CASE WESTERN RESERVE UNIVERSITY PRESENTS
THE
Morgenthaler-Pavey
Startup Competition
POWERED BY gBETA

Pitch Deck Guidelines
2019
1. OPENING SLIDE

LOGO

CONTACT INFO

VOICEOVER ONE-SENTENCE OVERVIEW
2. TRACTION

SEXY ANNOUNCEMENT
3. PROBLEM

TWIST THE KNIFE
4. SOLUTION

INTRODUCTION TO YOU!
5. SHOW IT

MOCKUPS
OR
SCREENSHOTS
6. REVENUE MODEL

HOW DO YOU MAKE MONEY?
7. TRACTION

EVERY TIME YOU SAY YOUR TRACTION
AN ANGEL GETS ITS WINGS
8. MARKET

BOTTOM-UP
9. THE “ASK”

$$ $$

RUNWAY MILESTONES
10. TEAM

CORE TEAM
11. CONCLUSION

RECAP
WHY YOU ARE A GOOD INVESTMENT OPPORTUNITY
12. CLOSING SLIDE

LOGO & CONTACT INFO
13. APPENDIX

COMPETITION
USE OF FUNDS
IP
FINANCING HISTORY & MILESTONES
COMPARABLES
FINANCIAL PROJECTIONS
FUTURE PRODUCT TIMELINE/ROADMAP
ADVISORS