

Grassroots Innovation Programme Pitch Deck

Presented by: (Applicant Name)

Company Details

Company Name

Key contact details

Insert company logo

PITCH STRUCTURE

1. INTRODUCTION – The Business and You
2. PROBLEM STATEMENT
3. SOLUTION
4. BUSINESS MODEL
5. COMPETITORS & KEY PARTNERSHIPS
6. BUDGET
7. GROWTH STRATEGY

INTRODUCTION – THE BUSINESS & YOU

- Who are the team member and what are their roles in the company – other key partners, advisors, investors can also be mentioned
- What the business does and when it started
- Mission
- Describe your current status, and your current accomplishments since you developed your concept

***This slide is intended to give a few key facts and establish the status and progress of your concept**

PROBLEM STATEMENT

- Describe the problem you are solving –think of a **compelling problem statement or opportunity** that clearly **demonstrates the need** for your product/service
- Tell the story: Who or what are you trying to impact?
 - Describe the problem or the opportunity
 - Why is this a big problem worth solving?
- How big is the problem?
 - How many people face this problem?
 - What impact does this problem have on society?
 - 2-4 bullets explaining why current interventions have failed or are not ideal

SOLUTION

- Clearly explain what is your technology/product/service
 - What does your solution do in one simple and specific sentence
 - Highlight the innovative aspects of your solution
 - Be sure to explain how you solve the problem AND how the technology works
- What is your value proposition
 - What is the magic sauce and why does it matter to your customer?
- Show how your solution improves upon previous solutions
 - You are encouraged to bring your prototype, share pictures, diagrams and anything else that shows the underlying magic

BUSINESS MODEL

- Explain “who” your target customer is – who will pay for your product and who will benefit?
 - What is the size of each segment?
- Why will your customers buy your product or service?
 - What is the biggest pain that you will solve for them?
- How will your product/service generate profits?
 - Talk about how much it costs to make and how much customers will pay you for your solution
 - How will you reach your customers?

COMPETITORS & POTENTIAL PARTNERS

- Who is currently doing this, how long have they been doing it, what are they good at?
 - Focus on direct competition and what they do
- Who can be your key partners?
 - Explain what is the nature of the partnership and why it makes sense for them to work with you.

Budget

You will be provided with R200 000 technology development funding if your project is approved.

Complete the table below:

Budget Item	Cost
Total	R200 000

GROWTH STRATEGY

- Confirm where you are in developing your technology/product/service and where you plan to go
- What do you need to do to get there?
 - Explain the technology/product development steps it will take to prototype
 - How much do you need for each step?
- How will the support you request lead you to growth?

