



**Breakthru**  
**12-Slide Pitch Deck Tips**



# Presentation Overview

## The pitch deck should:

- Provide a description of the proposed business venture
- Serve to excite the reviewers about the opportunity
- Not exceed a maximum of twelve (12) slides
- Be created concisely, purposefully and accurately as well as in a manner that will pique the reviewer's interest and garner support for the proposed business venture
- Make use of photos, graphs and other visuals that add to reviewers' understanding
- Be correctly sourced. Participants must have the rights to use any content not created by the participant.





# Suggested Format

Typically, the pitch deck contains information on the following topics:

- Company introduction (Suggested: 1 slide)
- The problem or need the company solves (Suggested: 1 slide)
- Customer/market analysis (market size, potential market share & evidence that customers have a need for the product/service) (Suggested: 1-2 slides)
- Product or service description and regulatory environment (Suggested: 1-2 slides)
- The current state of development (e.g., beta, customer trials, etc.) (Suggested: 1 slide)





# Suggested Format (Continued)

Typically, the pitch deck contains information on the following topics:

- Intellectual property status (e.g., Patent filings; trademarks, etc.) (Suggested: 1 slides)
- Competitive differentiation (Suggested: 1 slide)
- Management team and/or advisors, including relevant experience (Suggested: 1 slide)
- Time frames to achieve significant revenue and/or cash flow positive (Suggested: 1 slides)
- Financial highlights (Suggested: 1 slide)





## Other Tips for Breakthru and Beyond

- All presentations should leave investors wanting more information.
- Aim for correct grammar, spelling, diction, illustration & layout. Consider using tools like Grammarly.
- Use concise bullet points on the slides.
- Use graphs and other visuals as often as possible.
- Present a sound story and make it look good.
- Adjust and adapt to the presentation to your various audiences.



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