

# UNIVERSAL PITCH DECK

*DISRUPTOR'S HANDBOOK #4*

# INTRODUCTION

This deck is a very simple but highly concentrated slide deck that you can use as a way of walking a potential client, stakeholder or supporter through your solution. The bare bones deck helps you create a narrative around your solution that can easily be built upon.

Take information from your Disruptor's (or Shared Value) Canvas and turn the information into slides. Embellish the slides with your own story or personal experience – and don't be afraid to get emotional about your plan for the future.

Try to be specific. Don't inflate numbers. Be realistic about who you are, what you know and can do. And also be clear about what you need for support – whether it is money, resources, skills or access to customers. By being honest and specific it helps others know how best they can help you.

Also be realistic in terms of what you are asking for. If someone is going to support you – let them know what you will do with that support and when.

## *This handbook includes:*

- A basic pitch deck. It takes each element of your Shared Value or Disruptor's Canvas and weaves it together as a comprehensive but brief narrative.

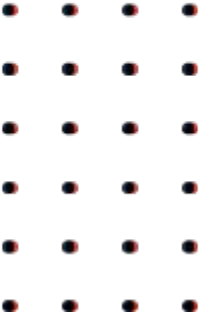
## *This handbook works in conjunction with:*

- **DH1: Disruptors Canvas**  
Ensure the messaging you create is consistent with what you have in your canvas
- **DH3: Key Themes & Messages**  
Nail the understanding of vision, mission and messaging to convince people to support your business, cause, or idea.



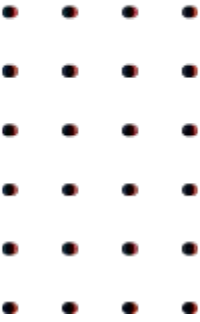
A BASE TO START FROM

# UNIVERSAL PITCH DECK



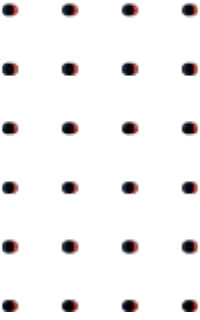
Hi, I am [your name]!





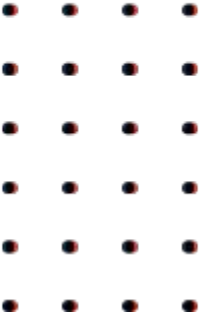
I am from [name of your project] and we [add your unique value proposition]





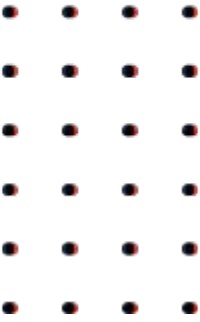
The problem we are solving  
is... [add your problem]





Our solution is... [add your  
solution]

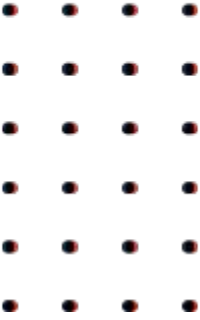




This is a big opportunity  
because... [add the scope of  
your solution]

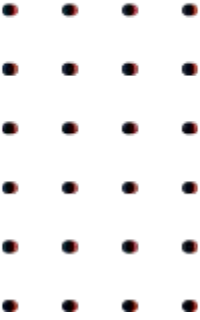






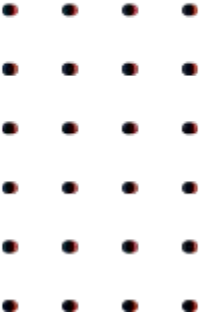
Our addressable market is...  
[add market size and think  
small, local, known - not  
global]





We'll acquire customers  
through... [now it gets hard]





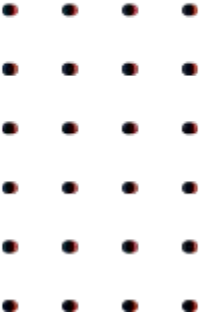
We'll make money by...  
[and harder]





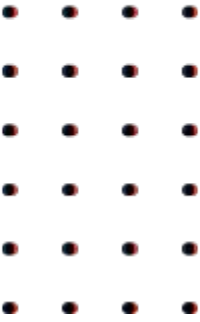
Our competitors include...  
[they're not as good as us  
though, right?]





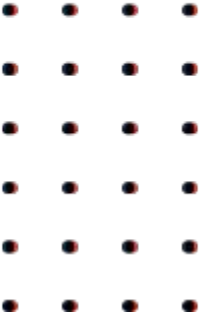
We're better because..  
['we just are' isn't good  
enough?]





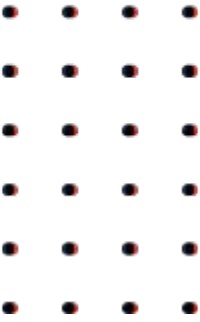
Our team is... [devilishly  
good looking, of course, but  
we have names too]





What we've done so far is...  
[what have you already  
done, and what can you  
build on?]



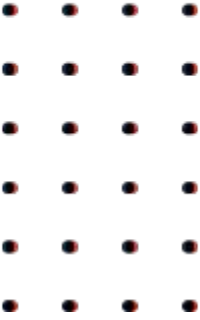


What we'll do next...

[what are your next steps  
and when do you think you'll  
have them completed?]







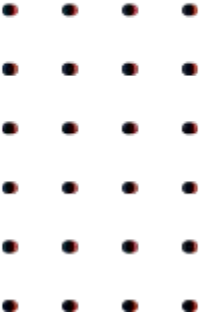
We need... [a little help  
from our friends]





We want you to... [lend us  
your ears, expertise, bank  
accounts...]





Thanks!  
[you've been  
marvelous]



## **TAKING IT FURTHER**

The universal pitch deck is just a starting point. You'll generally need to make different versions of these for stakeholders, supporters, clients and investors. The messaging needs to be tailored to the needs and expectations of each audience.

Go back to the ***DH3: Key Themes and Messages*** handbook and sharpen your story for each specific audience.

If you need to polish your pitch or dive deeper, feel free to reach out to us.

## **GET IN TOUCH**

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innovation for changing  
times.*

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