

HITLAB

Ignite Pitch

Startup Strategy Sprint

September 2025



Introduction



Amy West



Lauren Dickerman

What a Pitch Deck Is (and Isn't)

Pitch Deck ≠ Full Business Plan

- It's a *storytelling tool*, not an encyclopedia



- Common Mistakes:
 - Too much text
 - No problem/solution fit
 - Lack of clarity

The Perfect Pitch Deck Story Arc

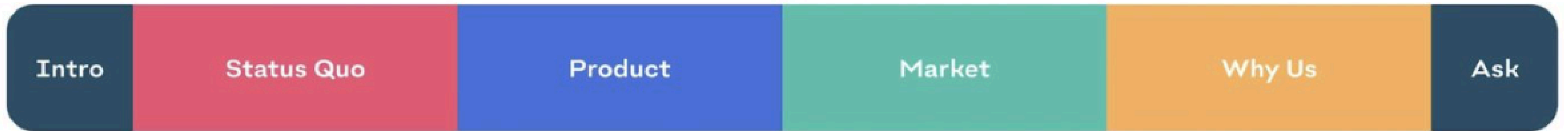
Should show that you understand the pain points in the market that have created a business opportunity

Usually, it includes slides like: **Problem** and **Business Opportunity**

The Market section should prove that you have the capacity to scale your business

It usually includes slides like: **Traction**, **Go-to-Market Strategy** and **Market Size**

Financial projections and fundraising details



Cover slide

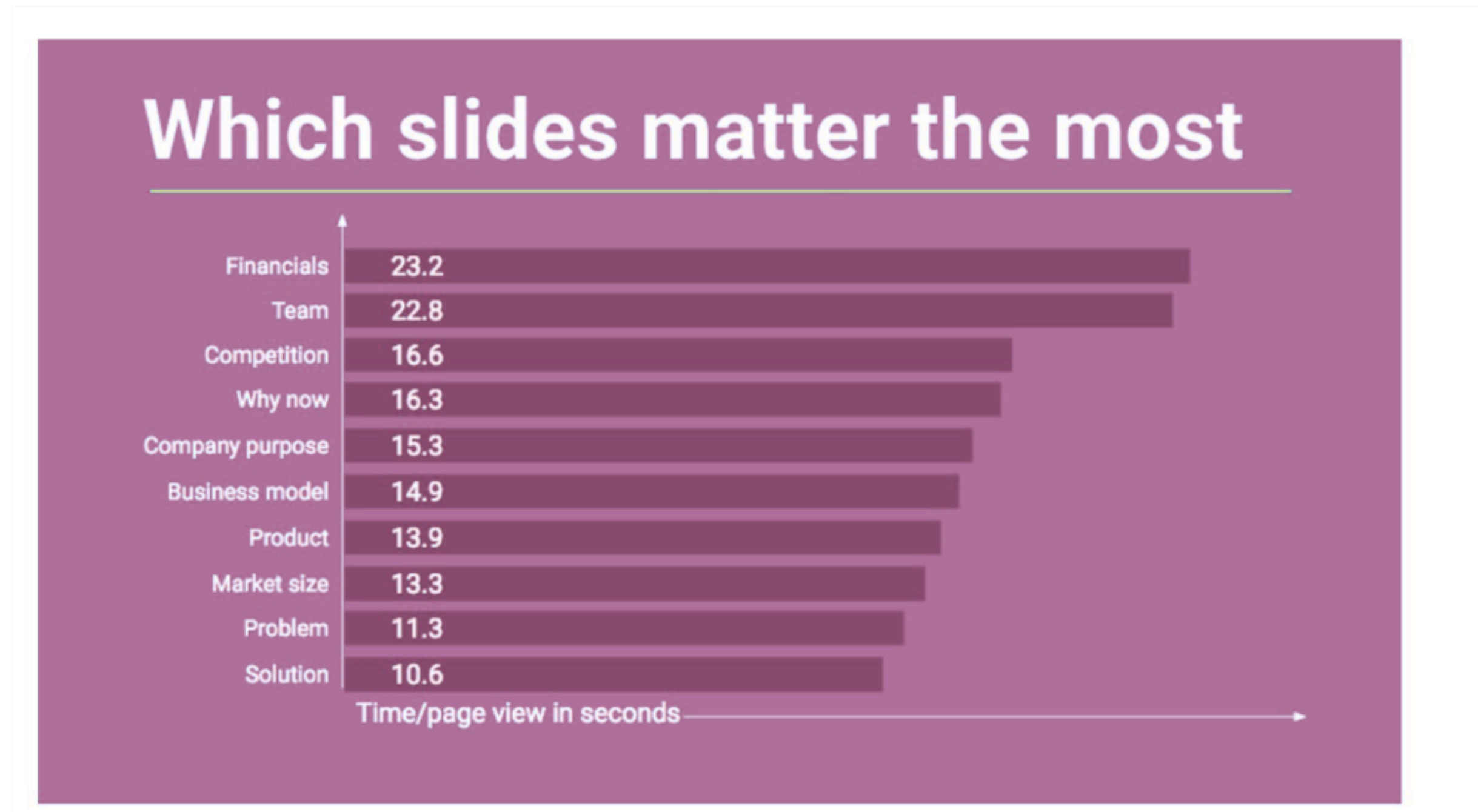
Speaks about your product and how it solves the problems you've discovered

It includes slides like: **Product**, **How does it work**, **Tech Infrastructure**, **Case Studies**, **Target Audience**, and should end with **Business Model**

The Why Us Section should prove that your business is better than anyone else to win the race for the Market

It includes slides like: **Competitors**, **Competitive Advantage**, **Team** and **Secret Sauce**

The Perfect Pitch Deck Story Arc



Source: Forbes, Alejandro Cremades

Core Framework Overview

The 4 Must – Have Slides

<p>Problem & Opportunity</p>	<p>Solution & UVP</p>	<p>Business Model & Market Path</p>	<p>Founder-Market Fit (Plus: The Ask)</p>
---	--	--	--

Problem & Opportunity



**State the Pain Point
Clearly**



**Why Does This Matter
Now?**

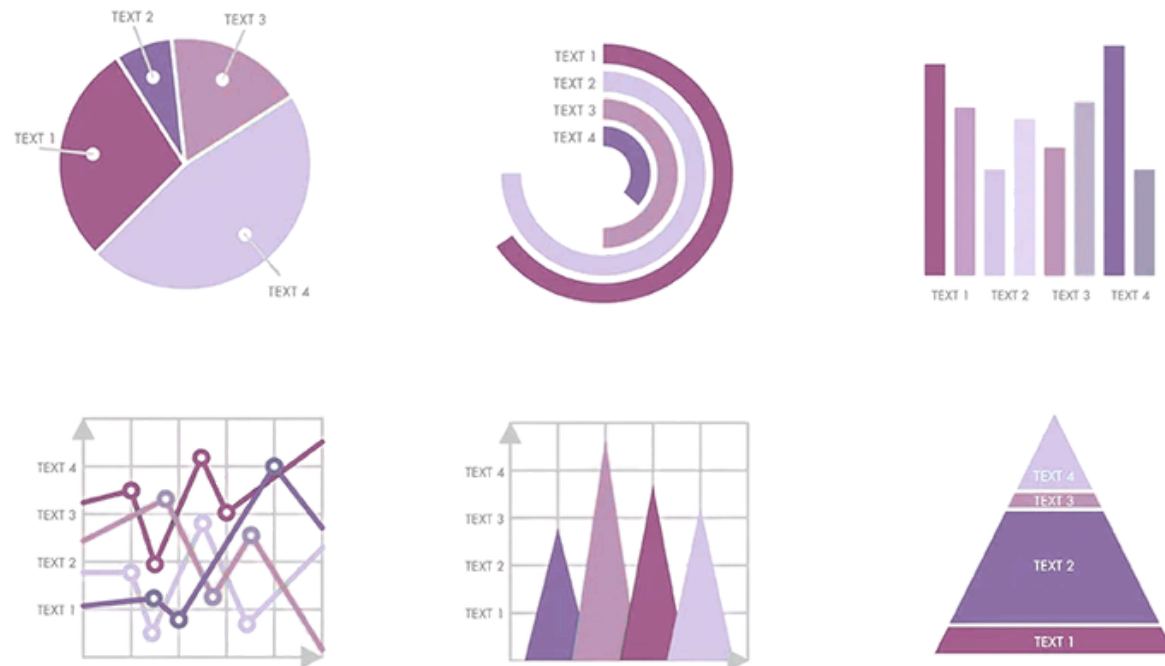


Quantify the Urgency with Metrics

e.g.: Pregnancy test strip innovation saves X per use vs. existing offerings.

Aesthetics Matter!

- Data Visualization to show competitive edge



- Imagery: Real product screenshots, flat icons

Concise is Key!

- 1 key point per slide
- Lead with strongest evidence (traction, validation)
- PRACTICE YOUR PITCH!

One-Sentence Takeaway Test: If you walked away, would the point stick?

Breakout Task

Create Your Mini Pitch Deck (4 Slides)

- Problem & Opportunity
- Solution & UVP
- Business Model & Market Path
- Ask
- Reminder: Clarity over perfection.

Thank you



FOR MORE INFORMATION CONTACT
awest@hitlab.org

Problems & Opportunity

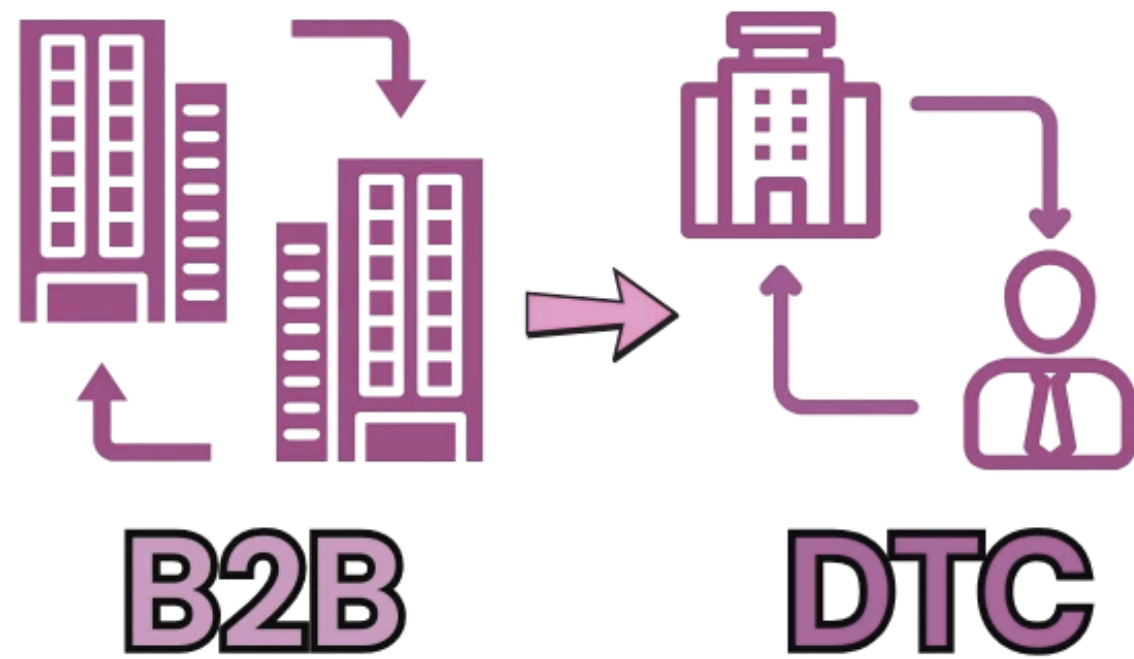
- State the pain point clearly.
- Why does it matter now?
- Quantify the urgency
 - Market size
 - Costs saved
 - Time reduced
- Example: Pregnancy test strip innovation saves X per use vs. existing offerings.

***How does the world change
when your solution wins?***

Solution & UVP

- Formula:
 - **For [target audience], who [problem], we provide [solution] that [key benefit]**
 - **For [target audience], who [problem], we provide [solution] that [key benefit]**
- Show validation: Conversations with real users, proof of unmet needs.
- Be “Better, Faster, Cheaper” in crowded markets.
- Add competitor snapshot (simple chart).
- If relevant: Patent/protection.

Business Model & Market Path



- Distribution: How do you get into users' hands?
- Show traction/milestones (roadmap or traction slide).

Founder – Market Fit Factor

Why you?

- Link founder's personal mission to the problem.
- Investors look for grit + adaptability.
- Quote: *"Products evolve. Founders endure."*

The Ask

- Be specific:
- “We are raising \$X to achieve Y milestones.”
- “Funds will be used for A, B, C.”
- Show how investment drives scale.

Visual & Storytelling Tips

- 1 key point per slide.
- Lead with strongest evidence (traction, validation).
- **One-Sentence Takeaway Test:** If you walked away, would the point stick?