

## PITCH PERFECT TEMPLATE

**Let's get straight into it. Use this template to Pitch Like a Boss. This can be your one page summary. You can also use this template to come up with your Pitch Deck - One Slide for each section. Happy Pitching!**

Focus Area	Details
Explain the <b>problem(s)</b> you are solving. <ul style="list-style-type: none"> <li>• Be specific! Do not tell us about the macro-challenges of the planet, hone in on what you are focused on solving.</li> </ul>	
Describe your <b>product/ solution</b>	
Describe the <b>specific market</b> you are targeting	
Outline your <b>business model</b> , i.e. how you make money	
<b>Why should we buy from you?</b> <ul style="list-style-type: none"> <li>• Share your <b>competitive advantages</b> against current and future competition</li> </ul>	
Share your <b>current status and achievements to date</b>	
How do you market your products/services? <ul style="list-style-type: none"> <li>• Describe your <b>go-to market strategy and traction</b></li> </ul>	
What are the risks you are currently facing or will face in your business and how do you plan to mitigate them?	
What is your Funding Ask and How do you intend to use the funds	