

Name:

Date:

Class:

## Building Your Business Plan

### Activity 7-2: Pitch Deck

Use the following checklist to create a pitch deck for your business pitch using software such as Microsoft PowerPoint or Google Slides. Keep sentences short, and do not crowd the space with too many words. Consider adding visuals to the presentation, such as tables and figures. These will add interest and help the audience interpret any research or other data being presented.

Slide Number	Slide Title	Description	Alignment with Pitch Structure	Check when Complete
1	Title Slide	The title slide should display the business name, name of owner(s), business logo, and date of business pitch.	Attention-Getting Introduction	<input type="checkbox"/>
2	Introduction	The introduction slide should grab the audience's attention. This is often accomplished through storytelling; therefore, the slide may display a picture of the person with the problem.	Attention-Getting Introduction	<input type="checkbox"/>
3	Problem	The problem slide should support a clear understanding of the problem the business is solving. The slide may include statistics, diagrams, or other visuals that provide evidence that the problem exists.	Description of Problem	<input type="checkbox"/>
4	Business Solution	The solution slide should share what your business does, the value it provides, and the ownership structure. This slide may include images that showcase the business and its products.	Present the Solution	<input type="checkbox"/>
5	Market Opportunity	The market opportunity slide provides an overview of market analysis, PESTLE analysis, and	Present the Solution	<input type="checkbox"/>

1

Slide Number	Slide Title	Description	Alignment with Pitch Structure	Check when Complete
		SWOT analysis data. It should also discuss your target market. This slide may include graphs and charts, such as a customer profile, as well as a bulleted list detailing information gained from market research.		
6	Business Model	The business model slide explains how your business operates. Describe the technology used, manufacturing processes, customer service polices, and other key partnerships and activities. This slide may include a diagram of the Business Model Canvas or other engaging images and text.	Present the Solution	<input type="checkbox"/>
7	Market Strategies	The marketing strategies slide explains your brand image, packaging, pricing techniques, channels of distribution, and promotional mix (advertising, sales promotion, public relations, and personal selling). Provide pictures of your promotional materials on the slide. Charts, diagrams, and bulleted text can also be used to share essential marketing information visually.	Present the Solution	<input type="checkbox"/>
8	Competitive Advantage	The competitive advantage slide should clearly identify your competitors and your competitive advantages. The slide may also include your competitive analysis in table format.	Present the Solution	<input type="checkbox"/>
9	Timeline	The timeline slide includes sales projections for the next five years. It also shares how you plan to grow your business. The	Present the Solution	<input type="checkbox"/>

Slide Number	Slide Title	Description	Alignment with Pitch Structure	Check when Complete
		slide may include a line graph depicting your sales projections by year.		
10	Team	The team slide provides information about the owner of the business and key members of their team. The slide may show their credentials in a bulleted format to help build credibility.	Present the Solution	<input type="checkbox"/>
11	Financials	The financial slide shares the financial status of the business. Has the business already made sales? If so, what is your profit earned? Discuss your expenses, unit economics, and break-even calculations. The slide may include a mixture of visuals including charts, tables, and bulleted text to share all pertinent information in a clear, easy-to-understand manner.	Present the Solution	<input type="checkbox"/>
12	Call to Action/Investment Request	The call-to-action slide displays the action you want the audience to take. For example, this is typically the amount of investment funding you are requesting from the audience. However, a request may also be to form a strategic business partnership with those in attendance. If requesting funding, the slide should display either in picture or text format how the investment money will be spent to launch or grow the business.	Call to Action	<input type="checkbox"/>