

B.3 THE PITCH DECK

>> LOB.3 Explain the content of pitch deck slides.

While there is no one “right” pitch deck format, we have provided you with a basic template to follow that will help answer the essential questions. We use the company India in a Box, introduced in Chapter 10, as a pitch deck example. If you recall, India in a Box uses a subscription model to deliver authentic Indian meals that can be prepared by customers in minutes.

Slide 1: Title

The title slide should include the name of the company, logo, your name, and contact information (see Figure B.1). This is the first slide your audience will see and will likely be on screen the longest while they wait for you to present. Don't be boring here. Pay attention to slide design. In addition, consider putting your name and company on every slide so your audience will remember you and your company.

Slide 2: Company Purpose/Description

The purpose or vision slide is a quick overview of your company (see Figure B.2). Why does your company exist? Develop one sentence that describes what your company does. For example, it is a useful exercise to fill in the following blanks:

_____ [company] is _____ [product/service] for
_____ [target market] that _____ [problem].

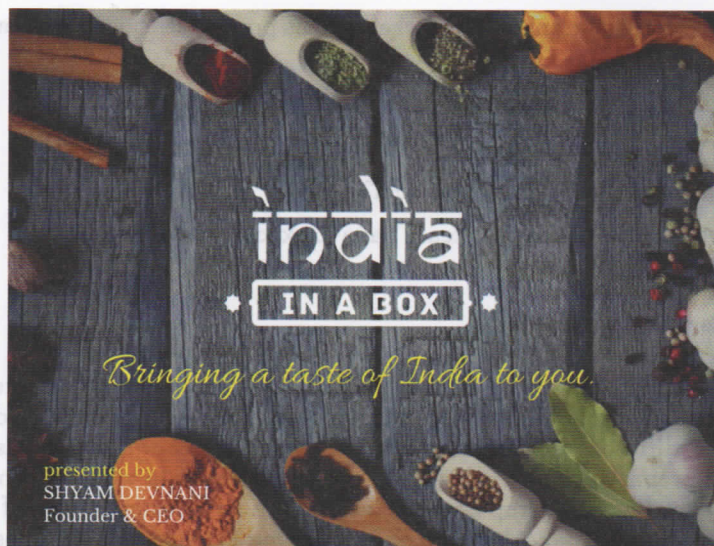
For example: FlowDog is an aquatic and rehabilitation center for dogs that suffer from physical injuries.

_____ [company] sells _____ [product/
service] to _____ [target market] in order to _____ [solution].

For example: VentureBlocks sells computer-based simulations to educators in order to help teach core topics related to entrepreneurship.

FIGURE B.1

Example Title Slide



Source: Shyam Devnani (Contact information has been removed for publication.)