Preparing Your Business Pitch: Brainstorming

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| **TOPIC** | **TIPS** | **MY NOTES** |
| **Title / Introduction** | Your business name | Your name and title | Your contact details | “This is my company and this is what we do.” |  |
| **Problem** | What problem are you trying to solve?Is it really a problem? |  |
| **Solution** | How do you plan to solve the problem?Provide a simple explanation of how you approached the problem. |  |
| **Value Proposition** | What makes your solution special?What makes you different from others? |  |
| **Business Model / Product** | What is your product or service? Where and how will you sell the product or provide the service?How will you make money?  |  |

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| **TOPIC** | **TIPS** | **MY NOTES** |
| **Sales & Marketing** | Who is your target market? How will you reach them? |  |
| **Competition** | Who are your competitors?Share the results of your market research and your SWOT (strengths-weaknesses-opportunities-threats) analysis of your competition. |  |
| **Financials** | How will your business grow in the next 3 to 5 years? |  |
| **Team** | Introduce the people involved in your business and describe their roles.Mention investors (if you have any). |  |
| **Current Status & Timeline** | What is the current status of your product or service? What does the future look like to you?How will you use the money you are trying to get? |  |





Adapted from:

MaRS Startup Toolkit (<https://learn.marsdd.com/article/how-to-create-a-pitch-deck-for-investors/>)