



PITCH DECK GUIDELINES

What Every Team Must Include — Slide by Slide

CHOOSE ANY ONE TOPIC :

1. AI FOR EVERYDAY PROBLEMS

Identify a real-world problem faced by **students, consumers, professionals, or businesses** and build an AI-powered solution that makes the experience smarter, faster, easier, or more accessible. Teams must demonstrate a clear customer need and build a business around the solution.

2. THE FUTURE OF WORK

Reimagine how people **learn, work, get hired, or grow their careers**. Identify an emerging challenge in employment, education, skills, recruitment, or workplace productivity and develop a solution with a clear target customer, market opportunity, and sustainable business model.

3. BUILD FOR A BETTER FUTURE

Choose a pressing real-world challenge around **sustainability, mobility, waste, energy, financial inclusion, or community needs** and turn it into a commercially viable solution. The idea should demonstrate both **meaningful impact and potential to scale**.



SLIDE 2

Problem Statement

What This Slide Must Include

- ✓ Clearly state the real-world problem you are solving
- ✓ Explain who faces this problem — your target customer or segment
- ✓ Back it up with data, statistics, or examples that prove it is a real pain point
- ✓ Explain why this problem matters right now (timing/urgency)
- ✓ Keep it to 3–4 crisp points — avoid vague or generic statements

PRO TIP

Judges should feel the pain point within 10 seconds of reading this slide.



SLIDE 3

Product Overview

What This Slide Must Include

- ✓ Describe what your product or service actually is
- ✓ Explain how it directly solves the problem stated on the previous slide
- ✓ List 3–4 key features or offerings
- ✓ Include a visual — sketch, mockup, or sample image, if available

PRO TIP

Show, don't just tell. A visual mockup goes a long way with judges.



SLIDE 4

Value Proposition

What This Slide Must Include

- ✓ State the core value or benefit your product delivers to the customer
- ✓ Explain why a customer would choose you over doing nothing at all
- ✓ Tie the value directly back to the problem statement
- ✓ Use benefit-driven language, not just a list of features

PRO TIP

One strong sentence should be able to capture your entire value proposition.



SLIDE 5

Industry Overview

What This Slide Must Include

- ✓ State the market size and value, with year and currency
- ✓ Mention the industry's growth rate and key trends
- ✓ Use credible statistics and cite the source directly on the slide
- ✓ Note any regulatory or macro trends affecting the industry

PRO TIP

Always cite your source on the slide — judges will ask where a number came from.



SLIDE 6

Competition Analysis

What This Slide Must Include

- ✓ List 2–4 direct or indirect competitors
- ✓ Build a comparison table across key parameters (price, quality, brand, etc.)
- ✓ Highlight where you are strong and where competitors are stronger
- ✓ Be honest about gaps — self-awareness is viewed positively by judges

PRO TIP

A comparison table is far easier for judges to evaluate than a paragraph.



SLIDE 7

Unique Selling Proposition

What This Slide Must Include

- ✓ State what makes you different from every competitor listed
- ✓ Explain why that difference actually matters to the customer
- ✓ Address whether it is defensible — hard for others to copy
- ✓ Summarize it in one clear, bolded sentence

PRO TIP

If your USP could apply equally to a competitor, it isn't really a USP.



SLIDE 8

TAM & SAM

What This Slide Must Include

- ✓ TAM — Total Addressable Market: the full size of the opportunity
- ✓ SAM — Serviceable Available Market: the portion you can realistically reach
- ✓ Show the calculation or assumption behind each number
- ✓ Use a visual — pie chart or funnel — to make the numbers easy to grasp

PRO TIP

Show your math. A number without a visible source or logic looks made up.



SLIDE 9

GTM — Go to Market

What This Slide Must Include

- ✓ Name the specific channels you'll use to reach customers (online/offline/hybrid)
- ✓ Outline your launch sequence or phasing, if applicable
- ✓ Mention any partnerships or distribution channels involved
- ✓ Keep it actionable and specific, not generic

PRO TIP

Avoid saying "social media marketing" alone — name the exact channel and why.



SLIDE 10

Customer Acquisition Strategy

What This Slide Must Include

- ✓ List your key acquisition channels — ads, partnerships, content, referrals, etc.
- ✓ Explain how you will retain customers, not just acquire them
- ✓ If possible, mention an estimated customer acquisition cost (CAC) or its logic
- ✓ Tie the strategy back to the target audience defined earlier in the deck

PRO TIP

Judges look for a coherent strategy, not a list of marketing buzzwords.



SLIDE 11

Financial Projections — Capex & Opex

What This Slide Must Include

- ✓ Capex — one-time setup costs: stores, equipment, technology, inventory
- ✓ Opex — recurring costs: rent, salaries, marketing, logistics, maintenance
- ✓ Provide estimated figures, even if approximate
- ✓ Optionally include a break-even timeline or revenue projection

PRO TIP

Round numbers are fine — but always explain the assumption behind each one.



SLIDE 12

Thank You Slide

- ✓ Thank the judges and audience for their time
- ✓ Restate your business name and one-line tagline
- ✓ Include contact details — name, email, phone number
- ✓ Invite questions and open the floor for discussion

End with confidence — this is your last impression on the judges.