

Templates for pitch presentation

General information about designing a slideshow:

- Graphics; choose meaningful graphics and pictures, not just random clip art
- Use bullets, not verbatim
- The header on each slide should contain the conclusion for the given slide
- Do not use the standard PowerPoint design templates, keep it simple
- Do not use complex slide transitions or text animations

Do not use font size less than 24`

Select a font and size and stick with it. If your font size works for all slides except for one you should think if there is too much text on that respective slide

Obey the 666 Rule:

- No more than 6 words per bullet. Otherwise it's not a bullet point!
- No more than 6 bullets per slide. If more it is difficult for your audience to read and pay attention
- No more than 6 word slides in a row

Limitations set by Seed Forum:

- The background color should preferably be white or any other bright color. No dark colors
- Avoid all kinds of animations and movements on the slides. The presentations should be limited to text and static images. Simple animations should be self-explanatory
- Videos are not accepted
- A 7 minutes pitch should include not more than 10-12 slides
- The size of the presentation should not exceed 8-10 megabyte (so it can be easily forwarded by e-mail)
- The file format shall always be .ppt or pptx (not pps,ppsx, pdf, open office etc)
- The presentation shall always be conducted in Seed Forum on a laptop with Windows format

A printed version of the presentation may be in black and white, and you should have this in mind when designing the slides. Do not use too many colors

Picture the your
product here!

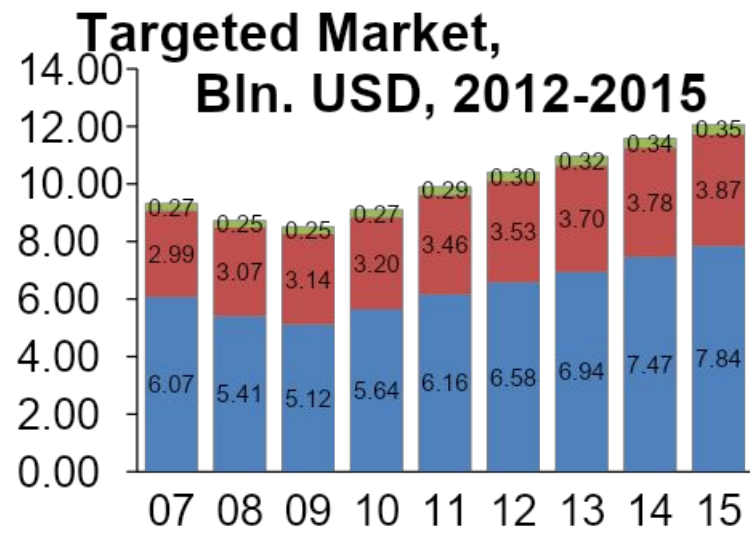
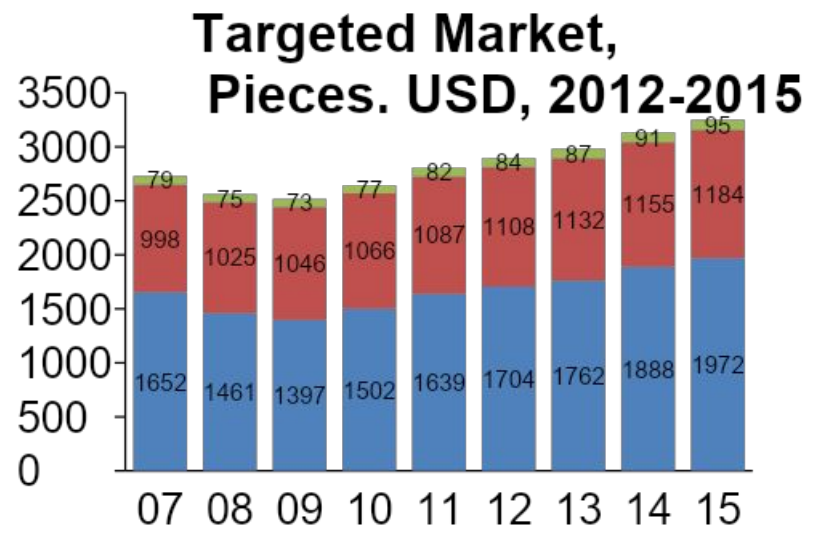
«What you do in one sentence», The first slide should NOT be just an opening slide with logo, but immediately visualizing the product / service

- Value proposition for customers
- Product differentiation, what makes your product different?

Market potential, 60 sec.

- Targeted market
- market volume in \$
 - market volume in Pieces
 - market trends / dynamics


Show your market precisely



Competitive advantage, 60 sec.

Define yourself in the market...

What you do and what competitors do...

<p>Your product</p>	<p>Competitors and their products</p> 
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Key characteristics/advantages

Business Model, 60 sec.

Define yourself in the market...

B2C... «we sale directly to customers»

Or

B2B «we sale directly to other business»

Advantage – one or several the value drivers
scalable business, subscription, first mover advantage, etc...

Financial plan and capital needs, 60 sec.

Company
LOGOTYPE

	Year 1	Year 2	Year 3
Revenue			
Costs			
EBITDA			

Capital need and purpose of investments...



Picture
The team
here!

Describe previous experience / exits
underline only for the total competence of the team
and not specific competence per team member.
Also better to have one photo of the whole team

Team leaders, 60 sec.

Picture
personality
here!

Describe background

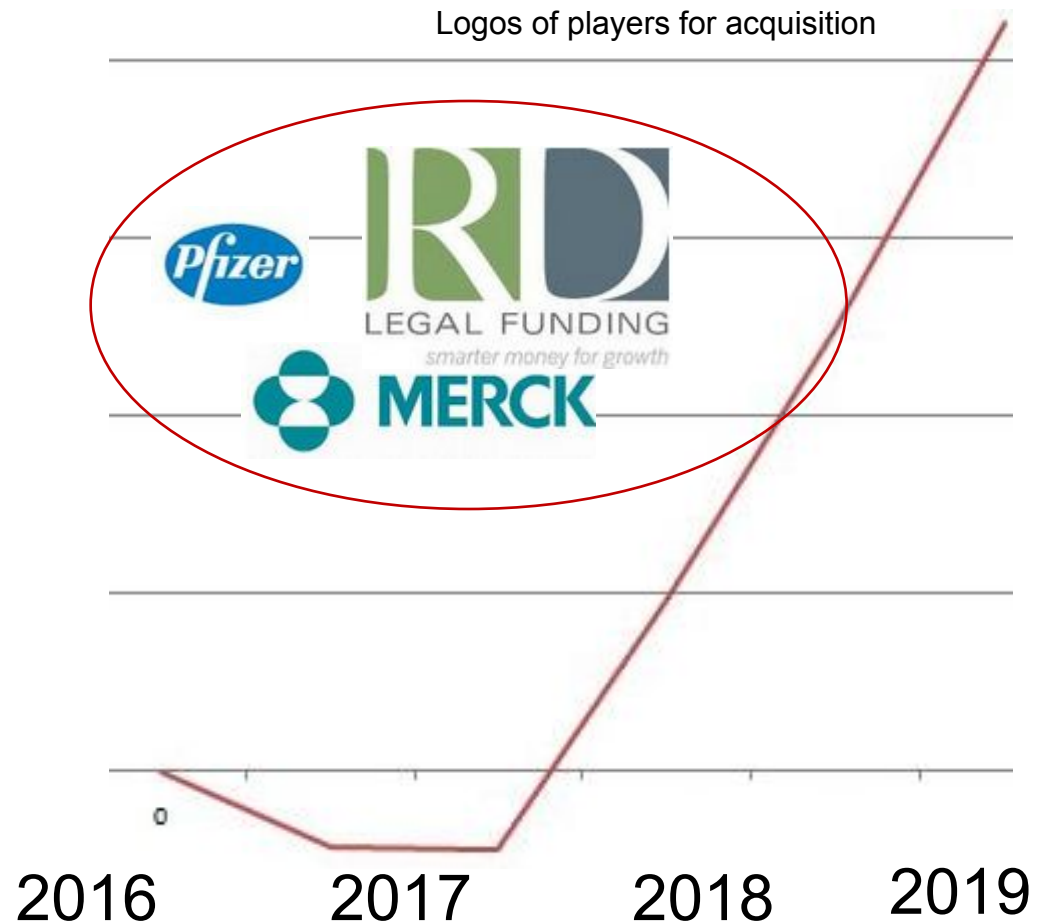
Describe previous experience / exits

Picture
personality
here!

Exit Strategy, 60 sec.

Describe your targeted
«Industrial takeover»
investor in 2 or 3 years

business worth today
and in
2 - 3 years



Name:

Mobile tel.:

E-mail:

Skype:

Web address:

Address: