



## Preparing Your Pitch Deck

We're excited to help you scale your business and achieve impactful growth. Before we begin, your first step is submitting a **pitch deck** that showcases your company's potential. A pitch deck is your opportunity to tell your story, outline your vision, and explain why your business is ready for investment.

### What to Include in Your Pitch Deck

1. **Cover**
  - Your company's name, logo, and branding.
  - The current date for context.
2. **The Challenge and Your Solution**
  - Clearly state the market problem your business addresses.
  - Explain how your product or service solves this problem, emphasizing its transformative impact on lives, economies, or industries.
3. **About Your Team**
  - Introduce the key members of your team.
  - Highlight relevant skills, achievements, and experience that make your team the right fit for scaling your business.
4. **Your Product or Service**
  - Provide visuals or a demonstration to show how your product works.
  - Explain how it fulfills a market need effectively and uniquely.
5. **Market and Growth Opportunity**
  - Detail your target market's size, demographics, and potential for growth.
  - Include data or visuals showcasing your market niche and future potential.
6. **Competitive Edge**
  - Highlight your position relative to competitors.
  - Explain your unique value proposition and barriers to entry.
7. **Revenue and Financial Performance**
  - Share your current revenue, growth trajectory, and financial projections for the next 3–5 years.
  - If applicable, mention past funding or backing from other investors.
8. **Future Vision and Impact Goals**
  - Articulate your long-term vision.
  - Explain how your business creates measurable economic, social, or environmental benefits.
9. **Your Ask**
  - Clearly state the amount of funding you're seeking.
  - Detail how the funds will be allocated and the type of strategic or technical support you're seeking from our partners.
10. **Contact Information**
  - Include your business address, email, and phone number.
  - Provide links to any supporting resources or data rooms.