



Prof. Donato Iacobucci Centre for Innovation and Entrepreneurship Università Politecnica delle Marche

- 1. The problem
- 2. The solution
- 3. The market
- 4. The business model
- 5. The team

The problem

 Identify just one problem
 Identify the target

2. Solution

Technology
Do you have a prototype?
Expected benefits

3. The market
o Size of the market (value)
o Growth rates
o Competitors

4. The business model
o Pricing policy
o Who is paying and why
o Market adoption

5. The team
o Competences
o Experience
o Passion

Example

• Airbnb:

<u>https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable</u>

