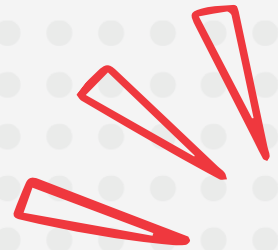


How to prepare a

PITCH DECK





PROBLEM

List 3-5 problems your company observes and wants to solve.

PROBLEM 1

Give a striking overview of the problem and explain it briefly.

PROBLEM 2

Elaborate on how this negatively impacts people and their experiences.

PROBLEM 3

Frame the problems effectively as it will set the stage of your entire pitch.



SOLUTION 1

Describe how you envision to solve the problems you shared.



SOLUTION 2

Communicate big value prop, and be truly straight forward.



SOLUTION 3

Be very clear so you can smoothly jump to introducing your product.



THE UTOPIA



List 3-5 ways your company proposes to solve them.

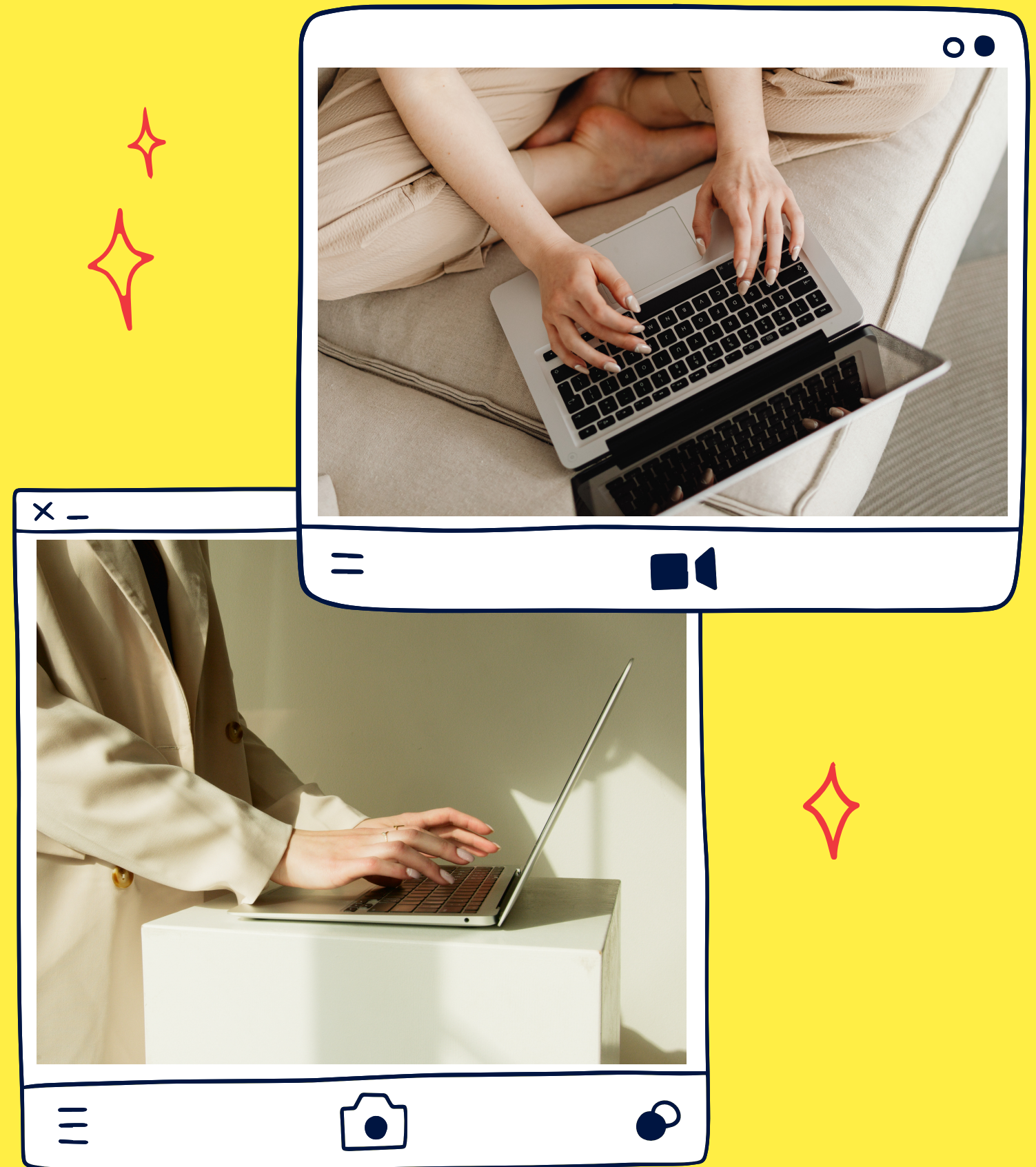


Charles H. Diller Jr. Center for
**ENTREPRENEURIAL
LEADERSHIP AND
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SHIPPENSBURG UNIVERSITY

A Catalyst for the Entrepreneurial Mindset

PRODUCT OR SERVICE

Introduce your company's product or service as the ultimate solution to these problems.





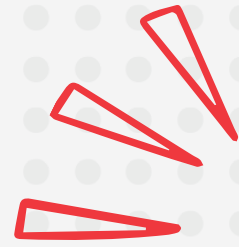
STEP 1
2021



STEP 2
2022



STEP 3
2023



BIRTH OF PRODUCT OR SERVICE

A simple timeline on how your product or service came to be is a helpful way of visualizing your company's origin story.

What frustrations or ideas led to this?



TIMING



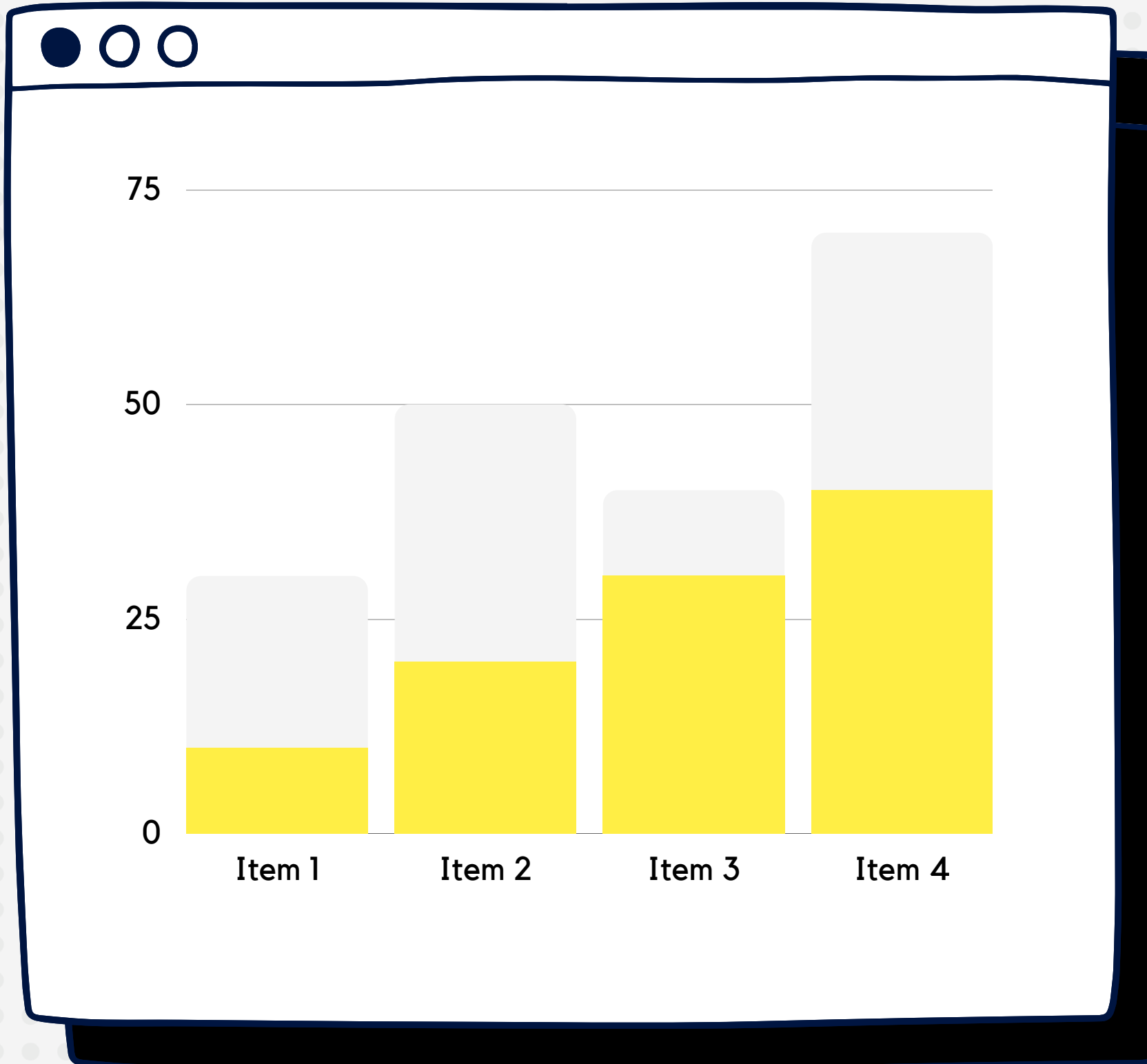
Explain why now is the time for your product or service to shine.

REASON 1

Why is "now" the best time for your company to rise and go to the next level? What makes this exactly the right moment?

REASON 2

What are the trends these days that make your product or service possible, that may not have existed previously?



TRACTION



Where is your company currently at?
Visualize with a graph to highlight
important developments.





TARGET MARKET



Who are the customers you want to cater to?

TARGET MARKET 1

What are their profiles and visual personas? Describe them and detail their needs.

TARGET MARKET 2

Visualize the people who will turn to you for solutions.



SIZE THE MARKET

Apply the two ways to size the market - top down or bottom up.

1.9 Billion
Total Available
Market (TAM)

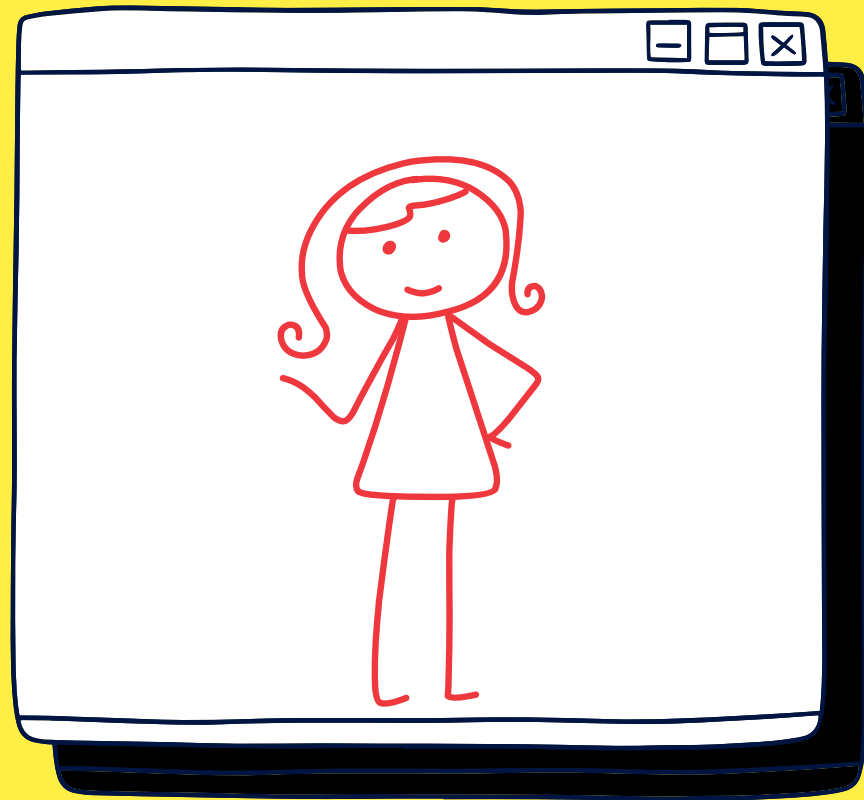
53 M
Serviceable
Available
Market (SAM)

10.6M
Serviceable
Obtainable
Market (SOM)



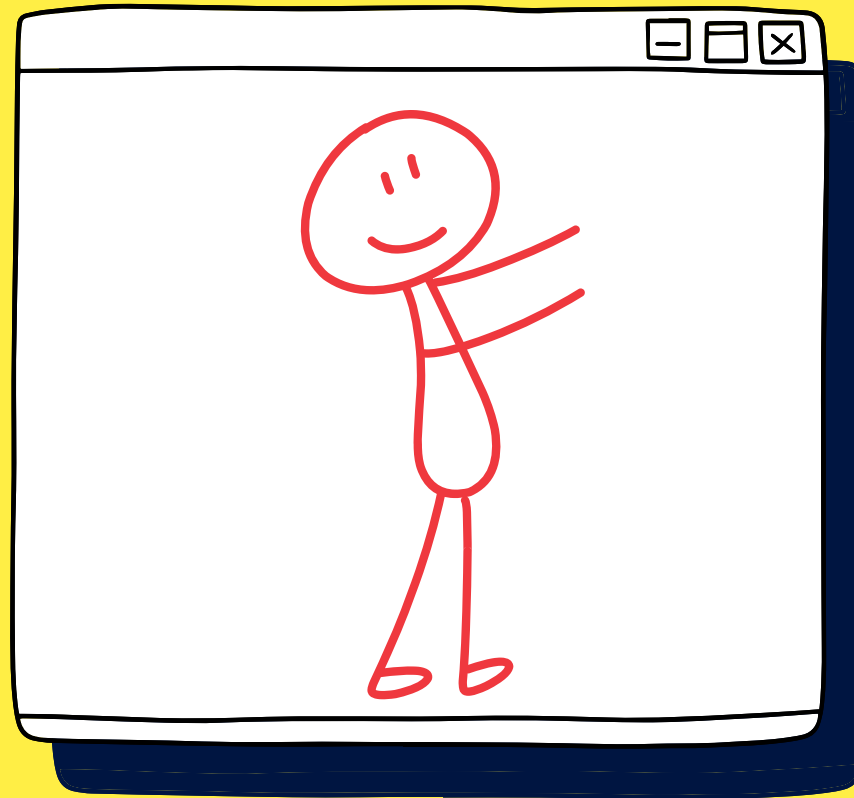


THE TEAM



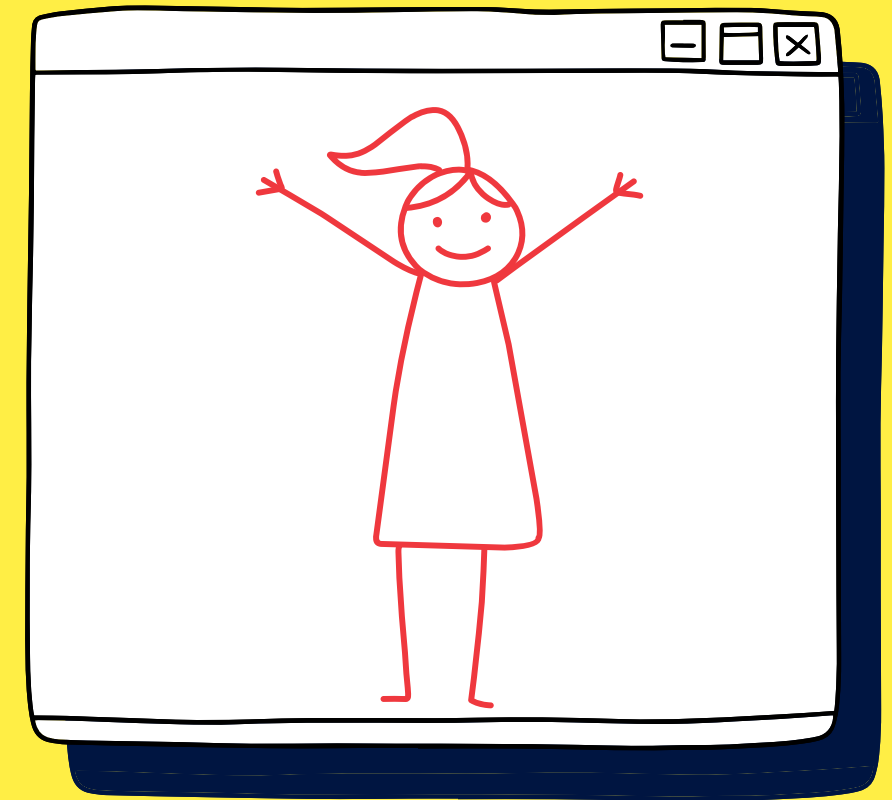
INTRODUCE

Founder



YOUR

Marketer



TEAM

Designer



CONTACT US

Leave clear contact info so they know how to reach you when they love your product!



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