

Guideline on 10-page Pitch Deck

The pitch deck should briefly introduce and focus on the social entrepreneurship potential, business sustainability and development plan, social value and impact, team composition & strengths. It should introduce your social innovative business idea or your product, and to highlight the strengths of your plan. Below are some suggested contents for reference –

- Identify the problem – how significance / relevant is the problem
- Innovation of the solution – summarize the societal problem or market opportunity and address how the start-up project/company's product or services will address the need
- Brief business outlines such as business names, and a description of the solution/product or service that your start-up project or company intends to provide
- Appeal to others – how to engage and captivate attentions, so that people would like to know more about the project or adopt your solution
- Potential Market - explains why there is a need in your target market and how your solution can fill it and address your future plans on commercialization. Please briefly describe how this model is different and/or more efficient than other models.
- Competitive advantage by explaining how the solution/ product differs from other existing offers
- User test result and findings from scientific research
- Brief 1-year milestones plan and expected output through the support of the Award
- Potential social impact and how to drive the community for social good.
- Briefly summarize the team that it is in place with the skills they have to make it happens.
- Product demo video or photo of prototype if any
- File format of pitch deck: PPT/PDF