



شريك عملك
Your Business Ally

BONUS Episode

PITCH DECK 101

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What is a PITCH DECK?

It' s a **PRESENTATION** that is used to **PITCH** your idea to a company of audiences, generally investors



Tips To Craft An Effective Plan/ Pitch



PLAN TIPS

Keep It Simple and Clear

If you had to **condense** your plan to one page, and then further segment it.

Keep it crystal **clear**, and **simple** without overusing **business jargon**.

Use Visuals and Illustrations (Mainly a Presentation TIP)

Attempt to use Visuals much as possible instead of text, to convey your message. Wouldn't harm to have **humour** as well.

Write In Points

If you have to convey your message through writing, **DO NOT** write in paragraphs, but rather in **points**.



Use Relevant Statistics

To make your pitch more **objective**, obtain credible sources of **REAL** data, preferably from multiple sources.

Be Realistic

Convey a realistic plan to best convey how you will reach your **goals**.

Be Consistent

Make sure that you are **consistent** across all sections of your pitch.



PRESENTATION TIPS

Be ENTHUSIASTIC and CONFIDENT

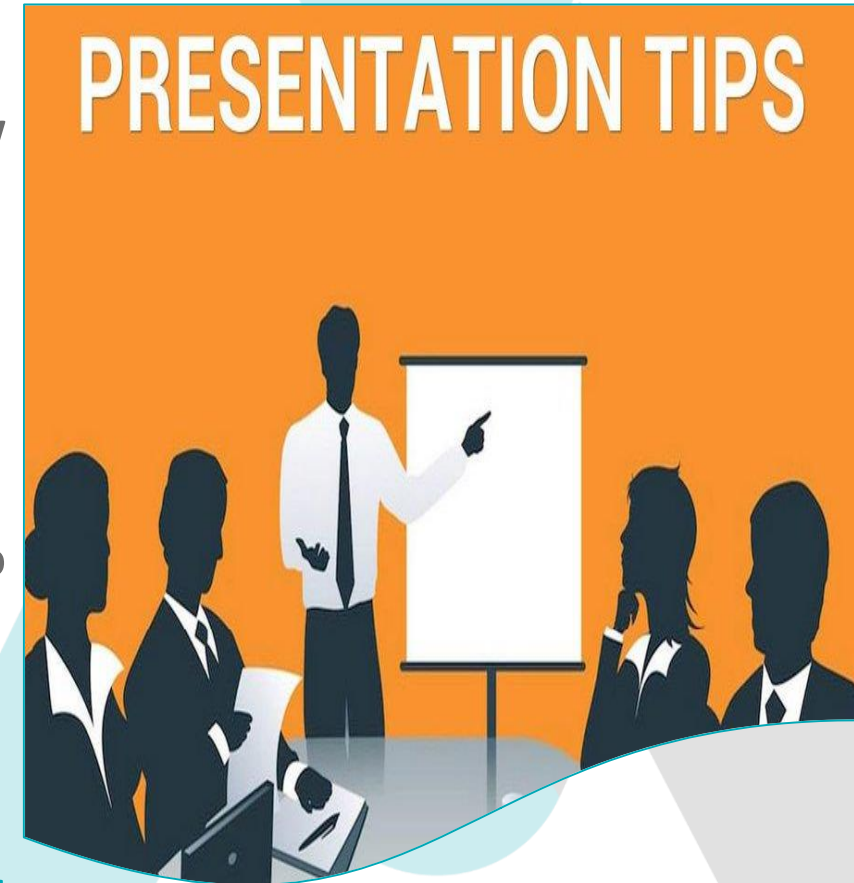
If you're boring, they will get **bored**. Showcase your **passion**, and know that while presenting you know your business more than anyone.

Maintain EYE contact

Maintain **eye contact** with **ALL** who are attending, especially those who might be your potential source of **CASH!!!!**

Your Pitch is your REFERENCE

Your pitch should be a **reference** point and **NOT** a document to **read** from.



LASTLY.....

DO NOT SPILL ALL YOUR COMPANY SECRETS

Provide just enough information to keep your attendees interested, without jeopardizing in-depth details, that they can analyze and replicate on their own.



THE END
..... FOR NOW

Thank You...

