

# The Karleen Leveille Entrepreneurship Center Pitch Deck Worksheet

Answer the questions to develop content to include in your pitch deck.

<ul style="list-style-type: none"> <li>• Make it memorable</li> <li>• Use metaphors if it helps only</li> <li>• Avoid industry jargon</li> <li>• Focus on the problem &amp; solution</li> </ul>		
#	QUESTION	RESPONSE
1	What is the name of your business?	
2	What is the problem your service or product is going to fix?	
3	What is your product / service and how is it going to fix the problem? Why is it the solution?	
4	Do you have a proof of concept? Did you sell the product? Are you providing the service? If so, how well is it doing?	
5	Who are your competitors & how are you different?	
6	What is the market that your product/service is in? How much money can your product make in 5 to 10 years?	
7	Who is the team that will help you? List the members and their expertise.	
8	How much you are asking for? What will the investors receive for their investment	
9	Appendix – You can include any helpful information on additional slides for an appendix and depending on the questions investors ask – you can then refer to those slides.	