Perfect Your Pitch... Deck
A pitch is your first impression and invitation for investors, customers, or employees to support your vision and buy into your company, be it through dollars, expertise or promotion.

In today’s multimedia world, on a rapidly-expanding information highway, your pitch often needs to be shared with a variety of audiences across a growing array of platforms.

A pitch deck is a virtual tool to share your perfect pitch in any number of ways. Developed in presentation software such as PowerPoint or KeyNote, a pitch deck conveys in words, graphics and sounds your message and call to action. As a presentation file, the pitch deck can then be shared as a virtual presentation, video, or social media clip. The file can also be used as a tool for in-person presentations, or printed as a handout.

An effective pitch deck begins with a solid pitch, a concise summary of what your business has to offer and what you want from your audience.
Your pitch should be 30–60 seconds and include:

- Your name, Company name and description
- Products and/or services offered
- Your value proposition
- How to learn more or follow up

You should customise your pitch for each situation and audience. Who are you talking to and why?

For example, are you:

- Introducing your business to a potential investor
- Telling your story and sharing your brand at a convention
- Starting a conversation in a slow-moving elevator
- Breaking the ice at a networking event tool for various business situations

This will influence the details you include in your minute (or less).

**Building your Pitch Deck**

Start with a simple background that highlights your logo and brand colours.

Add a slide for each element of your content:

- Introduce you and your company
- List products/services
- Explain your value proposition

End with how to reach you or find your company: website, social media, phone, address, whatever is relevant

Review your draft. Each slide should have a focal point: a key idea reinforced by an image.

A small list can work; a list of four items or more should be shortened or separated into individual slides
Refine your message. Consider these options:

Explain what your company and products/services do, then connect what you do to benefits for your audience, how what you offer (and their investment in it) makes their lives and/or their world a better place.

Put yourself in the position of your audience, and tell a story of your company or product/service. We respond to situations to which we can relate.

Give your audience what they want. An investor may want to see charts of financial projections and market share. A customer may want to see a smiling child safer because of the product you offer.

Keep it simple. Avoid the need to over-explain or embellish.

Be creative, complementing your content rather than sacrificing it. Ensure your brand remains clear and your slides remain readable.

For inspiration:

https://visme.co/blog/best-pitch-decks/