

IMPORTANT GUIDELINES FOR MAKING PITCH DECK PRESENTATION

This document contains guidelines for preparing a presentation to the evaluation / screening committee to evaluate the idea/concept/project proposals. Essentially, it contains suggestions on how to make the presentation for evaluation & approval to incubation process.

The three major keys for making your powerful pitch deck presentation are under:

- Clear and simple
- Compelling
- Easy to act on

Below are the essential/ suggestive slides that you should include in your presentation:

1. Problem	2. Solution	3. Market	4. Product
5. Traction	6. Team	7. Competition	8. Expectations from DBU TBI

PREAMBLE: From the study which analysed 200 pitch decks, it was found that evaluators focus most of time reviewing the slides concerning technicality toward solution, team, competition & financials. Needless to say, these form the core of the presentation.

1. Problem

The slide covering the problem should be a way for you to explain what gap you are filling in the market. You need to come across as someone that is focused and relentless to resolve a known issue. It is recommended that students / teams create minimum two or three slides for the problem and the solution so that evaluators get clearest picture of the concept. Please remember that evaluators get involved with your concept / idea/ venture either because one of the following things:

- They have reviewed / experienced the same problem in the past.
- There is a clear sense of ROI down the line for them.
- Given their professional expertise they understand it (e.g. doctors with healthcare)

If an evaluator falls inside the three areas of interest cited above at the same time, that means you got your lead concept approved. This may result in you securing at least 20% of the initial success of your entrepreneurial journey, you are looking to raise.

2. Solution with Objectives

The solution needs to be concise and very clear. Especially if you are pitching for a tech based idea, your solution needs to be scalable. Scalability is the capability of a system to increase its total output under an increased load when resources are added. This is what an evaluator wants to see in the concept, in which they can mentor & even invest at the later stage in order to have the wheel turn much faster. Avoid statements referencing you being the only one doing this, you being the clear leader, etc. There are at least 100 people that may have come up with that idea before you and other companies that may be tackling that same problem with a different approach. It will be more appropriate if Vision & Mission of your company (if exists) to be referred so far.

3. Market

The market is going to determine the potential of your concept / idea. If you are going to operate in a small market, the returns could be impacted by this. Evaluators and especially institutional evaluators, look for ideas that will not only transform or disrupt the industry but have the potential to fundamentally reshape the way consumers interact with a market. Our recommendation is to show on this slide a graph that outlines the market growth in the past and the future potential growth so that evaluator can be convinced on your study. Make sure to include sources from statistical data / index / research papers.

4. Product

This slide is all about showing your product in action / screenshots of your product. To make it even more powerful you may add some description about the product itself and some quotes of your existing clients talking about how much they love your product. You must highlight the “challenges & constraints” in launch of your product.

5. Traction

This slide should show, the month over month growth of the business (e.g. revenue, metrics, etc.). This is the slide where you would include hopefully the famous hockey stick that evaluators want to see on every evaluation they review. Getting to this type of “promise land” for start-ups is not easy. In the event you are at very early stage or your growth is not that interesting, may avoid including it.

6. Team

The team is probably one of the most important slides in any pitch deck. The evaluator’s wants to know who is driving the bus and what makes them so unique to execute on that mission and vision. Note there are at least 100 other people that have also thought about your same idea. For that reason idea is 10% and 90% is from execution. If you have the right people seated on the right seats of the bus, the company will end up finding its direction to success. The best way to showcase the team slide is by just describing the members of the leadership team (ideally cofounders). List in bullet points what have been the two or three achievements from every member. Ideally those would be related to the company that is seeking capital.

7. Competition

A diagram is a good idea to show the evaluator’s, competitors that you have mapped in your presentation & how you compare to them and where you land with your value proposition. You should be able to clearly differentiate yourself from the rest so that the person that is reviewing the slide gets what makes your idea / innovation so unique. This could also play in your favour when the time comes to negotiate the terms of the deal or proceeding with a potential investment.

8. Expectations from DBU TBIF

In this slide, you / team must be able to convey the requirements in terms of space, initial resources, technical mentorship and legal expertise related to your concept / idea / company setup and facilities etc., you require to develop the idea for minimum three months to six months duration. This slide is more important than entrepreneurs normally think. When you first connect with evaluator’s, they will ask for bare minimum requirements for your idea, 3 months later they will ask you on your next meeting where things are at and then they will make a decision. With this in mind, it is always a good idea to be more on the conservative side and to over deliver. Worst thing that can happen is for you to completely miss the mark and under promise.

Concluding Remarks: Mostly students forget to include their contact information to their pitch deck presentation. If you have a large following on social media you should include the links on the cover slide. Evaluator’s will most likely look you up and will also reach out to people in common in order to ask for references. If you are serious about your pitch deck it is not a bad idea to ask someone with a high-level understanding of sales psychology to take a look at your presentation.