

# 120-Seconds Pitch Deck

<b>What's in it for me?</b> What is your <i>Why</i> or what is the audience's <i>Why</i> ?	
<b>Product or Service</b> Explain your product/service in 2-3 sentences	
<b>Target Audience</b> Describe the target audience/market for you product/service	
<b>Marketing</b> How do you reach your clients? How do you market your product to your clients?	
<b>Why?</b> Why should clients come to you? What problem do you solve?	
<b>Costs and Revenues</b> What are the production costs? What are your revenues?	
<b>Finance</b> What is the financial prognosis for the first one to three years?	
<b>Competition</b> Who are your competitors? (No competition? No market. Competition always exists)	
<b>Team</b> Who are the members of your team? What do they do? Do they make each other stronger?	
<b>Successes</b> What goals have you achieved so far? Tell your audience how you got to this point.	
<b>Activation</b> What do you want your audience to do or remember?	



Pay attention to:  
Emotion = Energy = Passion = Pride = Enthusiasm = Fun.  
Silences create impact. Don't tell too much. Use pauses.  
Text, Intonation, Body language and non-verbal behavior.  
The 5 S's: Step, Stop, Stand, Silence, Speak.  
Breathing.  
Mirror your gestures.