

**Name, logo and (optional) motto of
the company**

Problem

you are trying to solve

Solution

**how are you going to solve the
problem**

Advantages

**what is innovative in your product
and what makes it better**

Product

**presentation and examples
where it can be used**

Traction

measurable data proving the product is
really needed

Market

how big the market is

Competition

competitors presentation
and alternatives

Team

experience, skills, roles

Business model

**where, when and how you are planning
to earn money and when you expect
revenue (if still missing)**

Investment

what kind of money and how
much/under which criteria you are
looking for

Anything to add?

**This is a space for anything important
what is still missing in the pitch deck**

Contact details