



Pitch Deck Template

... for the application to the Gateway StartupSpace.

How-to Guide for This Template

1

Components of the Pitch

- The next slide lists the required components of this pitch.
- Your pitch should cover all the components listed on the next slide.

3

Placeholders







- Placeholders for charts/diagrams are optional, but they can be helpful in conveying your idea.
- If you choose not to include charts/diagrams, simply remove the placeholders.

2

Slide Design

- For the pitch deck, we have prepared some slide ideas for you.
- You can also create your own slides, but be sure to maintain the same order of components and cover everything.
- Any text can or should be adjusted (e.g., headings).

These 6 components should be part of your pitch!

Components of the Pitch	Content to Address
 Introduction / Elevator Pitch	How can your business idea be described briefly?
 Problem	What problem do you want to solve? How did you notice the problem? Who is affected by the problem?
 Solution	Explain your approach to solving this problem and why this solution is effective and appropriate. What are the existing solutions?
 Status Quo	What is the current status of the project? What media exist that can describe this (e.g., concept sketches, websites, photos/videos)?
 Project Plan	Provide an overview of the project planning and the next steps. What are the key milestones for the coming months?
 Team	Who is on your team? What skills, abilities, and expertise does each team member bring?

One Sentence Pitch

ONE SENTENCE PITCH

My Company (name of Company), is developing (a defined offering), to help (a defined audience) (solve a problem) with (secret sauce).

The One Sentence Pitch is a *precise and clear description of your idea in just one sentence*

- Avoid using adjectives, especially superlatives. Define the target audience accurately and specifically. For example, "women" or "small businesses" are too broad and not targeted enough.
- Avoid using buzzwords, acronyms, or industry jargon.
- Be concise. It is easy to write a long sentence; the art is to convey the essence of the idea in a short sentence.

Problem and Solution

Problem Description

- What problem do you want to solve?
- How did you become aware of the problem?
- Who is affected by the problem?
- What are the truly negative aspects of the problem?

Optional: Placeholder for charts/diagrams/images to illustrate the problem.

Solution Description

- Explain your approach to the solution!
- Clarify why this solution is appropriate and effective!
- What are the existing solutions to the problem?
- What do other approaches do right or wrong?

Optional: Placeholder for charts/diagrams/images to illustrate the solution / existing alternative solutions.

Current Status of Your Project

Description of the Current Status

- Describe the current status of your project to provide a comprehensive overview of the business idea.
- Illustrate any progress made so far, if applicable (e.g., with concept sketches, photos/videos of a prototype, websites, links).

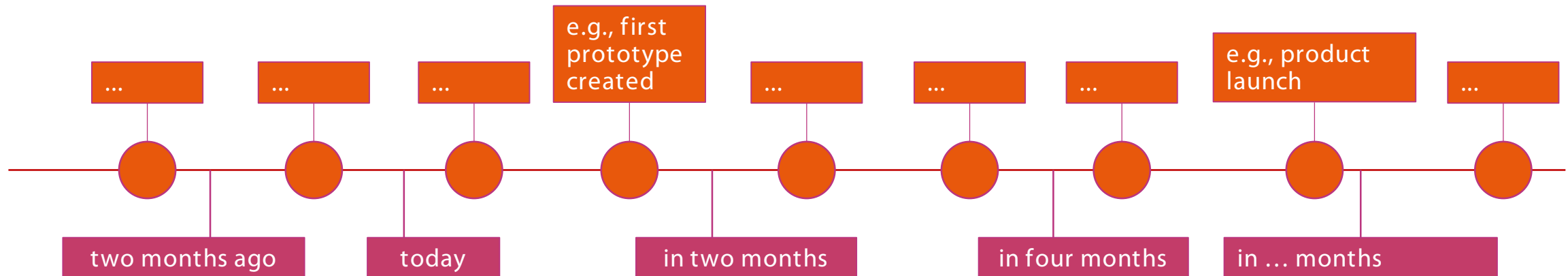
Optional:
Placeholder for charts/diagrams/images, etc.

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Placeholder for charts/diagrams/images, etc.

Project Plan

Description of Your Project Plan and Key Milestones

- Describe the current project planning and the upcoming steps.
- What are the key milestones and why are they important?
- When is the market launch or the completion of the prototype/MVP planned?
- What do you need to achieve by then?



Team

Team Description



Name

@ [Email]

Software Developer

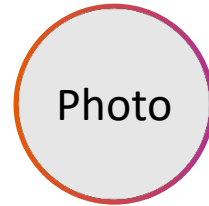
Responsible for...

Training in...

Studies in...

Relevant practical project in...

...



Name

@ [Email]

Hardware Specialist

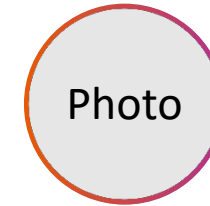
Responsible for...

Training in...

Studies in...

Relevant practical project in...

...



Name

@ [Email]

Marketing and Sales

Responsible for...

Training in...

Studies in...

Relevant practical project in...

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