

Economic Development Corporation of Shasta County
Entrepreneur Development

Pitch Slide Deck

SLIDES	Description
1. Title Slide	Short Purpose Statement, Company Name, Your Name, Contact Info
2. Problem /Opportunity	Concise Statement: What is the customer’s pain or inconvenience that you are solving? What opportunity is available?
3. Solution	How does your product/service solve the problem?
4. Market-Why Now?	What indicates that this is the TIME for your solution? Are customers buying?
5. Business Model	Pricing model, Cost of goods, Margin, Customer Acquisition Costs, Distribution Methods
6. Product Distinction (What makes it special?)	What makes your product or service special? What technology or combination of resources and partners that makes your solution hard to copy?
7. Marketing/Sales	Market opportunity, early customers, how do you get them to buy?
8. Competition	Competitive matrix (Identify competition), list critical success factors in the industry and show how your solution is superior to competition’s.
9. IP	How will you protect your market position?
10. Team	Who are your team members, board members and advisors? Make sure to include entrepreneurial experience, industry experience, CEO/Leadership experience, tech experience.
11. Projections/Milestones	Five year financial forecast with # of customers, # of employees, revenue, expenses, profit.
12. Status/Timeline	Where you are now, how much money you have spent, when do you expect to reach your short and long term goals.
13. Call to Action	Sum up business in 2 sentences, what are you asking for, what will you do with the money you are asking for.
14. Title Slide	Company Name, Your Name, Contact Info