**PREPARING YOUR PITCH DECK   
The Studio  
Autumn 2021**

We want to understand more about you and your business and so we’d appreciate you sharing a slide deck summarising your business idea.

Your ‘Deck’ is your chance to provide a simple, powerful and visually engaging deck which demonstrates the potential for your business to succeed.

You should prepare a maximum 10 slides which summarises your business proposal and which tries to address each of the following:

* Introduction (the business idea in a nutshell)
* The Problem (what problem are you trying to solve? What evidence is there it is a problem?)
* Solution (describe how you are planning to solve the problem)
* Product/Service (How does your product or service actually work? Show some examples)
* Business Model (how are you planning to make money?)
* Competition (what are the alternative solutions to the problem you are trying to solve?)
* Advantages (What makes your solution special? How do you differ from others?)
* Market (know or at least attempt to predict the size of your target market)
* How will you or are you gaining ‘Traction’?  
  (Traction means having a measurable set of customers or users that serves to prove to a potential investor that your start-up is “going places”)
* The Team (who is involved, and what is their role)
* How much will it cost to setup the business (and where will the money come from)?
* Estimate how much revenue you will generate from the idea, and how long it will take to generate turnover and profit
* What are your next steps/milestones over the coming 6/12/24 months?

**Sharing your files**

* Send your completed Deck to [Incubator@lboro.ac.uk](mailto:Incubator@lboro.ac.uk).
* Note that turning your PowerPoint slide into a PDF document will reduce its file size