Slide Deck

WRITE YOUR IDEA NAME ABOVE AND AN INTRIGUING SUMMARY OF WHAT IT DOES HERE.

Challenges

List one or more challenge(s) you want to tackle

CHALLENGE 1

What is your motivation? Why do you pick this particular challenge?

CHALLENGE 2

Elaborate on how this negatively impacts people and their experiences.

CHALLENGE 3

Frame the challenge(s) effectively as it will set the stage of your entire pitch.

Explain how your idea solves the challenge(s).

The Idea (Solution)

Add a tagline here

Target Customers

Who are the customers you want to cater to?

Customer Group 1

What are their profiles and visual personas?

What is the size of this customer group?

Customer Group 2

Visualize the people who will need

your solutions. (e.g. museums, theatres)

Existing Solutions

List similar solutions exist in the market

DIRECT OR INDIRECT COMPETITORS

Technical Design

Describe what you are building (a website, an application, a book)
Which technology do you plan to use to develop your idea?

FEATURE 1
Describe the feature

FEATURE 2
Describe the feature

FEATURE 3
Describe the feature

FEATURE 4
Describe the feature

Business Model

Show the ways you plan to generate revenue

Whether through a graph or chart, present the viability of your solution and tell how you will achieve goals.

What is the main method to make money such as subscription, ads, and transactions.

What are your success metrics, how do you measure success?

Growth Strategy

What is your marketing idea?

APPROACH 1

What's your path to reach

your customers?

APPROACH 2

Events, partnerships, ads —

list the effective ways to reach them.

APPROACH 3

Can you replicate the solution to other

countries in the region?

Future Roadmap

What are your next steps to turn your idea to a minimal viable product?

How much support do you need from investors?

What kind of resources you would need to bring your idea to live?

STEP 1
Q1 2021

STEP 2
Q2 2021

STEP 3
Q3 2021

STEP 4
Q4 2021

The Team

This slide is mandatory. 5 members per team maximum

TEAM MEMBER 1
Title
Citizenship

TEAM MEMBER 2
Title
Citizenship

TEAM MEMBER 3
Title
Citizenship