

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]!





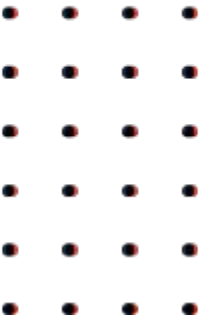
I am from [name of your
project] and we [add your
unique value proposition]





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]



DISRUPTORS CO



Gavin Heaton
CO-CEO



Joanne Jacobs
CO-CEO

Innovation on purpose

Success shouldn't be left to chance.

Whether it's developing a new business model for your scaleup, digital strategy and marketing for your brand, or a new venture accelerator for your government agency or global corporation, we've got your back with the skills, tools and experience you need to innovate on purpose.

Disruptors Co
The Quantum Terminal
1 Eddy Ave
Haymarket NSW 2000