

Guidelines on how to prepare the pitch deck

Business Plan Pitch Deck Guidelines

Slide 1 – Executive Summary

- **What to include:**
 - Name of the startup/project.
 - One-line vision/mission statement.
 - Brief description of the product/service.
 - Current status (prototype, pilot, revenue stage).
 - Funding ask (if applicable).
- **Tip:** Keep it concise — this is the “elevator pitch” slide.

Slide 2 – Technology Readiness & Novelty

What to include:

- **Technology Readiness Level (TRL):**
 - State the current TRL (1–9).
 - Briefly explain what has been achieved (e.g., lab validation, prototype, pilot testing, commercial deployment).
- **Novelty:**
 - Highlight what is new or unique about the technology compared to existing solutions.
 - Mention originality in design, process, or application.
- **Patents/IP:**
 - List patents filed, granted, or in process.
 - Note any IP strategy (ownership, licensing, collaborations).
- **Evidence of Innovation:**
 - Publications, awards, certifications, or endorsements.

Tip: Use a TRL scale graphic or a simple table to show maturity level. Keep novelty points crisp and measurable.

Slide 3 – Utility, Impact & Deployment Potential

What to include:

- **Utility:**

- Describe practical applications of the technology (industries, sectors, or communities served).
- Explain how it solves a real problem.
- **Impact:**
 - Social impact (jobs, livelihoods, inclusion).
 - Economic impact (cost savings, productivity gains, revenue potential).
 - Environmental impact (sustainability, energy efficiency, reduced waste).
- **Deployment Potential:**
 - Scalability (can it be replicated across regions/sectors?).
 - Partnerships or channels for rollout (government, industry, NGOs).
 - Timeline for deployment (short-term pilots, long-term expansion).
- **Evidence of Demand:**
 - Pilot feedback, letters of intent, or expressions of interest from partners.

Tip: Use icons or infographics to show impact areas (social, economic, environmental). A map or timeline graphic works well for deployment potential.

Slide 4 – The Business

- **What to include:**
 - Problem being solved.
 - Your solution and how it works.
 - Business model (how you plan to generate revenue).
 - Target customers.
- **Tip:** Use simple diagrams or flowcharts to show how the business operates.

Slide 5– Market Demand

- **What to include:**
 - Size of the market (TAM, SAM, SOM if possible).
 - Growth trends and drivers.
 - Evidence of customer need (surveys, pilot feedback, industry reports).

- **Tip:** Use charts/graphs to make numbers easy to grasp.

Slide 6 – Competition

- **What to include:**
 - Key competitors (direct and indirect).
 - How your solution is different/better (cost, speed, quality, innovation).
 - Barriers to entry for others.
- **Tip:** A comparison table (“Us vs Competitors”) works well here.

Slide 7 – Strategy

- **What to include:**
 - Go-to-market plan (launch, distribution, partnerships).
 - Growth strategy (scaling, expansion, customer acquisition).
 - Milestones (short-term and long-term).
- **Tip:** Present as a timeline or roadmap.

Slide 8 – Resources

- **What to include:**
 - Team composition (founders, advisors, key staff).
 - Infrastructure (labs, facilities, partnerships).
 - Any unique assets (patents, licenses, alumni network).
- **Tip:** Highlight strengths that give credibility to execution.

Slide 9 – Financial Outlay & Projected Financials

- **What to include:**
 - Estimated costs (R&D, operations, marketing, manpower).
 - Funding requirement and sources (grants, investors, CSR).
 - Revenue projections (3–5 years).
 - Break-even point.

- **Tip:** Use simple bar/line charts — avoid cluttered spreadsheets.

Slide 10 – Risks, Opportunities, Rewards & Sensitivities

- **What to include:**
 - Key risks (technical, regulatory, market adoption).
 - Opportunities (scaling, partnerships, global reach).
 - Rewards (social impact, revenue potential, recognition).
 - Sensitivities (ethical issues, data privacy, sustainability).
- **Tip:** A 2×2 matrix (Risks vs Opportunities) makes this slide engaging.

Additional Slides to Strengthen the Template

1. Team & Governance

- **Why:** Investors and agencies often fund people as much as ideas.

- **Content:** Founders' backgrounds, key advisors, governance structure, and credibility anchors (e.g., alumni network, institutional support).
 - **Tip:** Keep it concise but highlight unique strengths.
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2. Partnerships & Ecosystem

- **Why:** Shows how the startup will plug into existing networks.
 - **Content:** Industry partners, government agencies, academic collaborators, NGOs, or CSR supporters.
 - **Tip:** Use logos or a network diagram to make it visual.
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3. Sustainability & ESG (Environmental, Social, Governance)

- **Why:** Increasingly critical for funding agencies and global investors.
 - **Content:** Environmental benefits, social inclusion, ethical practices, and governance transparency.
 - **Tip:** A simple 3-pillar graphic (E–S–G) works well.
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4. Implementation Roadmap

- **Why:** Converts vision into actionable steps.
 - **Content:** Timeline with milestones (prototype → pilot → rollout → scaling).
 - **Tip:** Use a Gantt chart or phased roadmap graphic.
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5. Exit Strategy / Long-Term Vision

- **Why:** Shows foresight and scalability.
 - **Content:** Possible exit routes (IPO, acquisition, licensing), or long-term vision (global expansion, diversification).
 - **Tip:** Keep it aspirational but realistic.
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Checklist for Applicants (Extended):

- Cover *what you're building* (technology, novelty).
- Show *why it matters* (utility, impact, demand).

Slide 5 – Strategy

- Go-to-market plan (launch, distribution, partnerships).
- Growth strategy (scaling, expansion, customer acquisition).
- Milestones (short-term and long-term).

Slide 6 – Resources

- Team composition (founders, advisors, staff).
- Infrastructure (labs, facilities, partnerships).
- Unique assets (patents, licenses, networks).

Slide 7 – Financials

- Estimated costs (R&D, operations, manpower, marketing).
- Funding requirement and sources (grants, investors, CSR).
- Revenue projections (3–5 years).
- Break-even point.

Slide 8 – Risks, Opportunities, Rewards

- Key risks (technical, regulatory, adoption).
- Opportunities (scaling, partnerships, global reach).
- Rewards (social impact, revenue potential).
- Sensitivities (ethics, sustainability, data privacy).

Checklist for Applicants:

- Keep slides concise (max 5–6 bullet points each).
- Use visuals (charts, diagrams, icons) wherever possible.
- Focus on clarity, originality, and impact.
- Tailor content to your specific technology or sector.