

PITCH DECK

[Business Name]

[One line: what you do, for whom, where]

[Your Name], [Role]

[Opportunity Name] | [Date]

Hint: keep the one-liner under 12 words. Example: "Clean cassava flour for small bakeries in Ondo State."

02 PROBLEM

[Problem]

Describe the problem from your customer's side, with one fact and its source.

WHO HAS IT

[Target Customers] in [State]

HOW BIG

[Number of people affected]
Source: [Source, year]

WHAT IT COSTS THEM

[Cost in money, time or
opportunity]

03 SOLUTION

[Product or Service]

Say what you offer and the main benefit. Plain words, no jargon.

STEP 1

[What the customer does or gets first]

STEP 2

[What happens next]

RESULT

[The benefit the customer sees]

Who we serve first

Start narrow and specific. Name the first group you will sell to and how many there are.

FIRST CUSTOMERS

[First customer segment]
[Number] in [Location]

NEXT

[Next segment or location]

SOURCE

[Where these numbers come
from, with year]

How it works

Use one real photo, diagram or screenshot here, or three short steps.

[Photo or diagram of your product]

- [Key feature 1]
- [Key feature 2]
- [Key feature 3]

How we make money

[Business Model]. Show who pays, how much and how often.

WHO PAYS

[Customer who
pays]

PRICE

[Price per unit or
subscription]

HOW OFTEN

[Purchase
frequency]

MAIN COSTS

[Biggest costs]

[Traction]

Use numbers you can prove, with dates. Show change over time if you can.

CUSTOMERS

[Number of customers]
as of [Date]

REVENUE

[Revenue]
for [Period]

MILESTONE

[Key milestone, with date]

Why customers choose us

Include the 'do nothing' option. Be fair to competitors; show your real difference.

	[Your business]	[Competitor 1]	[Alternative 2]
[Factor 1, e.g. price]	[]	[]	[]
[Factor 2, e.g. quality]	[]	[]	[]
[Factor 3, e.g. access]	[]	[]	[]

Who is building this

One line per person on relevant experience. Name advisers only with their permission.

[YOUR NAME]

[Role]
[Relevant
experience]

[TEAM MEMBER]

[Role]
[Relevant
experience]

[TEAM MEMBER]

[Role]
[Relevant
experience]

GAPS WE WILL FILL

[Skill] through [hire
or adviser]

Numbers and use of funds

Mark projections as projections. The split must add up to [Funding Amount].

	Last year (actual)	Next year (projected)
Revenue	[Amount]	[Amount]
Costs	[Amount]	[Amount]
Customers	[Number]	[Number]

USE OF [FUNDING AMOUNT]

- [Item 1]: [Amount] ([%])
- [Item 2]: [Amount] ([%])
- [Item 3]: [Amount] ([%])

11 IMPACT

[Impact]

Two or three indicators, each with a baseline today and a target date.

[INDICATOR 1]

[Baseline] → [Target]
by [Date]

[INDICATOR 2]

[Baseline] → [Target]
by [Date]

[INDICATOR 3]

[Baseline] → [Target]
by [Date]

We are asking for [Funding Amount]

To [Use of Funds].

This gets us to [Next milestone] by [Date].

[Your Name], [Role], [Business Name]

[Email] | [Phone]

Hint: state one amount and one milestone. Repeat your contact details so judges can reach you.