

Preparing Your Business Pitch: Brainstorming

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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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?	



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Opportunity made here.

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