



## Introduction

- Your Pitch Deck aims at opening your audience's mind up to your project. It needs to stay short and manageable. There is no time for you to explain everything.
- Instead focus on telling your story and catching my attention.
- Don't overcrowd the slides or try to say too much. Make sure that the information is organized clearly and easy to understand regardless of who is looking at it.
- Make me dream with you. Make me believe in you and in your project.



# Elevator Pitch

[30 second statement that defines your company and hooks your audience]



# The Problem / Opportunity

[What is the problem you are trying to solve? What is the opportunity existing?]



# Solution

[What is the solution for the problem? What is your value proposition?



# Eco-design & Environmental and Social Impact

[What are the environmental challenges you are solving? What is the impact you are creating across the entire life-cycle? How are you directly/indirectly solving a social problem



# Market

[Who is your target market? what is the size of the market? What is the growth potential of the market? Show figures that allows to judge the size of your market]



# Market Validation

[Proof that someone actually wants to use your product]



# Access to Market

[What are the markets you plan to penetrate in the future? What are the strategies you aim to use?]





# Competitive Advantage

[Who are your main competitors? How do you measure against them? What makes you different?]



# Revenue Model

[What is your revenue model? How do you expect to make money?]



# Financials

[Indicate your expenditures and revenue and mention if you have raised money or are seeking to do so]



# Moving Forward

[What is your one-year timeline? What milestones are you planning to achieve?]



# The Team

Image

Name of Person 1

Job role of Person 1

Image

Name of Person 2

Job role of Person 2



# “The Ask” & Use of Funds

[How much are you are raising / How much do you currently need and how the funds will be used (HR, technology etc.) (use of funds)]



**Thank you  
Questions?**