

# Task Outline | Pitch Deck Presentation

## Purpose

Professionally present your idea for investment and support.

## Pitch Deck Template

Length	Content	Details
20 sec	Introduction	<ul style="list-style-type: none"><li>- Introduce who you are and what business you are from.</li><li>- Give a brief introduction to tune the audience in.</li><li>- Introduce the team and their roles.</li></ul>
30 sec	The Problem	<ul style="list-style-type: none"><li>- Introduce the Problem Frame so the judges can see the problem too.</li><li>- Use research and personal situations (if possible) to support the Problem Frame.</li></ul>
45 sec	The Solution	<ul style="list-style-type: none"><li>- Present how your team will solve the problem being raised.</li><li>- Introduce your solution, with detail including how it works, examples of what it will do and what a customer would experience so people understand it.</li><li>- Provide case studies to help people if needs be.</li></ul>
20 sec	Key Milestones	<ul style="list-style-type: none"><li>- Explain the stages you will complete towards launching the idea, including any trial stages or tests you will complete.</li></ul>
25 sec	Target Customers	<ul style="list-style-type: none"><li>- Outline the different target customer groups that you are going to focus upon, outlining the demographic, geographic and behavioural factors of those groups.</li></ul>
25 sec	Current Industry	<ul style="list-style-type: none"><li>- Introduce who your potential collaborators and competitors could be.</li><li>- Outline any information you have about the industry and the size of the problem (if possible).</li><li>- Outline your competitive advantage that makes you stand out from the current industry.</li></ul>
30 sec	Financial Forecast	<ul style="list-style-type: none"><li>- Briefly outline the financial model for the business, which could include;<ul style="list-style-type: none"><li>- Establishment Costs and major purchases,</li><li>- Forecast Profit &amp; Loss Statement and any major trends or changes that should be pointed out.</li><li>- Prices you are charging to customers, and how much money you will be making from these transactions,</li><li>- Any other major financial costs.</li></ul></li><li>- Provide an overview of the Cost-Benefit Analysis to show the impact the solution will make and why it is needed to solve the problem.</li></ul>
20 sec	Support Required	<ul style="list-style-type: none"><li>- Ask for the support you need to start the solution (financial support, in-kind, etc.) and who do you believe will give it to you?</li><li>- Will you give the investor or supporter anything in return for their support?</li></ul>
20 sec	Impact / Conclusion	<ul style="list-style-type: none"><li>- Remind everyone of the impact this solution will make on the problem.</li><li>- Summarise any other key points, and close out the presentation with a memorable statement.</li><li>- Provide your contact details for any follow up questions.</li></ul>

## Requirements

Teams will be called forward in a random order to present, so every team should be ready to start at the beginning of the session. Teams will be allowed a maximum of four (4) minutes to present, with questions from judges to follow. *For teams that choose to use slides to support their presentation, these must be submitted in advance to prepare them for display.*