

# How to...

## structure a pitch deck?





## 1. Cover Page

**What is the name of your startup? What is your slogan or vision? You should handle this like a claim. For example, AirBnB stated in their pitch deck, "Book Rooms"**

## 2. Problem

**What pain points is the target group/market currently struggling with and what are the consequences? Support this with current figures and statistics.**

## 3. Solution

**How do you want to solve the problem with your concept? Keep the description here still quite simple and avoid deep, technical descriptions.**

## 4. Product

**What does your product look like? Show what you have built with your team, even if it is not yet finished. Create mockups or maybe there is already a Minimum Viable Product (MVP) that you can present. Be specific about the features and functionality of the product. What added value does it bring to your customers?**



## 5. Market

**What does the market look like? How big is the market (TAM, SAM, SOM)? Which target group do you want to reach with your solution? Why does your product make sense right now? Support this with current figures and analyses.**

## 6. Competition

**What other competitors are there in the industry? What makes your product so attractive compared to the competition? Prepare a competitor analysis as best as possible.**

## 7. Business model

**What is the business model? How do you want to earn money with the concept? This should also be reflected in your financial plan.**

## 8. Traction

**What have you achieved so far and which milestones are still ahead of you in the next 18-24 months? You can include metrics such as paying customers, MRR, growth per month, downloads or user numbers, number of customer appointments and pilot projects. Testimonials from existing customers should also be included, if available.**



## 9. Team

**Who are the founders? What skills and experience do the team members bring to the table? What makes you stand out?**

## 10. USP

**Why should someone invest in your startup? What makes you unique as a startup?**

## 11. Capital requirements

**How much capital do you need for what period of time? What exactly do you need the money for? Do you already have investors?**

## 12. Call to Action

**Finally, be sure to give an appeal to the target audience such as "Be a part of our journey and become an investor!" and place your contact information here as well.**