



equinor

Assembling a 12 pitch deck

A 12 pitch deck should include the following:

1. Introduction

Who are you and why are you here?

Please provide the background of your project or idea. Keep it short and sweet.

2. Team

Show the people behind the idea. Describe the people in the team and their roles.

3. Problem

What are you trying to solve? Is it really a problem?

Describe the pain point that you are addressing and wanting to solve.

4. Advantage

What makes your idea or project special? And different from others?

5. Solution & product

Describe how you are planning to solve the problem with your idea or project.

How does it actually work? (How about a drawing or picture)

6. Traction

Traction means having a measurable set of customers or users that serves to prove potential investors that your idea or project will be is "going places". Have you done any research or testing?

Have you received any feedback from potential users? How do you foresee your growth?

7. Market

Know or at least attempt to predict the size of your target market.

8. Competition

Attempt to provide a complete overview of the competitive landscape (if possible).

What are alternative solutions to the problem you are trying to solve?

9. Business model

How are you planning to make money? Make an overview.

10. Financial

Try to show a schedule for when you expect revenues to come in.

Are you able to make a sales forecast and income statement in a simple version for the next 3 years?

11. Investing

What is your planned budget?

12. Contact

Don't forget to leave your contact details for the company to easily get in touch with you.