

Your Business Name (logo, picture)

You/Your team & background (if it pertains to your business)

Problem/Opportunity

- Use images or graphics
- Describe verbally/not written out using your elevator pitch or your problem/opportunity statement

Value Proposition & Customer Segment

- Use images and/or graphics
- Describe your value proposition – what gain are you creating or what pain are you relieving?
- AND for who? Who is your target customer segment?
- Why does your customer segment want what you are creating? What did you find out during your discovery

(You can use 2 slides for this if you need to)

Competition

- Who is your competition?
- You can do a table/comparative here or just use their logos/images
- Answer the big question??? What is your secret sauce? What will differentiate you from the competition? We all have either indirect or direct competition even if you have a completely new idea.

How will you GET/KEEP/GROW Customers

- What is your strategy to get/keep/grow customers?
- What channels will you use? How did you decide on that?
- Use images/logos/graphics to illustrate

- If it is word of mouth or referrals, how will you make that happen?

Money Spent & Money Earned

- What are your start up costs? Ongoing expenses? Where will you get the money to start? (Without the seed money from this)
- How much do you have to make a month to be profitable?
- What are your revenue streams? How will you make money?
- How soon before you become profitable? What are your projections? Talk about your numbers, use a chart or graph, but don't copy and past your numbers on the slide

Your Ask

- You are asking for the \$500 see money for.....
- Make sure you ask for the money and thank the audience!