Business Pitch Deck Template
Team name, title, contact information

Give your elevator pitch – get their attention
- Use persona to highlight the need – tell the story
- Strength of the team to complete the development of the product/services
PROBLEM – CLEAR & COMPELLING

- What market need is addressed – customer “pain” you are taking away?
  - How it is addressed today
  - What gaps exist
  - Identify the customers with this need

- The problem is big, growing, real and not being well served
SOLUTION

- Explain your product/service offering
  - How does it work?
  - Evidence that it does work (outcomes)
- Discuss the uniqueness and the value being created (be specific)
  - “3 to 10x” value or “3 to 10x” lower price”
- More than a “one” product company!
  (we can continue to build a range of products and services to serve the customers)
BUSINESS MODEL (EVOLVING)

- Who are your customers? How many?
  - Unique Value proposition

- How do you provide the channels/communications to customers? Partner? (how does it work?)

- How do you make money (revenue model and margins)?
TECHNOLOGY

- Explain the secret sauce or underlying magic – (In SIMPLE TERMS)

- Why is it unique, differentiable, and sustainable?
  - How is it protected?
  - Current status of IP
  - Current status of the technology development and demo results (TRL status)
MARKETING AND SALES

- Market: size, growth
  - Customer profile
- What are your market segments?
  - Market entry target segment and why
  - What are your market share goals?
  - What will drive adoption? Barriers?
- What is your launch to market plan?
- What’s your pricing model?
COMPETITION

Overview competitive landscape – current players, potential new entrants with competing technologies, alternatives.

- How to position vs. competition?
- Note barriers to entry
- How will the competition respond to your entry and growth?
MANAGEMENT TEAM (for your particular stage of your company)

- List your team, their relevant experience and expertise to complete the development of your product or services ➔ then the “go to market” plan.
  - Key Management team
  - Advisors
- Recognize the gaps in your team and talk about how they will be filled!
FINANCIAL PROJECTIONS

- Pro Forma Projections to demonstrate how the business works and sensitivities
  - P&L (revenues, costs, margins)
- In Backup
  - Dollars, key metrics (customers, products sold, $ of revenue for key cost elements)
  - Key assumptions, e.g. sales cycles, seasonality, etc.
CURRENT STATUS

- Key milestones met to date (Technology Readiness Level status)
- Future tasks and milestones – development of the MVP or services, IP, Proof of concept demonstrated in defined laboratory/animal models, team building to execute the BP, etc.)
Thank you!

Inspire, Enable & Equip Entrepreneurs for Success! Feel free to contact us for general entrepreneurship enquiry.

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