Your Pitch Deck — A Quick Guide

You are pitching to entrepreneurs, mentors, and supporters who are here at this conference for one reason — **to help you succeed.** This is a safe space. There are no wrong answers. We want to hear your idea, understand your business, and give you honest feedback that will help you move forward.

What is a pitch deck?

A pitch deck is a short presentation — usually 8 to 10 slides — that tells the story of your business. Think of it as a conversation, not a report. You are not trying to explain everything. You are trying to share your idea clearly and show that you have thought about the key parts of your business.

Why does it matter?

Whether you are competing in a business challenge, presenting to investors, or simply sharing your idea with the community — a pitch deck gives you a clear, organised way to do it. It helps your audience follow along. It shows that you have thought seriously about your business.

What should it cover?

Your pitch deck should answer six simple questions:

- What is your business and how does it work?
- What problem does it solve — and who has that problem?
- How does your product or service fix it?
- Who are your customers?
- How does the business make money?
- What do you need to take the next step?

One rule: keep it simple.

The most powerful pitch decks use clear, simple language. They have very little text on each slide. They let **you** do the talking. If someone cannot understand your slide in 10 seconds, it has too many words. One clear idea per slide is enough. Use images where you can. Use short phrases, not long sentences.

Judges and investors are not looking for a perfect business. They are looking for a founder who understands their customer, believes in their idea, and has thought honestly about how to make it work.

You belong here. *Every entrepreneur in this room started somewhere. This is your moment to share your idea, hear honest feedback, and take one step forward. We are all here to support you.*