

PREPARING YOUR PITCH DECK

We want to understand more about you and your business and so we'd appreciate you sharing a slide deck summarising your business idea.

Your 'Deck' is your chance to provide a simple, powerful, and visually engaging deck that demonstrates the potential for your business to succeed.

You should prepare a maximum 10 slides which summarises your business proposal and which tries to address each of the following:

- Introduction (the business idea in a nutshell)
- The Problem (what problem are you trying to solve? What evidence is there it is a problem?)
- Solution (describe how you are planning to solve the problem)
- Product/Service (How does your product or service actually work? Show some examples)
- Business Model (how are you planning to make money?)
- Competition (what are the alternative solutions to the problem you are trying to solve?)
- Advantages (What makes your solution special? How do you differ from others?)
- Market (know or at least attempt to predict the size of your target market)
- How will you or are you gaining 'Traction'?
(Traction means having a measurable set of customers or users that serves to prove to a potential investor that your start-up is "going places")
- The Team (who is involved, and what is their role)
- How much will it cost to setup the business (and where will the money come from)?
- Estimate how much revenue you will generate from the idea, and how long it will take to generate turnover and profit
- What are your next steps/milestones over the coming 6/12/24 months?

Sharing your files

- Send your completed Deck to Incubator@lboro.ac.uk.
- Note that turning your PowerPoint slide into a PDF document will reduce its file size

[LU Inc.](#) is Loughborough University's Business Incubator.

We bring together graduate start-ups, academic spinouts and innovative new businesses; supporting them to establish and scale.