

## PITCH DECK - GUIDELINES

Your pitch deck must cover the following standard elements in a free style and format but do not exceed 10 slides.

- 1. Mission + values of your company (even if not yet implemented)**
- 2. Solution**
  - a. What is your product/service and which problem does it solve?
  - b. Who are and will be your clients?
  - c. What is your (currently envisaged) product roadmap for the next 3 years?
- 3. Uniqueness: what makes your product/service unique?**
- 4. Market description**
  - a. Market segments, market size, main market trends, ...
  - b. Geographical scope, international scalability
- 5. Internationalisation**
  - a. In which international markets are you currently active?
  - b. What is your international roadmap for the next 3 years?
  - c. What is your go-to-market strategy for these (additional) international markets?
  - d. What is currently slowing down your international growth?
- 6. Team**
  - a. Given your international ambitions, how do you envisage your team growth for the coming 3 years?
  - b. What is your main HR bottleneck currently?
- 7. Financials (in EUR)**
  - a. Current (2016 and 2017) revenues.
  - b. Revenue ambitions for the coming 3 years (2018, 2019 and 2020).
  - c. Current monthly cash burn rate + estimated funding need for the next 3 years.
  - d. Investment amount raised so far.