



Business Pitch Deck Template

Requirements: The pitch deck should be no more than 12 slides (excluding Cover Page and Sources). There are many resources out there (which we list at the end of this document) but ask that you touch upon each area below as this is the criteria you will be qualified on. Feel free to add any additional you feel is relevant.

1. Cover Page (not included in slide count)

- Include the company's name, contact information and company logo.

2. Company Background

Questions to consider:

- Provide a description of your product or service and how it works? (What do you do?). Please feel free to include photos.
- What is your unique insight or what market need are you filling?
- How would your product or service benefit the community (only applicable if this is a social entrepreneurship business)?
- What is your company's value proposition?

3. The Market Opportunity

*This section goes into more detail of the need/gap that you are looking to fill. **We would encourage candidates to prioritize this section as this will be a key judging criteria.***

Items to consider:

- How big is the market?
 - Provide relevant research about market size, the market's growth prospects, new trends and technologies, and any barriers to entry.
 - Be sure to explain how you came to your figures.
- How do you plan to penetrate the market?
 - **Customers and end users:** Who is your **target customer** and end user? These two can be different if you are an intermediary.
 - If it is a market already established, how much market share do you need to be successful?
 - If you are creating a new market, how many customers do you think your product/service can reach?
- Who are the key competitors?
 - **Competition:** Who are the key competitors or could become a competitor in fulfilling the market gap? Please include description of competitor products, distribution channels and pricing.

- What differentiates your product to make it better suited or more competitive to fill the market gaps identified above?

4. Business Model

Questions to answer:

- How does or will your business make money? (how do you plan to monetize your product/service)?
- How will you get your product or service in the hands of your customers (distribution)?
- What is your long-term vision for your company?
- Do you or your business require any patents or intellectual property protection?

5. People and Progress

We would encourage candidates to prioritize this section as this will be a key judging criteria.

- Tell us about yourself and what led you to create this business?
- What have you put into this business to date (time, money)?
- Your progress to date (whether it is an established business or new idea)?
- Key hires or partners that you have brought on
 - Highlight members of your team and their background (things to consider: How is relatable to your business? Does it enhance your company? What fresh insights do they bring?)
 - Feel free to mention mentors, investors, list of advisors or board members that have put time and money beyond you

6. Financials and Funding

- **What are you asking for (monetary or non-monetary) and how much?**
 - **Don't be shy, this is your chance. Be clear and upfront as possible.**
- Explain what you will do with funding/assistance that you are asking for?
- Describe key timelines and milestones you will achieve with what you are asking for? Make sure to describe how achieving these milestones enhances the value of your organization?
 - Could include key hires, new financing, sales milestones, new product launches and strategic partnerships.
- Briefly describe funds raised to date (equity, debt, cash) or how much capital has already been put into the business? Where has the capital been used?
 - Think of product development, sales & marketing, hiring, etc.
- What are you pricing your product/service at? What will be profit margins? When will first revenue or profits be generated?
 - For already operating businesses, include what you achieved to date and where you are moving to.
 - Financial projections are encouraged but not mandatory (revenue, profits, cash flow, ideally over three year or more period)

7. Sources (not included in slide count)

- Be sure to include your sources (links/research/books/anything that you believe is relevant) that assisted you in seizing up the market opportunity
- Be sure to include sources for any other relevant facts that you cited in your presentation

Contact and Submission

If you have any questions about this application, please contact us at Business@maxgala.com with the subject line “**MAX TANK Submission - [Business Name]**” in the subject line. *Please note, to maintain fairness in our application process, we can only offer technical and high-level support.*

Resources

This template has been adapted from the MaRS Startup Toolkit, to help guide your application for this pitch competition. We encourage applicants to visit the links provided throughout the template, as well as the MaRS website, and other links below for more resources on developing Business Case.

MaRS Startup Toolkit: <https://learn.marsdd.com/>

YCombinator, How to Pitch Your Company:
<https://www.ycombinator.com/library/4b-how-to-pitch-your-company>

YCombinator, Pitch Deck Tips:
<https://www.ycombinator.com/library/20-deck>

Forbes, further Pitch Deck Tips:
<https://www.forbes.com/sites/allbusiness/2018/09/17/dont-waste-time-on-a-startup-business-plan-do-these-5-things-instead/#614903ab37a6>