**Develop a Pitch Deck (1,5h)**

**Exercise Goal:**

The workshop participants will learn how to apply the basic principles of writing a pitch deck by practically creating a short investor pitch. They will discover how to prepare content that is clear, concise and engaging for investors.

**I. Introduction (20 minutes)**

1. Welcome and presentation of workshop goals:
	* recap of the importance of a business plan and business presentation in economic practice.
	* explanation of the workshop structure and expected outcomes.
2. Inspiration and example:
	* A short demonstration of a sample business presentation to illustrate how to effectively apply the seven key elements and communication techniques. This can include an example of a business pitch presented during the theoretical session or another investor pitch, such as the one available at: <https://www.youtube.com/watch?v=XbbpqHp77dY&t=205s>.
	* After watching the investor pitch, workshop participants and the facilitator will identify its strengths and, if applicable, areas for improvement.

**Example of strengths:**

✔ A limited number of slides.

✔ Clearly presented problem and its solution.

✔ Use of market data to justify the proposed solution.

✔ A coherent storyline that engages the audience.

✔ It does not overwhelm the audience with excessive technical knowledge.

✔Clarity of the presentation and appropriate color selection.
✔Verbal and non-verbal communication of the speaker aligns with the message of the presentation.

**Common mistakes in pitch decks:**

* Using fonts that are too small.
* Poor color choices that reduce readability.
* Failing to clearly define the problem the product or service solves.
* Omitting information about competitors.
* Overuse of abbreviations or business jargon.

**II. Main task (70 minutes)**

1. **Formation of task teams and selection of a market problem for the pitch deck (10 minutes):**
	* Participants are divided into groups of 3-4 people.
	* Each group selects a product or service for which they will develop an investor pitch. They may use ideas from their previously prepared business plans or choose another market problem.
2. **Creating the pitch deck (60 minutes):**
	* Developing the business narrative (20 minutes):
		+ - The facilitator distributes a worksheet (Attachment 1) with guiding questions to help teams create a coherent and logical business pitch narrative.
		+ Each team fills out the worksheet to structure their presentation.

***Questions on the Worksheet:***

1. *Who is your protagonist? – Describe your customer, their needs, challenges, and emotions.*
2. *What problem(s) does your project solve? – What significant difficulties does your customer face?*
3. *How did you discover this problem? – Have you experienced it yourself? What led you to seek a solution?*
4. *What is your solution? – How does your product or service improve the customer's situation?*
5. *What benefits does your solution bring to its users?*
6. *Why is this problem important? – What added value does your solution provide?*
7. *How does your offer work? – What is your product/service, and how does it function?*
8. *Is this the right time for your idea? – Does your venture align with current market trends? Is the market ready for it?*
9. *Who are your customers? – Who is the target user of your product/service?*
10. *How do you plan to generate revenue? – What business model will you adopt, and what benefits will its implementation bring?*
11. *What financial resources do you need? – What investment is required to launch and develop your product/service?*
12. *Do you have the right team to execute the project? – Do you possess the necessary skills and expertise to bring your idea to life?*
13. **Selection of the name and development of the project logo (10 minutes)**

**** The participants' task is to create a name for their imagined business project and then design its logo. To create the logo, workshop participants can use the website <https://www.canva.com/templates/logo/>. Participants who wish to do so can be given markers and sheets of paper to create a handwritten logo for their business. To transfer the handwritten logo to a presentation made in <https://www.canva.com/presentations/templates/pitch-deck/>, they can use a camera or a smartphone.

**4. Preparing business presentation slides (30 minutes)**

****The facilitator informs the workshop participants that their task in this part of the session is to create a multimedia presentation as a key element of their investor pitch. To prepare the presentation, participants will use templates available on the website: <https://www.canva.com/presentations/templates/pitch-deck/>.

**The facilitator reminds the workshop participants of the five fundamental principles of creating a pitch deck:**

1. **Preparation –** Conduct a comprehensive analysis of the market, the problem, and the competition.
2. **Focus on the core message and storytelling –** Each slide should contribute to a cohesive narrative. It is essential to identify the key takeaways that investors should remember.
3. **One key idea per slide –** Each slide should communicate a single, clear point.
4. **Less is more –** Prioritize the most important content to avoid information overload.
5. **Simple and clear language** – Keep the information concise and free of jargon.

To help participants organize the sequence of topics in their business presentation, the facilitator distributes a printed presentation structure to each team (Attachment 2).

**Required materials:**

* Printed pitch deck template.
* Computers with internet access.
* Paper sheets, markers, crayons.

**Attachments:**

* 1. Worksheet: Developing the business narrative.
	2. Pitch Deck Construction.