



**CREATING  
A PITCH DECK**

# Creating a Pitch Decks

## Module 1: Introduction to Pitch Decks

### 1.1 Overview of Pitch Decks

- Definition and importance of pitch decks
- Key elements of a successful pitch deck
- Types of pitch decks

### 1.2 Understanding Your Audience

- Identifying your target audience
- Understanding the needs and expectations of your audience
- Tailoring your pitch deck to your audience

### 1.3 Storytelling in Pitch Decks

- Importance of storytelling in pitch decks
- Tips and techniques for effective storytelling
- Developing a story that resonates with your audience

### 1.4 Pitch Deck Design

- Design principles for pitch decks
- Choosing the right fonts and colors
- Developing visual aids that support your message

## Homework:

For this assignment, you will be creating a brief pitch deck for a business idea. Use the following prompts to guide your thinking:

- 1. Provide an overview of your business idea. (30%)**
  - Describe the product or service that your business offers.
  - Explain why your business idea is unique and how it solves a problem.
- 2. Identify your target audience. (30%)**
  - Identify the target audience for your pitch deck.
  - Explain the needs and expectations of your target audience.
  - Tailor your pitch deck to your target audience.

### **3. Develop a story for your pitch deck. (20%)**

- Develop a compelling story for your pitch deck that resonates with your target audience.
- Incorporate storytelling techniques that are appropriate for your target audience.

### **4. Design your pitch deck. (20%)**

- Use appropriate design principles for your pitch deck.
- Choose the right fonts and colors.
- Develop visual aids that support your message.

## **Evaluation Criteria:**

### **1. Business Idea Overview (30%)**

- The business idea is clearly and concisely described.
- The idea is unique and solves a problem.

### **2. Target Audience (30%)**

- The target audience for the pitch deck is clearly identified.
- The needs and expectations of the target audience are explained.
- The pitch deck is tailored to the target audience.

### **3. Storytelling in Pitch Decks (20%)**

- The story for the pitch deck is compelling and resonates with the target audience.
- The storytelling techniques used are appropriate for the target audience.

### **4. Pitch Deck Design (20%)**

- The design principles used in the pitch deck are appropriate and effective.
- The fonts and colors chosen are appropriate and effective.
- The visual aids used in the pitch deck support the message.

Total: 100%

## **Module 2: Key Elements of a Pitch Deck**

### **2.1 Company Overview**

- Overview of the company
- Company history and milestones
- Company vision and mission

## 2.2 Problem and Solution

- Identifying the problem or need in the market
- Providing a unique and effective solution
- Demonstrating the value proposition of the solution

## 2.3 Market Analysis

- Overview of the market and target customers
- Market trends and potential opportunities
- Competitor analysis

## 2.4 Product or Service Overview

- Detailed description of the product or service
- Unique selling proposition (USP)
- Product or service features and benefits

### Homework:

For this assignment, you will be developing key elements of a pitch deck for your business idea. Use the following prompts to guide your thinking:

#### 1. Company Overview (25%)

- Develop an overview of your company.
- Include the history, milestones, and the vision and mission of your company.

#### 2. Problem and Solution (25%)

- Identify the problem or need in the market that your business idea solves.
- Provide a unique and effective solution for the problem.
- Demonstrate the value proposition of the solution.

#### 3. Market Analysis (25%)

- Develop an overview of the market and target customers.
- Identify the market trends and potential opportunities.
- Conduct a competitor analysis.

#### 4. Product or Service Overview (25%)

- Provide a detailed description of the product or service.
- Highlight the unique selling proposition (USP).
- Explain the features and benefits of the product or service.

## Evaluation Criteria:

### 1. Company Overview (25%)

- The company overview provides a clear and concise description of the company.
- The history, milestones, and vision and mission of the company are included.

### 2. Problem and Solution (25%)

- The problem or need in the market that the business idea solves is clearly identified.
- The solution for the problem is unique and effective.
- The value proposition of the solution is demonstrated.

### 3. Market Analysis (25%)

- The market analysis provides a clear and concise overview of the market and target customers.
- The market trends and potential opportunities are identified and explained.
- The competitor analysis is thorough and insightful.

### 4. Product or Service Overview (25%)

- The product or service is described in detail and in a clear and concise manner.
- The unique selling proposition (USP) is clearly and effectively highlighted.
- The features and benefits of the product or service are explained in a way that demonstrates the value proposition.

Total: 100%

## Module 3: Pitch Deck Content and Delivery

### 3.1 Marketing and Sales Strategy

- Marketing and sales channels
- Pricing strategy
- Promotion and advertising tactics

### 3.2 Financial Projections

- Sales forecasts
- Income statement projections
- Cash flow projections
- Balance sheet projections

### 3.3 Team and Management

- Overview of the team and management structure
- Key personnel and their roles
- How the team will execute the plan

### 3.4 Call to Action

- Encouraging investment or action from the audience
- Identifying the next steps for interested parties
- Closing the pitch with a clear and compelling call to action

### Homework:

For this assignment, you will be developing the content and delivery of your pitch deck. Use the following prompts to guide your thinking:

#### 1. Marketing and Sales Strategy (25%)

- Develop a marketing and sales strategy for your business.
- Describe the marketing and sales channels you plan to use.
- Explain your pricing strategy and promotion and advertising tactics.

#### 2. Financial Projections (25%)

- Develop sales forecasts for your business.
- Create income statement, cash flow statement, and balance sheet projections.
- Explain the assumptions you used in developing the projections.

#### 3. Team and Management (25%)

- Develop an overview of the team and management structure of your company.
- Identify key personnel and their roles in the company.
- Explain how the team will execute the plan.

#### 4. Call to Action (25%)

- Encourage investment or action from your audience.
- Identify the next steps for interested parties.
- Close your pitch deck with a clear and compelling call to action.

## Evaluation Criteria:

### 1. Marketing and Sales Strategy (25%)

- The marketing and sales strategy is well-developed and appropriate for the business.
- The marketing and sales channels are appropriate and effective.
- The pricing strategy and promotion and advertising tactics are clear and effective.

### 2. Financial Projections (25%)

- The sales forecasts and financial projections are realistic and well-supported.
- The income statement, cash flow statement, and balance sheet projections are well-prepared.
- The assumptions used in developing the projections are clear and reasonable.

### 3. Team and Management (25%)

- The team and management structure are well-described and appropriate for the business.
- The key personnel and their roles are clearly identified and appropriate.
- The explanation of how the team will execute the plan is clear and compelling.

### 4. Call to Action (25%)

- The call to action is clear, compelling, and appropriate for the business.
- The next steps for interested parties are well-defined and appropriate.
- The close of the pitch deck leaves a positive and lasting impression.

Total: 100%

## Module 4: Refining and Practicing Your Pitch Deck

### 4.1 Refining Your Pitch Deck

- Revising and refining the pitch deck
- Getting feedback from stakeholders
- Incorporating changes and improving the pitch deck

### 4.2 Practice and Delivery

- Preparing for the pitch presentation
- Developing a clear and effective delivery style
- Practicing and refining the delivery of the pitch

## Homework:

For this assignment, you will be refining and practicing your pitch deck. Use the following prompts to guide your thinking:



### **1. Refining Your Pitch Deck (50%)**

- Revise and refine your pitch deck based on feedback from your peers and instructor.
- Incorporate changes and improvements to your pitch deck.
- Clearly explain the rationale behind the changes you made.

### **2. Practice and Delivery (50%)**

- Practice delivering your pitch deck to your peers or a mock audience.
- Refine your delivery style based on feedback from your peers and instructor.
- Demonstrate a clear and effective delivery style in the final presentation.

## **Evaluation Criteria:**

### **1. Refining Your Pitch Deck (50%)**

- The pitch deck has been revised and refined based on feedback.
- The changes and improvements made to the pitch deck are clear and appropriate.
- The rationale behind the changes is explained clearly and effectively.

### **2. Practice and Delivery (50%)**

- The pitch deck has been delivered to a mock audience or peers.
- The delivery style has been refined based on feedback and is clear and effective.
- The final presentation demonstrates a clear and effective delivery style.

Total: 100%

## **Module 5: Next Steps**

### **5.1 Recap of Key Concepts**

- A summary of the key concepts covered in the training
- A review of the pitch deck process and tools and techniques covered in the training

### **5.2 Further Resources**

- A list of recommended resources for further learning on pitch decks
- Books, articles, videos, and online courses that cover pitch decks in more depth

### **5.3 Next Steps**

- Tips for applying pitch deck principles in your own work
- Suggestions for how to continue practicing and improving your pitch deck skills



## 5.4 Feedback and Evaluation

- Opportunities for learners to provide feedback on the training
- Evaluation of the training's effectiveness in achieving its learning objectives

### Homework:

For this assignment, you will be creating a plan for continuing to develop and refine your pitch deck skills. Use the following prompts to guide your thinking:

#### 1. Reflection on Learning (30%)

- Describe the most important things you learned about pitch decks in this course.
- Discuss how you plan to apply these principles in your future work or personal life.

#### 2. Plan for Continuing to Develop Pitch Deck Skills (40%)

- Identify your goals for continuing to develop and refine your pitch deck skills.
- Describe the resources you plan to use to achieve these goals, such as books, articles, courses, workshops, or mentors.

#### 3. Pitch Deck Presentation (30%)

- Prepare a final pitch deck presentation.
- Deliver the pitch to a mock audience or peers.
- Incorporate the feedback received into a final version of the pitch deck.

### Evaluation Criteria:

#### 1. Reflection on Learning (30%)

- The most important things learned about pitch decks are clearly and concisely described.
- The plan for applying these principles in future work or personal life is thoughtful and specific.

#### 2. Plan for Continuing to Develop Pitch Deck Skills (40%)

- The goals for continuing to develop and refine pitch deck skills are specific and well-defined.
- The resources identified to achieve the goals are relevant and appropriate.

#### 3. Pitch Deck Presentation (30%)

- The pitch deck is well-designed and visually appealing.
- The delivery of the pitch deck is clear, compelling, and engaging.
- The final version of the pitch deck incorporates feedback and is of high quality.

Total: 100%