

# Pitch Deck Checklist for XPLORE Venture Creator Program Application



Ensure your pitch deck includes the following key elements:

## 1. Problem Definition

- We clearly articulate the problem our start-up addresses and have defined our target audience.

## 2. Solution

- Present your solution, highlighting how it effectively addresses the problem.
- Emphasize the innovation and uniqueness of your solution.
- Include a picture of your prototype, if available.

## 3. Market Analysis

- We showcase our solution's market size, potential, and scalability.



## 4. Competition

- We acknowledge our competition, emphasizing our Unique Selling Proposition (USP) and addressing any Intellectual Property considerations.

## 5. (Sustainable) Business Model

- We clearly outline our business model, pricing (if available), and your go-to-market strategy.

## 6. Team

- We introduce our team, highlighting our most relevant skills and expertise.

## 7. Next Steps and Milestones

- We have clearly defined our upcoming milestones and next steps, specifying the areas where we need additional support.