

## **Guideline on 10-page Pitch Deck**

The pitch deck should briefly introduce and focus on the innovativeness and/or technology content, business potential, team competency and social community impact of the proposed product, service or business model. It should introduce your business and 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 problem or opportunity and address how the company's product or services will address the need
- Brief business outlines such as business names, and a description of the product or service the company intends to provide
- Appeal to others – how to engage and captivate attentions, so that people would like to know more about the project
- Potential Market - explains why there is a need in your target market and how your particular solutions can fill it and address your future plans on commercialization. If the business is based on business model innovation, briefly describe how this model is different and/or more efficient than other models.
- Competitive advantage by explaining how the product differs from other offerings
- User test result and findings from scientific research
- Brief 1-year milestones plan and expected output through the support of funding period
- Briefly summarize the team that it is in place with the skills they have to make it happens.
- Potential impact made on social and sustainability
- Product demo video or photo of prototype if any
- File format of pitch deck: PPT