

ULM Warhawks New Venture Challenge Pitch Deck

Instructions: The largest element of the New Ventures Challenge final deliverables package is the Pitch Deck. A pitch slide is a PowerPoint slide presentation. You must turn in the slide presentation with the deliverables package by October 26.

The Pitch Deck turned in on October 26 is a preliminary look at the slide presentation your team will use if you were presenting it to a group of investors, bankers, competition judges or other interested parties. If selected as a finalist, you will be expected to improve it.

Per the New Ventures Challenge Guidelines, you are limited to 13 slides. If you are selected to be one of the three to five finalists, you will have 12 minutes to present. Therefore, you need to budget a little less than 1 minute on average per slide. Some slides will take 30 seconds, some more than a minute, but on average a minute.

A good guideline is that you will use between 120 and 140 words per minute in a formal and technical presentation like a business pitch. Therefore, in 12 minutes, plan on creating a pitch presentation that uses between 1200 and 1680 words total.

The best way to create a professional level pitch deck is to start with an outline of your presentation and key graphics and charts. Then, use the outline and graphics with an AI presentation generator like GAMMA. Slides are called “cards” in GAMMA and you can import, edit, and alter the results. However, you are not done. You must convert the slide presentation into a PowerPoint file. Once you do, it is recommended you open the PowerPoint file, check it, **edit it**, and add notes or your script. Click on Notes are at the bottom of the PowerPoint screen to the right.

You will turn in (submit) a PowerPoint file with ppt or pptx suffix with your final deliverables. Anything else will not be accepted.

Pitch Deck Content: Please review the following video starting at 54:53 for the required content and detailed instructions: Template Video
<https://www.youtube.com/watch?v=NM3zsLze6t4>

The basic content elements for the pitch deck are as follows:

1. Cover Slide
2. Vision
3. The Problem
4. The Solution
5. Product or Service
6. Validation
7. Market Opportunity and Size
8. Business/Revenue Model
9. Community Impact
10. Marketing and Growth Plan
11. The Team
12. Financials

13. Competition
14. Investment Ask
15. Steps to success/Use of Funds
16. Thank you

You will need to combine some of the 16 elements above. Which ones you combine are up to you. The elements most often combined are...

- the Covers and Vision statement
- the Solution and Product or Service
- the Validation and Market Opportunity and Size
- the Business/Revenue Model with the Community Impact Statement
- and/or the Investment Ask with the Steps to Success/Use of Funds

Again, the Pitch Deck is a PowerPoint Presentation. It tells the anticipated story of your startup. What it is, what it will do, and what it needs. Be professional.