InnoAgora
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PITCH DECK TEMPLATE

1. What is a Pitch Deck

A pitch deck is a concise but powerful presentation (typically in PowerPoint or PDF) used by startups and entrepreneurs to showcase their business idea, product, or company to potential investors, partners, or accelerators.

2. Why you need it:

- It's your #1 tool to capture the attention of investors.
- It communicates your business proposition clearly: the market size, the problem, your solution.
- It helps you structure your strategic thinking before fundraising or presenting publicly.

3. Benefits:

- Builds credibility and trust with stakeholders
- Clearly communicates your value proposition
- Shows the opportunity size and growth potential
- Helps attract funding and strategic partnerships
- Supports your networking efforts in events, demo days, or accelerators

4. Introduction / Vision

- What do you do and what's your vision?
- Example: "We envision a Europe where every SME has equal access to digital sustainability tools."

5. The Problem

- What problem are you solving?
- Example: "SMEs struggle with ESG compliance due to lack of access to data, tools, and expertise."

6. The Solution

- How does your product solve the problem?
- Example: "The X product provides automated carbon reporting for SMEs in under 15 minutes."

7. The Product

- Show your product in action.

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- Example: Video walkthrough or screenshots

8. Market Size

- TAM / SAM / SOM
- Example:
  - TAM: 800K SMEs in Europe
  - SAM: 70K in Greece
  - SOM: 10K through strategic channels

9. Business Model

- How do you make money?
- Example:
  - Monthly SaaS: €19
  - Institutional partnerships
  - Freemium with paid advisory services

10. Competition

- Who else is out there? Why are you different?
- Example:
  - X product: powerful but too complex
  - Y product: covers only Scope 1
  - Our edge: localized, compliant, simple UI

11. Go-to-Market Strategy

- How will you acquire customers?
- Example:
  - Through regional chambers
  - LinkedIn & SEO
  - Webinars & startup competitions

12. Team

- Who are the founders?
- Example:
  - CEO: 12 years in fintech
  - CTO: SaaS architect, led 3 enterprise builds

13. Traction

- What have you achieved so far?
- Example:
  - 2,500 active users

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  - Pilot with HDB
  - First revenues in Q2

14. Financials / KPIs

- MRR, CAC, LTV, burn rate
- Example:
  - MRR: €5,200
  - CAC: €25
  - LTV: €230
  - Runway: 8 months

15. Ask / Use of Funds

- How much are you raising and why?
- Example:
  - Raising: €300K
  - 50% product, 30% marketing, 20% compliance

16. Vision / Exit

- Where are you headed?
- Example:
  - Goal: Become the go-to ESG compliance tool in South Europe
  - Exit: Acquisition by data or ESG platforms

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