Pitch Deck Guidelines

Image: flickr/Adam Bales

1. Who is your user and what is his/her problem? Your audience should agree unequivocally that this is a real problem worth solving. Use compelling user quotes.

2. How serious, big, and immediate is this problem, i.e. what is the market size? Your audience should see that your user is representative of a larger group. Relay choice research data.

3. What is your solution to his/her problem? "With [your product], [user] can [do what?]" Use a screencast or demo to illustrate.

4. How have you gone about executing your solution? What have you accomplished thus far (registered users, testing, iterations)?

5. Who else is doing this (competitors), and why do you have an unfair advantage?

6. How will you make money?

7. What do you want from your audience and what will you do with it? (Example: we want to produce a small batch of X, in order to do so we need a seed investment of Y to cover material costs...)

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