Web3athon

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Pitch Deck Stage 1 Template

Read This Before Using!

Make it your own

These templates are deliberately bare bones! Please update the styling to match whatever makes sense for your brand

Read the Criteria

These slides are meant to respond to the Submission Requirements and Judging Criteria. Please refer to them directly when crafting your deck, Chains and judges will be looking for the references to every single submission requirement.

This is a tool!

These are meant to be a tool to inspire you to do the best work possible. Use them as you see fit, but don't let them box you in!

Keep it scannable

Even though your deck needs to speak for itself, too much text on one page will make it hard for the short-listers to understand what you're trying to explain.

Consider Layout and Composition

Make sure you consider design best practices like visual hierarchy, grouping, and contrast when deciding the layout of your slides. This video provides a high level overview of some best practices.

There are other tools

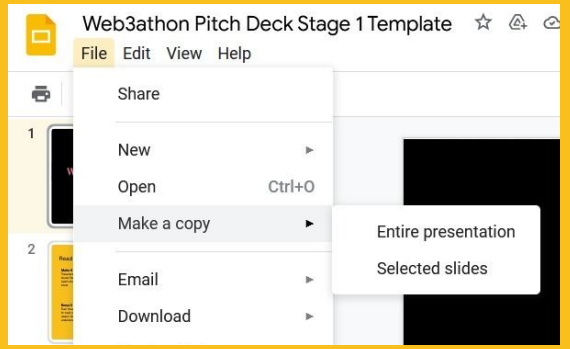
If you're having a hard time making the graphics you want to in google slides, try something else like drawing it by hand and taking a photo, or something like Excalidraw and taking a screenshot on PC or Mac

Everything after this slide is the template.

Make a copy of this presentation and get started!

If you have a google account

1. Click “File” in the top left
2. Select “Make a copy”
3. Select “Entire Presentation”
4. Select “Make a copy”

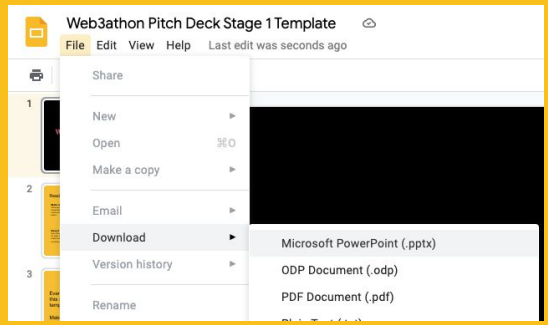


If you do not have a google account

1. Click File in the top left
2. Select “Download”
3. Select “Microsoft PowerPoint”

OR

Use these slides as a visual reference and craft your presentation in your software of choice.



[Project Title]

Submission info:

Sponsor Technologies	Select one or more from Notion page
Hyperlocal Challenge Area	Select from Notion page
Team Members	- Team member 1 - Team member 2 - …

[Challenge Area] : Problem Space or Topic Addressed

“This is a quote that provides context about your problem space. This could also be a statistic. You’re welcome to **bold the part that really explains the severity of the problem**.”

Source (including link to source)

Web3athon Team Tips

Use the challenge briefs we put together to help you explain why this problem is important and worth investigating! We made them so you wouldn’t have to start from scratch.

How we got to our solution

Data collection method 1 (e.g. interviews)

Data collection method 2 (e.g. surveys)

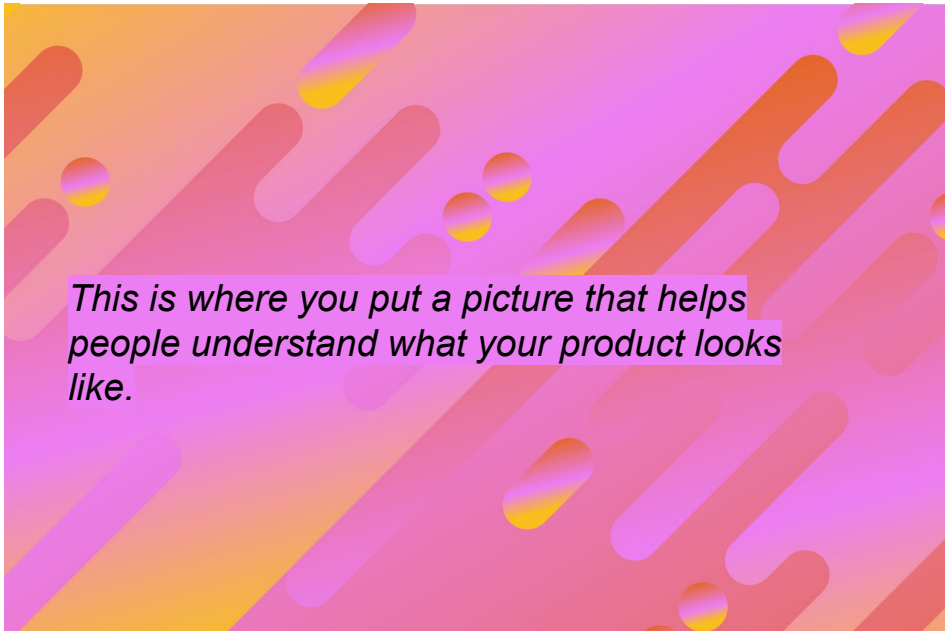
Data collection method 3 (e.g. analysis of [public data set])

What problem is it solving and for whom

We Learned

X type of person isn’t able to do Y because of A,B, and C.

What we do



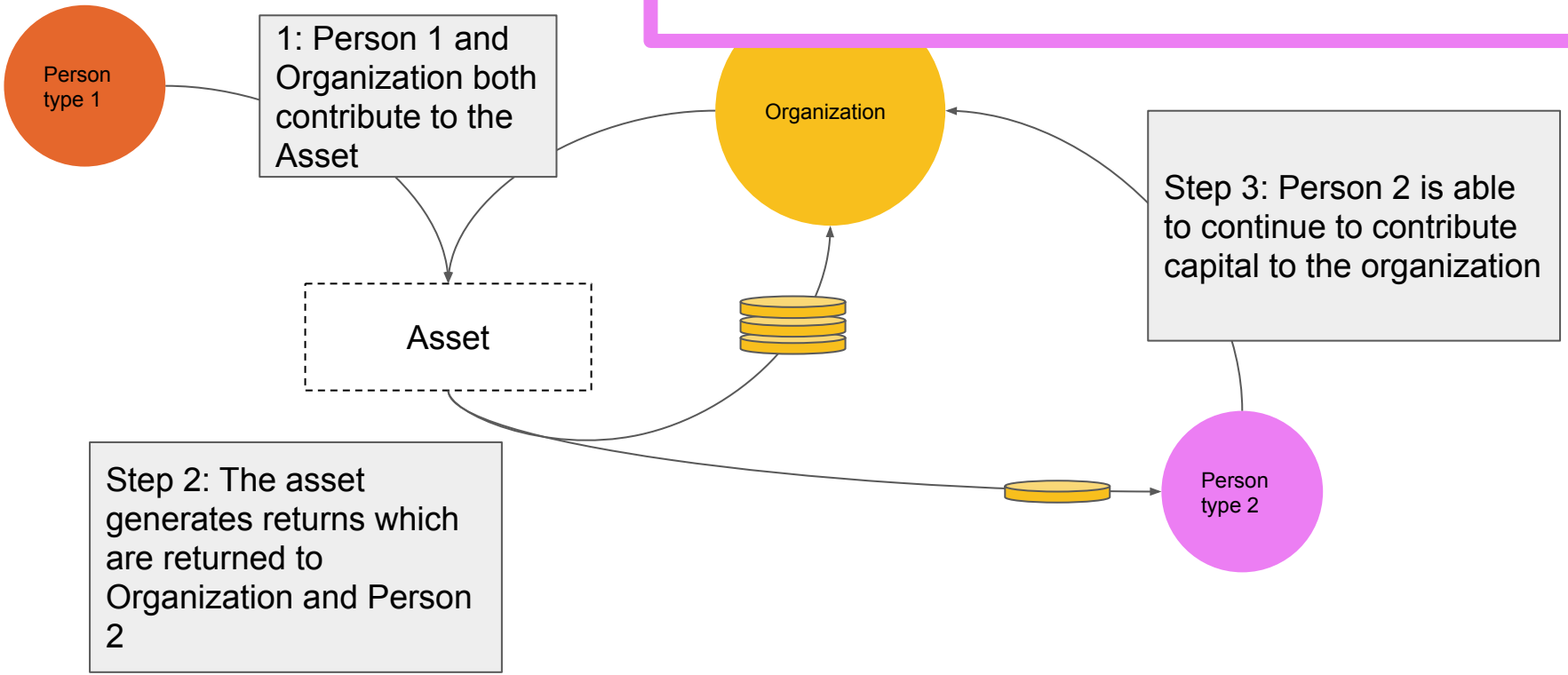
Our Project fixes A B and C by [a description of your service]

How it works

Web3athon Team Tips

This is a very basic ecosystem map for a fictitious project. You should create a visual that explains the key players involved in your project, the relationships they have with each other, and how that solves the problem you identified in the slide before.

Start by drawing it out by hand, and work with your team to refine it!



Evidence from target audience that this is a valuable solution to them

“This is a quote from an interview or survey with a target user. You’re welcome to **bold the part that really explains why your solution is necessary**.”

[Person’s Name]
Description (e.g. their occupation, or their demographic information which makes them representative of your target audience.

We collected this data through [a survey, an interview, observing a talk].

Potential negative environmental or social impact & mitigation strategies

Potential problem	**Solutions we are considering**
Increased carbon footprint	We aren't sure yet!
Increased economic disparity	
…	

Web3athon Team Tips

We'd rather see that you considered a problem and don't know how to solve it than that you didn't consider the problem! Check out the challenge briefs we put together (Especially the reading lists!) to see some of what makes these challenge areas so hard to solve.

Why use a Blockchain/Decentralized Ledger Technology?

- **Reason 1:** A bit more explanation about it
- **Reason 2:** A bit more explanation about it.

Web3athon Team Tips

Why aren't you just building a webapp? Or using a regular database?

Why is it impossible for your project to exist without a decentralized, immutable ledger?

For more info, refer to our reading resources on this topic here and check out the article "How to pick your blockchain'

Which chains you're considering building on and why

- **Feature 1 of the chain**: Description of why that feature matters for your project
- **Feature 2 of the chain:** Description of why that feature matters for your project
- **Feature 3 of the chain**: Description of why that feature matters for your project

- **Feature 1 of the chain**: Description
- **Feature 2 of the chain:** Description
- **Feature 3 of the chain**: Description

Web3athon Team Tips

You may be considering more than one sponsor technology. Totally fine! List them each out and what excites you about them. Check our how to pick a blockchain article and the list of sponsors compiled on Notion.

Product Roadmap

August 17-21	August 22-28	August 29-September 4	September 5 - 11	September 12 - 18
• **Activity:** a bit more elaboration on activity	• **Activity:** a bit more elaboration on activity	• **Activity:** a bit more elaboration on activity	• **Activity:** a bit more elaboration on activity	• **Activity:** a bit more elaboration on activity

Web3athon Team Tips

This is your opportunity to show that you've considered what it would take to build your product. Include things like QA, having wireframes mocked up, and getting feedback from your target audience.

Team + Advisors

Relevant background, Skills, or responsibilities.

Relevant background, Skills, or responsibilities.

Relevant background, Skills, or responsibilities.

Still looking for:

List skill sets you don't have that you would need to add for stage 2.

Current Partners

Description of partner organization

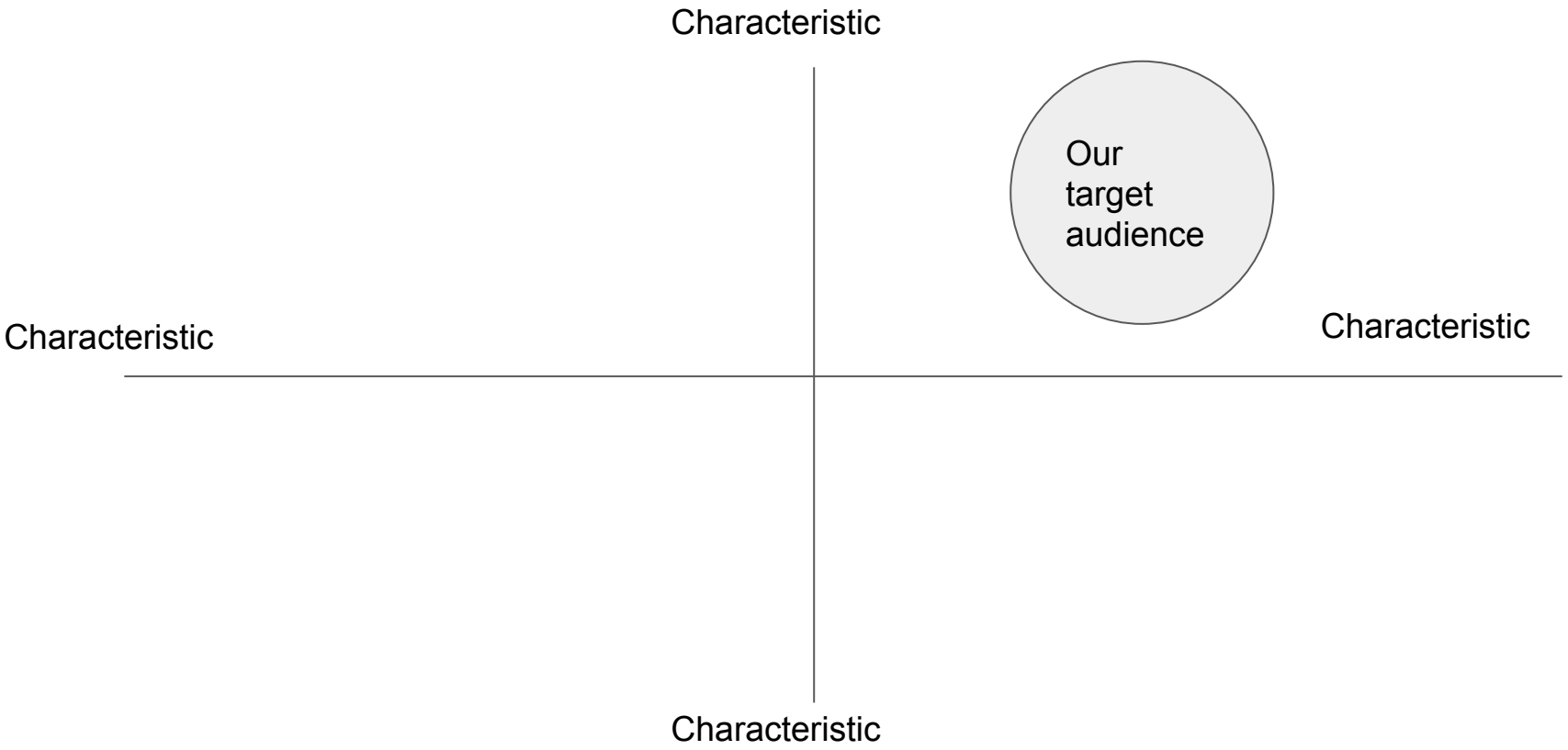
You can't do it all on your own! Partner organizations are an important way for you to build out your community and develop expertise that you may not have.

Especially as we discuss in the ecosystem map, you have multiple audiences and ecosystem participants that each play different roles.

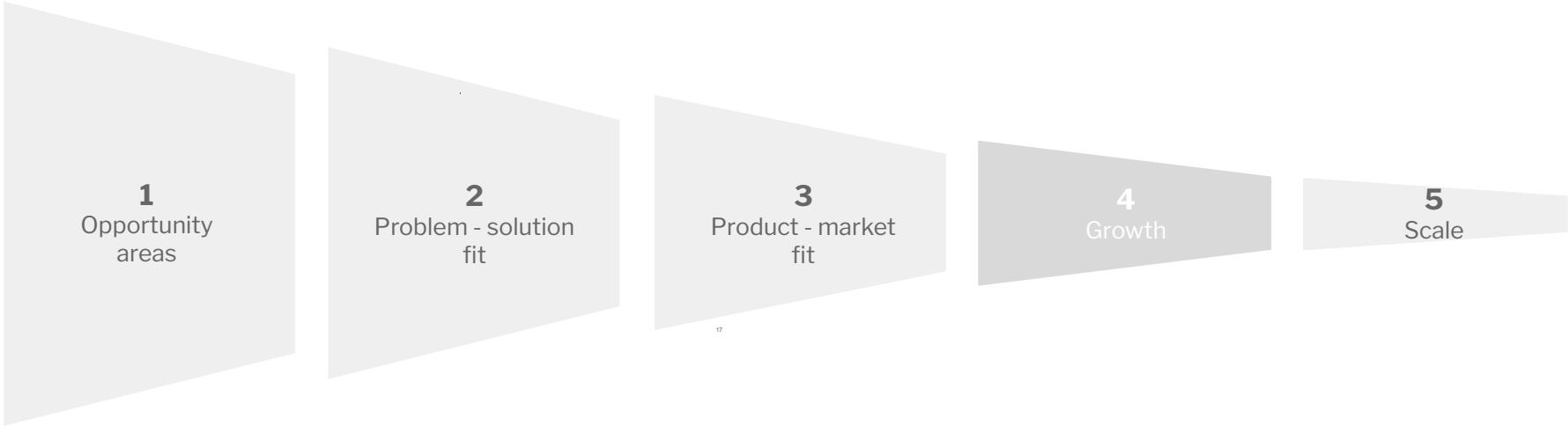
Ideal/future Partners

Additional Example Slides

2x2


Characteristic
Our target audience
Characteristic
Characteristic
Characteristic

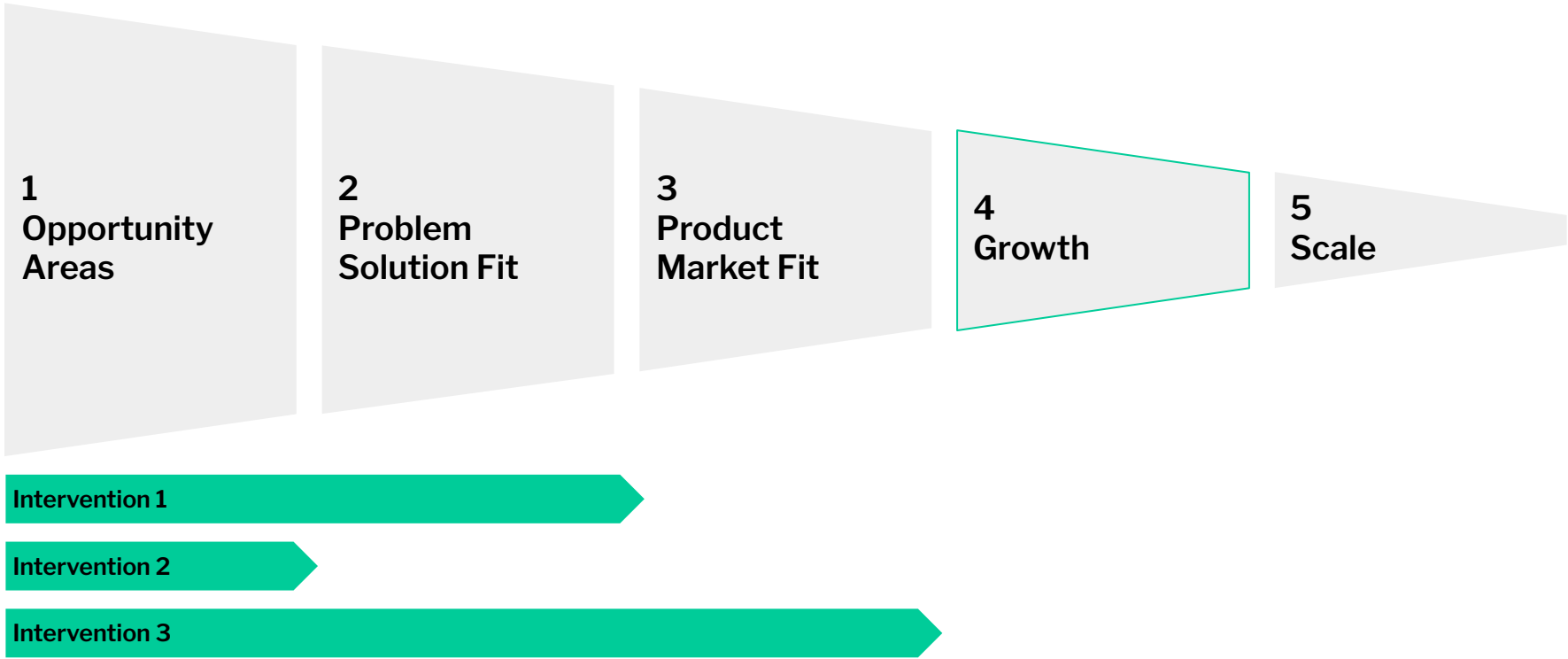
Mapping progress towards product development



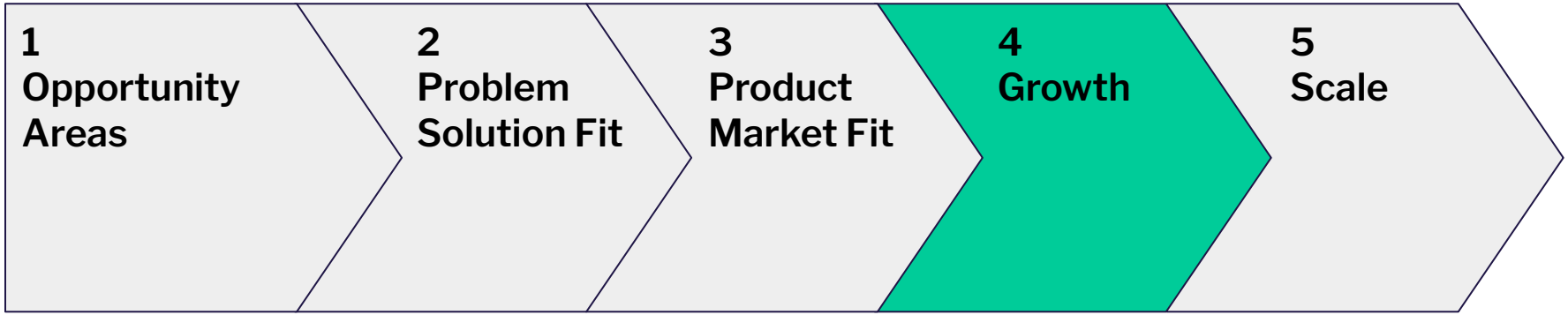
Mapping Interventions

1	2	3	4	5
Opportunity Areas	Problem Solution Fit	Product Market Fit	Growth	Scale

Mapping Interventions



Mapping Interventions



Intervention 1

Intervention 2

Intervention 3