



Slides by Number (and please number your slides in this manner):

1. **Introduction:** Either describe in one sentence or verbally describe the company with a logo on the slide during the presentation.
2. **Management Team**
3. **Problem:** Top 3 problems for your targeted customer.
4. **Other Solutions/Competitors:** Consider denoting features comparing your solution to the competition in a table form. In a chart, you could alternatively provide a two-axis high cost/low cost and another distinguishing characteristic and then place company names in the four quadrants. These are only illustrative ways to discuss. The purpose of this is to contrast as a lead-in for your solution.
5. **Our Solution:** Describe how your solution solves the problems above. Diagrams are good.
6. **The Technology:** Discuss IP here and the unique features that solve customers' problems in layman's terms.
7. **Market Size:** This needs to be your market and in dollars or units sold last year. Mention growth drivers and trends for this product/technology industry.
8. **Marketing Strategy:** Describe your current clients and a specific strategy to sell units – channels, specific customer groups, geography.
9. **Business Model**
10. **Financials:** We suggest showing this using a bar chart for revenue segments with unit assumptions underneath. If you want to also do another graph, a line graph showing cash flows with milestones annotated on the graph.
11. **Use of Proceeds:** Include the milestones you'll achieve with this funding. A pie chart may be good here.
12. **Exit Strategy**
13. **Contact Information**

Exhibits:

FAQs – list them, add Exhibits, charts/graphs. This will be reference material for Q & A.

If you are already an Innovate Arkansas client and would like to schedule a call with our team to work on your pitch deck, please email admin@innovatearkansas.org. If you are not yet an Innovate Arkansas client, please [apply here](#).