

Ideas on designing your pitch deck



What should be included in a pitch deck?

Included in the pitch deck should be:

- Business goals
- Timeline
- Target audience
- Marketing strategy
- Financials
- Problems/solutions



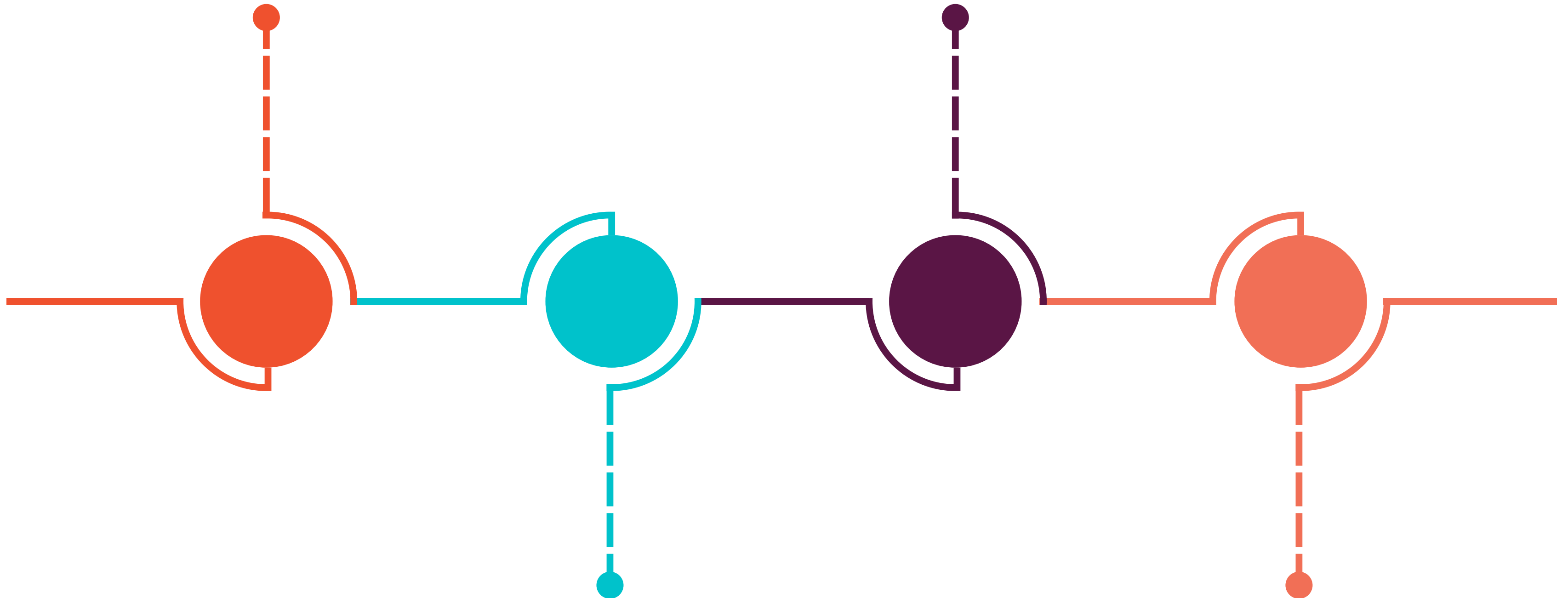
Business goals

A short introduction into the business, the vision or mission, and the overall financial and sales goals.



Timeline

Providing a timeline for different milestones in the business can be a helpful visual element for investors. This can include launch dates, marketing timelines, a hiring plan, and any other relevant information to the business growth.



Marketing strategy

It is important for your investors to know how you plan to advertise and market your brand and products. This can be a simple plan, but should be practical and achievable and may include a variety of channels and platforms in which you will advertise.



Financials

While the business goals section should provide an overview of financials, this section should go into more details on areas such as assets and liabilities, projections on average revenue per customer, monthly customer growth, and monthly/quarterly revenue.



Problem/Solution:

Also called your “unique selling proposition” (USP), this section should provide realistic details on what problems your products or services address. This is essentially what makes your business stand out from the rest, or a way in which your business improves on an previously-established idea, product, or service.

