



**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: PITCH DECK

References: Transnational Network for Social Innovation Incubation

What are the relevant aspects of the social innovation?

Complexity: Medium
Time required: 2-3 hours
Material required: pen, paper, whiteboard
Other: The activity is done in a group.

What is it for?

Pitch Deck is a great tool for social innovators to present their innovation to potential investors bearing in mind limited time for presentation and reflecting on all the relevant aspects of the project. It is generally done after the BP Summary attracted the attention of the potential investors and the innovators are invited to provide more detailed presentation.

How to use it?

The group is asked to follow the steps in the diagram and provide brief statements and arguments for each section. The structure given in the example can be adjusted according to the needs of the team and it can be used as the structure for 10-12 slides PPT (maximum time of the presentation should be limited to 10 minutes).



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1. NEEDS AND CHALLENGES

What is your project about?
Have you identified a social need or a challenge which you can address or have you seen an opportunity in some market?
What problem or gap are you solving?

6. ROUTE TO MARKET

How will you access the market regionally and nationally (your route to market).
Address distribution agreements, etc. and your marketing plan – how you plan to grow?

7. SUSTAINABILITY

Have you completed your Profit&Loss and cashflow for 4 years (can you demonstrate scalability?).
Include a summarized P&L.

2. YOUR SOLUTION

The product/service: explain in detail the process, key stakeholders and their interactions.
How the product/service works?

5. YOUR BUSINESS MODEL

How you plan to generate social impact and sustain the company? Can you generate recurring revenue and can you grow this?
Is the business model B2B, B2C, etc?

8. MANAGEMENT TEAM

How will you scale? Have you the necessary people on your team or, if not, have you identified them? If you don't know them, what skills are needed? What gaps exist and how will you fill them?

3. THE MARKET OPPORTUNITY

Can you quantify potential markets/ customers or put a value on the market (currently and into the future) and will the opportunity continue to grow?
What is driving this growth opportunity?

4. POSITIONING

Where do you position your company compared to the already existing ones?
What is your unique value proposition?

9. FUNDING REQUIREMENT

How much funding do you require and what will the funds be used for?
Have you any public or other private investment already which makes your project more attractive for other investors?

10. POSSIBLE EXIT STRATEGY

Elaborate a strategy to mitigate failure.
How will the investors get their money back?

