

## Pitch Deck Checklist

The pitch deck may comprise a maximum of 12 presentation slides and should provide answers to the questions / aspects listed below.

Contents	Description	Done
Cover sheet / Introduction	<ul style="list-style-type: none"> <li>Brief introduction of the startup</li> <li>Contact details of contact person</li> <li>One concise sentence that reflects the core of the idea/startup</li> </ul>	
Team/Founder	<ul style="list-style-type: none"> <li>Description of key team members including their experience and expertise as well as their roles in the company</li> </ul>	
Challenge	<ul style="list-style-type: none"> <li>Simple description of the challenge that the innovation is seeking to solve</li> </ul>	
Solution	<ul style="list-style-type: none"> <li>Description of your idea/product/service as the optimum solution to the problem described</li> <li>Reasoning as to how this solution leads to an improved situation for the target group</li> <li>Explanation of what social and/or ecological impact the solution has</li> </ul>	
Product/Service	<ul style="list-style-type: none"> <li>Detailed description and the most important functionalities of the idea/product or a persuasive portrayal of the service</li> </ul>	
Market & marketing	<ul style="list-style-type: none"> <li>Who are the target groups?</li> <li>How big is the market volume?</li> <li>What strategies are pursued in the marketing plan?</li> <li>How are the chosen target groups reached?</li> </ul>	
Unique selling proposition	<ul style="list-style-type: none"> <li>How does the idea/product/service differ from those that already exist and what makes it superior?</li> </ul>	
Competition	<ul style="list-style-type: none"> <li>Which companies on the market solve the same problem as the founders/startup?</li> <li>How is the idea/product/service positioned in the target market?</li> <li>What market share are the founders/startup aiming for in the next few years?</li> </ul>	
Business model & sustainability	<ul style="list-style-type: none"> <li>How and from when will sales be generated?</li> <li>When will the break-even point be reached?</li> <li>What sustainability implications can be expected?</li> </ul>	
Proof of concept, testimonials & milestones	<ul style="list-style-type: none"> <li>Proof of feasibility of the business model, e.g. through initial sales or number of active users or testimonials</li> </ul>	
Call to action / capital requirement, research, market access, producers	<ul style="list-style-type: none"> <li>What financial resources are needed?</li> <li>What else is needed?</li> <li>How will these various resources be used?</li> <li>What is the desired result?</li> </ul>	
Bonus slide: Reference to the event	<ul style="list-style-type: none"> <li>Why are you taking part in the Igeho Rising Star Award?</li> <li>What do you expect to gain from taking part?</li> </ul>	