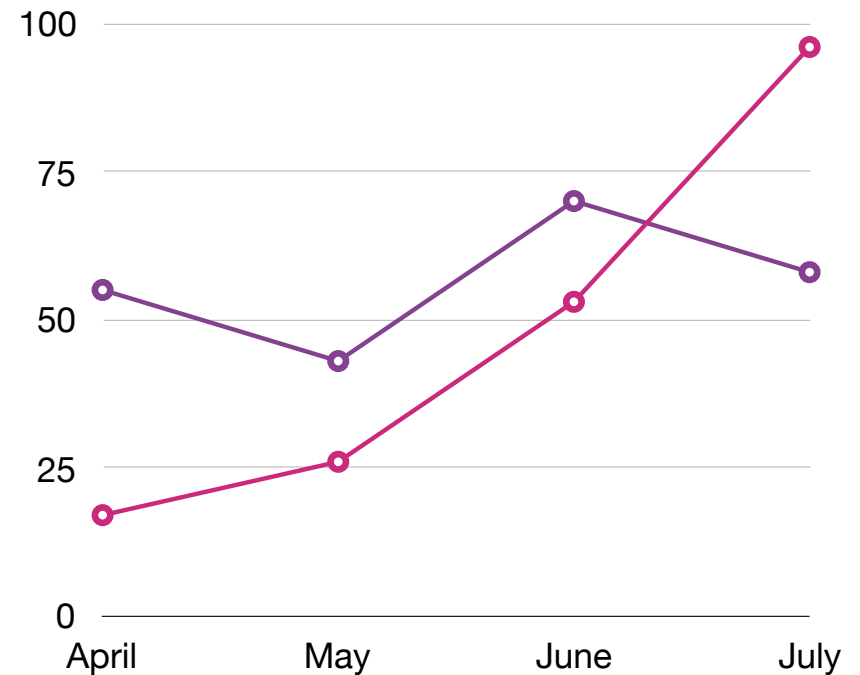
Provide information on your market projection.

Questions to Answer

How does your venture become scalable?

How does your consumer base grow?

How does your price point change?



Current Status

Goal of the Slide

Share your progress as a team.

Questions to Answer

What goals have you hit as a company?

How have you and how will you utilize your raised capital?

What are your next steps?

