



Virtual Pitch Video Presentation Guideline Examples

1. General Presentations for Business Development

- Company overview (who, where, how long in business).
- Products and/or services.
- Who are your customers?
- What are your differentiators?
- Technology Roadmap.
- Marketing Roadmap.
- Growth plans.
- Challenges (technology, marketing, funding, workforce, city/state business support).
- Opportunities (including funding with any others).
- Needs to Help Growth & Next Steps.

2. Guidelines for Seeking Funding

Here are the 11 basic slides:

- Slide 1: Vision / Elevator Pitch
- Slide 2: Traction / Validation
- Slide 3: Market Opportunity
- Slide 4: The Problem
- Slide 5: Product / Service
- Slide 6: Revenue Model
- Slide 7: Marketing & Growth Strategy
- Slide 8: Team
- Slide 9: Financials
- Slide 10: Competition
- Slide 11: Investment 'Ask'

3. Other Types of Calls to Action for Special Programs and Activity

- What is it (with complete background).
- What problem is it solving?
- Who are you looking to engage?
- How to engage?

These are examples but you can research to determine what's right for you to use with your company.

If you'd like to discuss any options at all, feel free to contact me.

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