

Pitch Deck Storyline

July 2023

#	Section	Key message
1	Cover	What is your project? Brief description of project, business model, mvps, partners
2	Problems	What problems is your project trying to solve?
3	Solutions	How does your project solve them?
4	Market Opportunity	TAM, SAM, SOM?
5	Business Model	How does your project generate cash? What is the business model?
6	Value Creation	How does your project create value?
7	Go to market	What are your mvps?
8	Road map	Describe your roadmap and what you have achieved so far?
9	Team	DOX your team. Include links to linkedin and other profiles
10	The Ask	How much you are raising at what valuation? What are you using the funds for?
12	Contact Us	Who are the project contacts? How do people get in touch with you?