

Name of Company

Founders

this is where you mention your value proposition



[Pitch Deck Example provided by UGA Kickstart Fund](#)

Personal Background

- Tell us about yourself - what's your story?
 - Major
 - Plans after college
 - Have you accepted a job or will your company be your full time job?
- How you thought of this product/service
 - Was it a random idea? Did you see a real pain point with your own eyes? Did you experience a pain point yourself?
 - This is not where you explain what your product/ service does in detail
- Your skills and relevant experience
 - Ex: If your company is a clothing brand, explain that your major is fashion merchandising, that you worked in a clothing store in high school, etc



The Product/Service

- What is the problem?
 - What is the market problem that you solve? What is the real pain here?
- What is your solution?
 - How is your customer better off with your product/ service? How does your company address this problem?
- How does it work?
 - Production process (if applicable)
 - Describe how the service works (if applicable)
 - Explain the technology (if applicable)
 - How simple can you get this? Using “big” words is discouraged.
- What makes this different from what currently exists on the market?
 - Are you innovative?
 - If you are not innovative, then how is this slightly different from what already exists?



Customer Acquisition and Marketing

- Who is your target market? Specifics. Ex: Age, gender, ethnicity, religion?
 - Not a good example: “Latino, 30-45, lives in America”
 - Good example: “Latino mothers who must take their children to school in Georgia, Kentucky, and Florida”
- How are you reaching customers? Social media, word of mouth, etc.
 - If you mention that you are reaching customers through social media, please show your insights
- What is your plan for growth/expansion? What are your projections for customer acquisition?
 - What customers do you want to acquire? What new products or services do you want to offer?
- Are your customers more friends and family rather than strangers?
 - Have you sold to more than the Athens area? Where have you expanded to?
- What are your goals?
 - Where do you see this company in 1, 5, 10 years and how will you get there?



Financials and Growth

- If you are making money ...

- How much profit are you making per product/service visit/subscription? Take note of how much each costs and how much gross revenue you receive to calculate your profit per unit.
 - A spreadsheet representing this information is sufficient, as long as all categories are labeled
- Also, note how much you sell monthly to see if you're growing steadily.
 - Ex: "Jan: \$50, Feb: \$75, Mar: \$20, April: \$100"
- Record these profits and growth numbers - put them into a visual graph to show patterns/predictions.
- What are your projections for the future, and what will it take to reach those goals?
 - What revenue do you see yourself hitting by month end? Quarter end? Year end?

- If you are not making money ...

- Tell us how you intend to monetize your product or service, and how long it will take until the business could start generating revenue
 - Are you in the developing phase that is 2-5 years out from selling product? Can you launch your product next month?
- This plan should include the components above (but should be shown as predictions)



Use of Funds

- Provide a detailed outline of where Kickstart funds will be allocated within the business
 - How can we help you reach the goals you mentioned previously?
- This could include but is not limited to:
 - Advertising (Instagram, Google, Facebook Ad expenses)
 - If you want the funding for advertising, please give exact metrics on how paid advertising has worked for you historically
 - Inventory
 - Do you have demand you cannot fulfill?
 - Machinery or other tools needed
 - Will this improve your efficiency and profit margins?
 - Technology/software
 - Certificate/course fees
 - Do you need a license to sell food?



Questions to Consider Answering

- Will this be a full-time job after UGA?
- Why is this company important to you?
- Do you plan on bringing on other employees, if so, who will you choose to hire (based on what criteria)?
- Do you have any patents or trademarks?
- What do your customers say about you? Show proof!
- Who are your direct competitors in this area? State? Country?
- Have you received any other investments?
- What is the projected lifetime value of your customer?
- Do your customers make a single purchase or are they recurring? If they make a single purchase, how do you plan to get them to purchase your item more than once?
- What do you see as the immediate risks you face and how do you plan to mediate these?



Questions to Consider Answering

- How big is the market you address?
- How does your team divide labor to increase efficiency?
- What have you changed since the creation of your business? Pivot points? Why?
- If your product is cheaper than the comparables, why is this so?
- Why haven't your competitors already solved this issue?
- If you have contracts with buyers, how do you plan to keep yourself involved in the transaction?
- Can you give us an example of a customer who has changed their previous ways to use your product?
- What is your exit strategy?
- Why is this company needed RIGHT NOW?
- Have you grown every month? Are you only showing growth in December due to Christmas orders?



Sample Pitch

<https://techstars.wistia.com/medias/oc4svmicau>

