

The Perfect Pitch Deck ©

<p>What's in it for me? <small>What is your <i>Why</i> or what is the audience's <i>Why</i>?</small></p>	
<p>Product or Service <small>Explain your product/service in 2-3 sentences</small></p>	
<p>Target Audience <small>Describe the target audience/market for you product/service</small></p>	
<p>Marketing <small>How do you reach your clients? How do you market your product to your clients?</small></p>	
<p>Why? <small>Why should clients come to you? What problem do you solve?</small></p>	
<p>Costs and Revenues <small>What are the production costs? What are your revenues?</small></p>	
<p>Finance <small>What is the financial prognosis for the first one to three years?</small></p>	
<p>Competition <small>Who are your competitors? (No competition? No market. Competition always exists)</small></p>	
<p>Team <small>Who are the members of your team? What do they do? Do they make each other stronger?</small></p>	
<p>Successes <small>What goals have you achieved so far? Tell your audience how you got to this point.</small></p>	
<p>Activation <small>What do you want your audience to do or remember?</small></p>	