

# How to use this document

This document serves to provide you with content suggestions and examples for your final presentation for the MWest Challenge.

You have 8 minutes for the pitch. You do not need to use every single slide. You can combine some of the information in one slide. For instance, traction/validation can be displayed in one slide.

**DO NOT** use MWest Challenge logo or branding in your presentation.

You should use your own company logo and branding for your final pitch deck

Create your own compelling pitch deck that illustrates your creativity and the uniqueness of your concept

# Title Slide



## **mwest challenge**

Give a quick “clinch” or story (no more than 30 seconds)  
Brief overview of the company and the idea  
Get the investors’ attention!

# Problem

**[The succinct problem statement you aim to address goes here. Use plain language – no jargon.]**

[Customer Tries  
Something]



[Here's Their  
Terrible Pain]



[Existing Solutions  
Are Broken/Nonexistent]



[The succinct summary of the solution goes here.

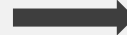
**This often sounds like your company mission.]**

- [List a few key benefits and features here.]

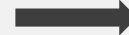
1-2 Product Screens



Explanation of  
Actions Taken



Explanation of  
Actions Taken



Explanation of  
Outcomes

Who is your customer?

Describe their need

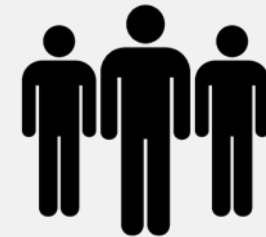


Age

Gender

Income

Buying trends



Location



Demonstrate a significant market opportunity  
Size, growth, maturity (graphs)

Focus on the smallest segment for credible penetration

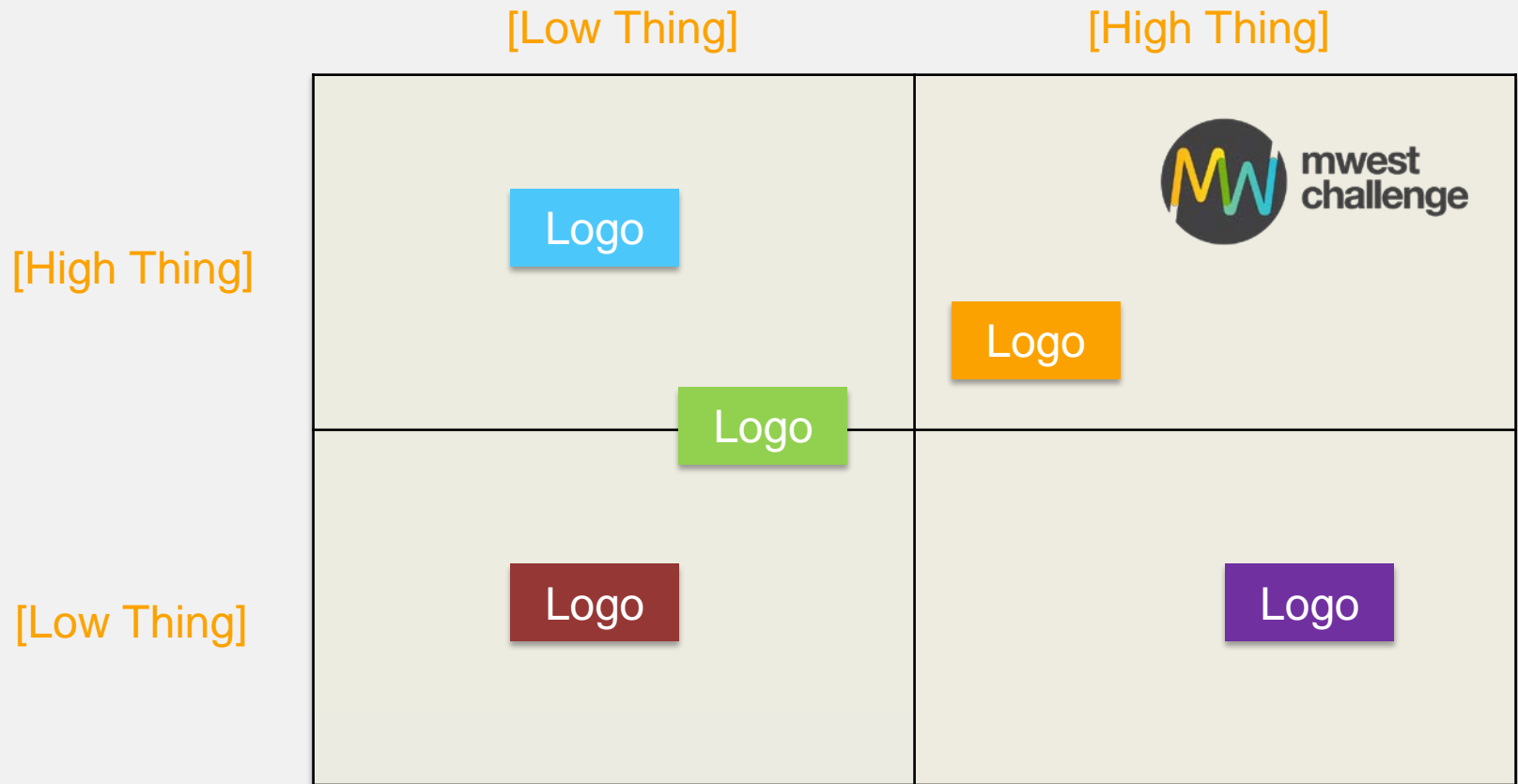
Ex, If you are selling wheat bread to the restaurant industry, the segmentation order should be:

Restaurant industry size: \$5555 (Total Available Market-TAM)

Restaurants that buy the bread instead of cooking: \$444

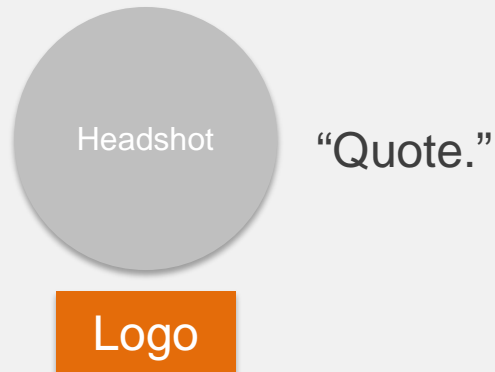
Restaurants that buys wheat bread: \$33

Restaurants that you can reach (your target):\$2 (Served Available Market – SAM)



We are stronger than the competition in **[key differentiators]**.

We are threatened by the competition in **[honest worries you have]**.



- Proof of concept data point
- Proof of concept data point
- Proof of concept data point
- Proof of concept data point

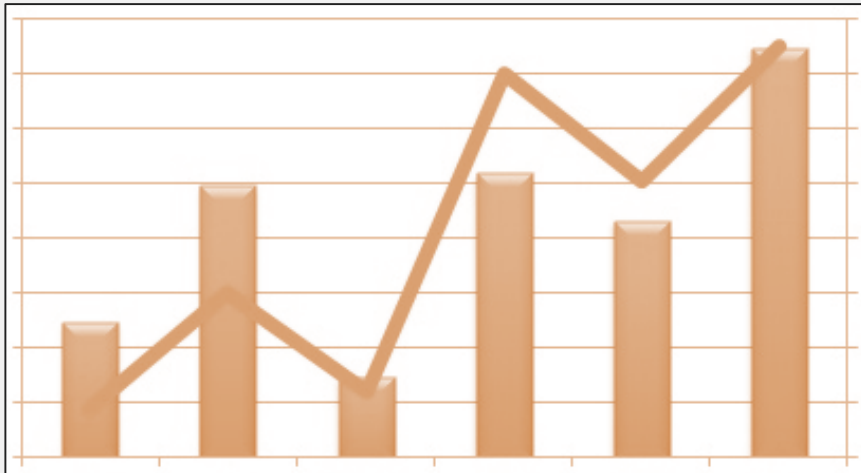


What have you accomplished to date and why are you well positioned for success

Important milestones reached

Future prospects

Prototype



- List any sales or pre-orders

## [How do you Make Money?]



[Sales Strategy: Free trial and bottom-up selling]



[Pricing: \$X to \$Y per user per month]

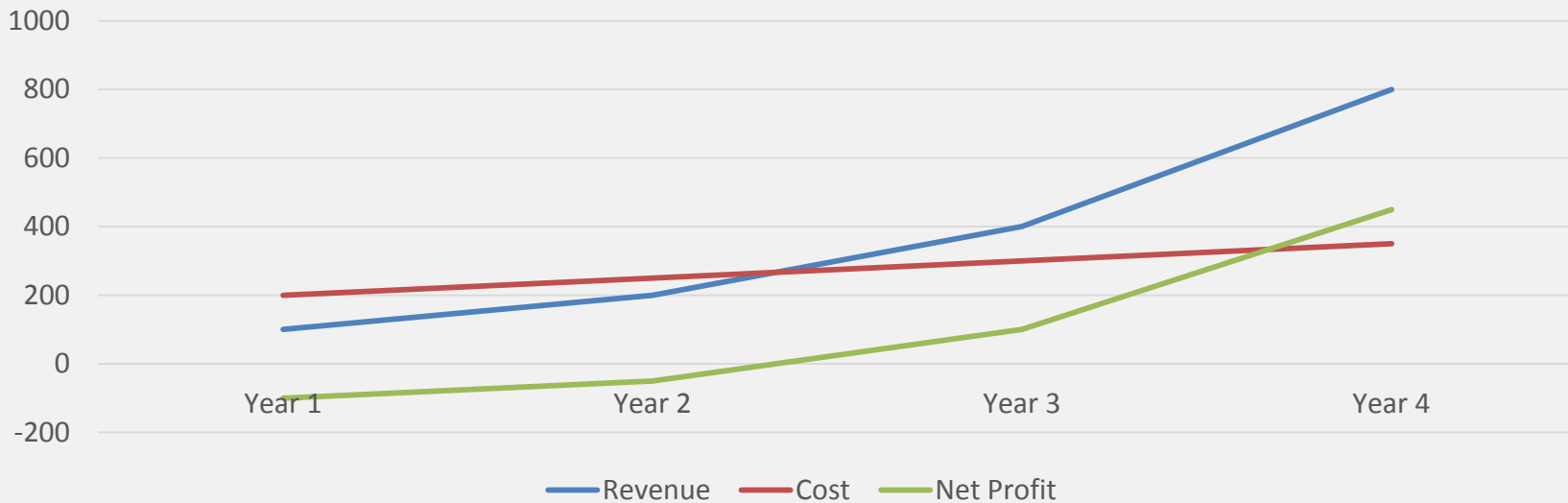


[Operating Margins: Over X%]



# Financials/Budget

### Financial Projections



Break Even Point	Year
# Units	Break Even Year



Main Focus:

[Launch web & iOS app]

[X]

[X]

Priority Tasks:

- [Improve signup flow
- Finalize user referral process
- Accepted to App Store
- Drive initial signups
- Measure DAU totals]

[X]

[X]

Target Results:

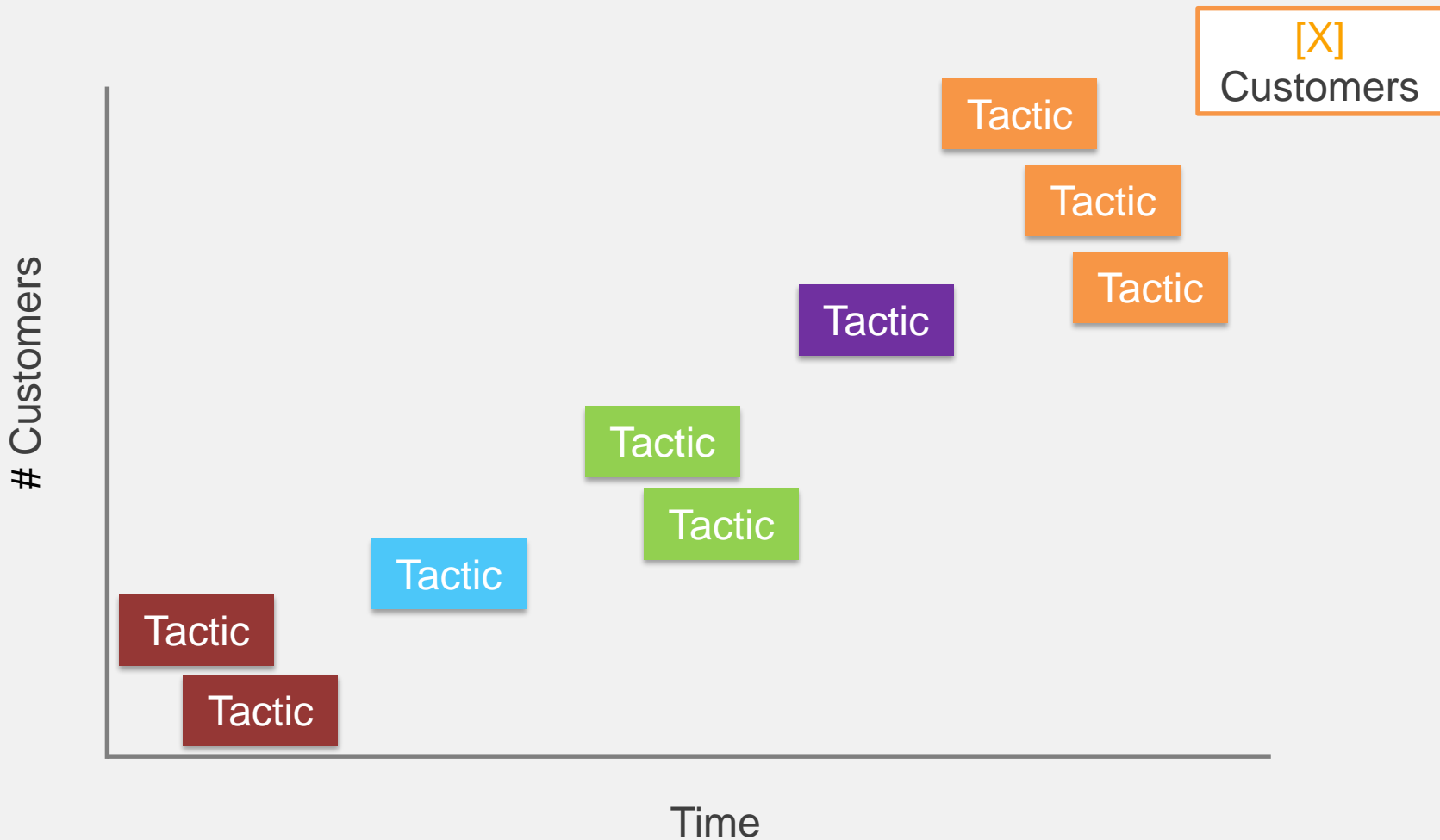
- [X initial users
- Convert X% of existing email list
- Understand DAU & optimize]

[X]

[X]

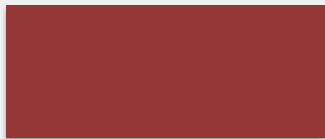


## Path to [X] Customers

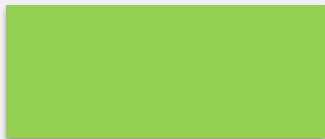




Name, Current Title



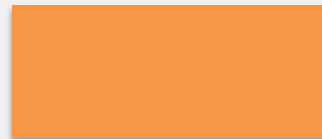
- Title or Relevant Function
- Impressive Achievement



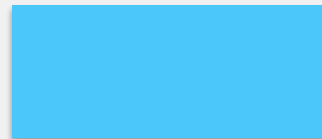
- Title or Relevant Function
- Impressive Achievement



Name, Current Title



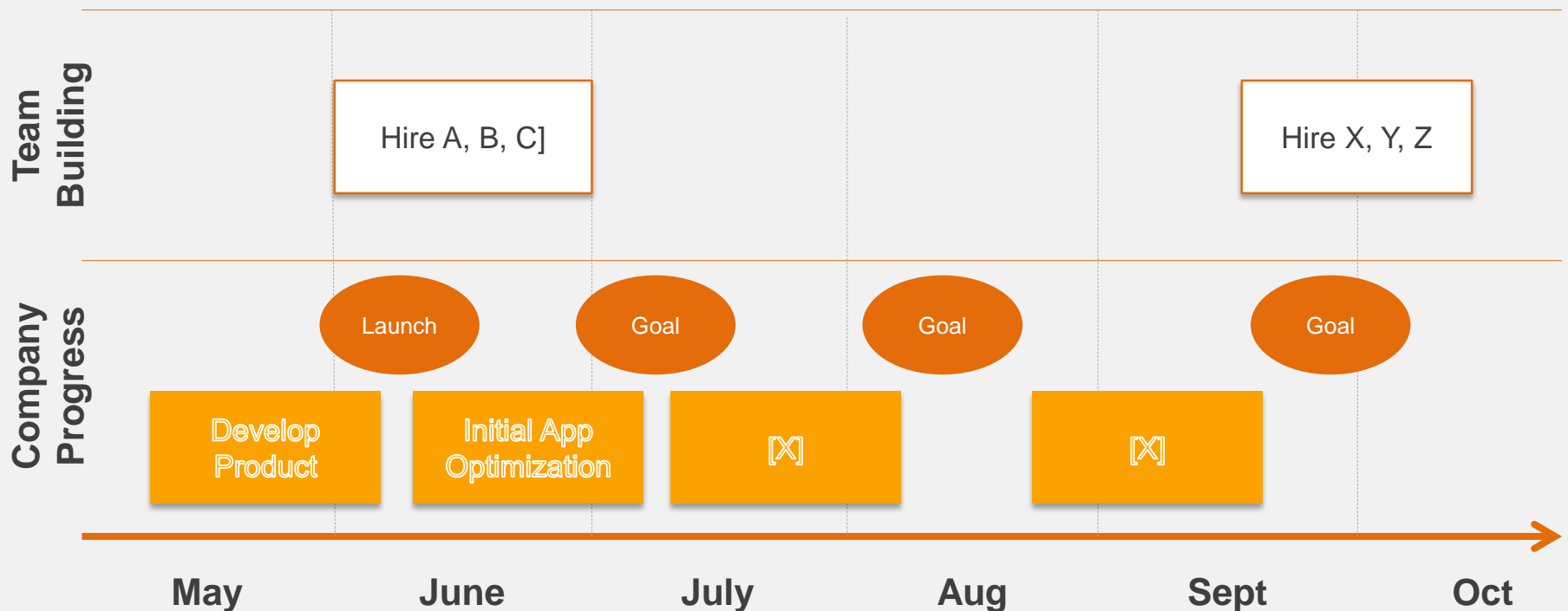
- Title or Relevant Function
- Impressive Achievement



- Title or Relevant Function
- Impressive Achievement

# Next Steps

- We are seeking [\$X].
- We aim to [major goals] in the next [timeframe].



Thank you



**mwest  
challenge**

Company Name  
Team Leader Name  
Contact Information