

Pitch Deck guidelines

One-sentence Pitch / Elevator Pitch

Please provide a brief slogan or catchy phrase that describes your business.

Phase company

Select the phase of development that your company is currently in:

- ☐ seed: idea development, business concept, prototype/beta-version, no revenues, R&D
- ☐ early stage: verification among end users or by means of other testing, own financing (mostly so-called 3F)
- ☐ start-up: product is finished/available to customers, company already has initial paying customers
- ☐ scale-up/growth: the company's growth rate, existing (and increasing) revenues, hiring of new employees
- ☐ expansion: conducting business in the Czech Republic as well as abroad, several permanent paying customers, revenues

Team

List of the most important team members involved in the management of your company and product/service development (e.g. CEO, COO, CFO, CMO) including a statement of their relevant experience, i.e. the names of key individuals in the company, their positions in the company, experience and pertinent education.

Product

Brief description - Please provide a brief and accurate description of your product or service (the subject of your business). Please include also your business segment.

Product innovation - Please describe how your product differs from any products of the same kind. What's unique about it, why do you think your product will attract customers / investors in a foreign destination.

Problem you solve for customers - Please state which problem from customers is addressed, describe the value of the product/service for the target group (value propositions), why customers should use your product/service, what kind of value is provided to customers (the target group), the means by which you will resolve the problem among customers, etc.

Market

Competitors – Please list the most prominent domestic and foreign competitors and provide a description of your competitive advantage that other competing entities do not offer (Unique Value Proposition), i.e. how does your solution differ from other, similar solutions.

Target customer - Please describe your target group for which the product/service is intended, describe your customers, state who the most important customers are, etc.

Business Model

Description of marketing tools for promotion of the product/service, strategy for entering the market, commercialisation of the product/service, revenue model that will bring you income/profit.

Financial information

Please list your turnover (sales), costs, profits and losses realised to date and anticipated in the coming years. Please state the figures **in USD or EUR**. Fill in the indicated fields.

Investment

Please specify the sources from which your company is financed (e.g. family, existing savings, loans, other source of business, etc.), partners and advisors who are assisting you with your business.

If an investment is required, please state here the type and the amount of the required investment and the purpose of its anticipated use. Please, state here also if you are looking for a strategic partner.

Additional information

The company agrees with the processing of its personal data in accordance with Act No. 101/2000 Coll., on protection of personal data and shall bear in mind that such data will be used exclusively for the purposes of CzechInvest.

COMPANY NAME

COMPANY LOGO

ONE SENTENCE PITCH



PHASE COMPANY

FOUNDATION

NUMBER OF EMPLOYEES

PRODUCT

MARKET

TEAM

NAME

POSITION

EXPERIENCE

NAME

POSITION

EXPERIENCE

NAME

POSITION

EXPERIENCE

NAME

POSITION

EXPERIENCE

NAME

POSITION

EXPERIENCE

BUSINESS MODEL

INVESTMENT

FINANCIAL
INFORMATION

COSTS

PROFITS

REVENEUS



CZECHINVEST