

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

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.*