



Tips on Designing Your Pitch Deck

Diamond Challenge



A platform that facilitates efficient volunteer tracking, hour verification, and event sign-ups.

Title Slide

- Keep it simple
- Have the focus be your company logo and tagline



Problem

Managing information of hundreds of volunteers is a **tedious** job.

Manually verifying volunteer hours is inefficient.

Spreadsheets are **inefficient** at managing event registrations.

Customer Problem

- **Simply** summarize the problem in 3 or less points
- OR Use an engaging image to support your story
- Always have your logo somewhere on the slide





Market

Target Market:

High school and **college**
students in metropolitan
areas

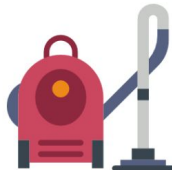
Potential Market

>2 million total users
>30 million hours logged
\$8 million economic value



\$26 Billion

*Based on a 2014 report by [Nielsen](#)



Addressable Market

Market Opportunity

- Emphasize numbers/statistics
- Incorporate graphs, charts, icons, etc.

*Remember, catch the audience's attention



Solution



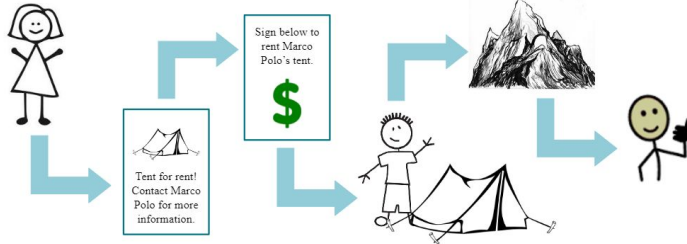
Hour verification



Consolidating Information



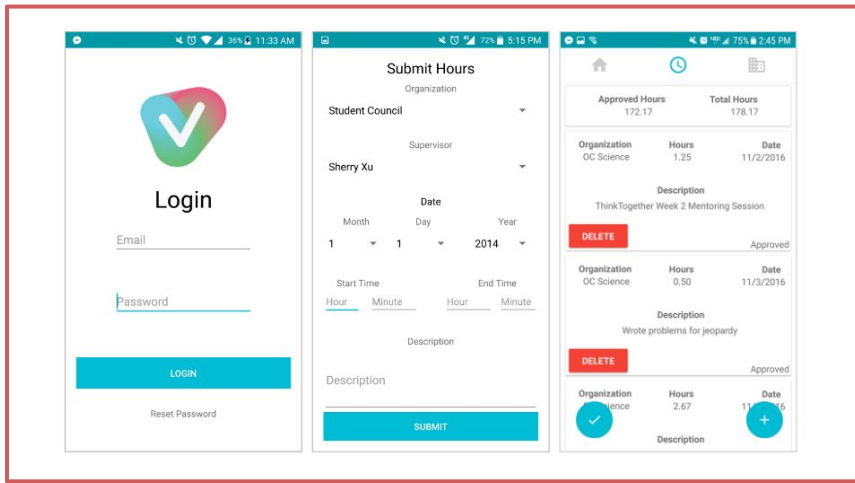
Event registration



Overview

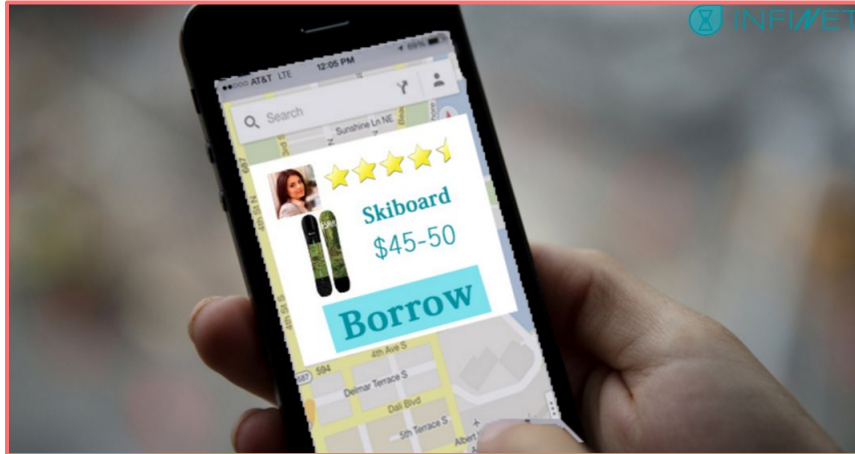
Solution Overview Pt.1

- Use icons and label the unique features
- Use a chart to illustrate steps



Solution Overview Pt.2

- Show a demo of your product
- The demo can be made on Photoshop or a picture of the actual product





Business Model

30 day free trial

Membership Rate

(per organization)

10-49 users	\$8/month
50-199 users	\$16/month
200-999 users	\$30/month
1000+ users	\$40/month

Additional Features

(for an additional fee of \$20/year)

- Volunteer rating
- Publicity boost
- Monthly analytics



\$100/transaction* --- 25%

\$50 - \$100/transaction --- 22%

\$10 - \$50/transaction --- 18%

*Rental fee per transaction

Revenue Stream: Commission

Revenue Model

- Keep it simple
- Stick with numbers



Team



Person 1
User Interface
Grade 10



Person 2
Product Manager/User Interface
Grade 11



Person 3
Programmer
Grade 12



Person 4
Programmer
Grade 12

Team

- Use a consistent layout
- Profile shots
- Highlight expertise

End Slide



By the **end of 2017**,  VOLUNTU will have

- sign-up for events
- adding events for supervisors
- a calendar function
- email notifications
- a completed website, Android application and iOS application

If you have any questions or would like to contact us, please email us at:

voluntu.io@gmail.com



- Think: What do you want your audience to remember most about your product?
- Main features, value proposition, tagline, future steps

*Remember, this slide will be displayed during Q&A.

General Rules

- Stick with a color scheme/theme
- White backgrounds make text easiest to read
- No font smaller than 20 pt.
- Be as minimal as possible. The focus is what you **SAY** not what you **SHOW**
 - The slides should have **Statistics**, **Numbers**, **Images**: things you don't already say or want to emphasize
- No animations (distracting and hard to remember when presenting)
- Mostly centered
- Keep it simple!