

Financial Support to Startups and Scaleups (Shape Accelerator & Scale Post-Accelerator)

Pitch Deck Outline

Please ensure your pitch deck contains all requested information below. Your pitch deck should be submitted alongside your Venture Execution/Scaling Plan. Together, these two documents and your answers to the application form build the basis of your evaluation. Ensure they are consistent with each other and tell the same story.

Name your file as: Pitch Deck_Project acronym.pdf

This outline applies to ventures at all stages, whether you are an early-stage startup applying for funding up to EUR 200,000 or scaleup applying for funding up to EUR 500,000. The depth of information expected will reflect your company's maturity.

PURPOSE OF THE PITCH DECK

Your pitch deck is your primary tool to communicate the potential of your venture to the evaluation panel. It should tell a clear and compelling story about the problem you are solving, your solution and your ability to execute.

THE FORMAT

While you are free to use your own design, we expect you to follow the structure listed below. Aim for clarity and conciseness over volume. We expect a maximum of 15 slides. A focused deck is more effective than an exhaustive one.

PRACTICAL NOTES

Present your venture as if speaking to an investor or industry expert who is unfamiliar with your specific sector. Avoid jargon and be specific — concrete numbers, real customer names and evidence of traction always outperform general claims.

If you use AI to support you in this process, make sure to validate the assumptions listed in your deck. Expert evaluators will assess whether the information presented in your deck makes sense or not.

EXPECTED PITCH DECK STRUCTURE

Problem	What specific problem are you solving, and for whom? Quantify the problem with credible market data.
Solution	What is your product or service, and how does it address the problem?
Why now	Why is this the right moment for your solution? Include market trends and relevant socio/political/economic developments that can influence growth; for example, shifts in platform/distribution dynamics, changes in creator economics, cultural or generational shifts in taste/consumption, any regulatory or technology inflection, etc.
Market opportunity	How large is the addressable market, and what segment are you targeting or have you captured? Support this with credible market data (i.e. TAM, SAM, SOM) State the source category explicitly and flag its limitations.
Product	How does it work? Include screenshots, demos, or visuals where possible.
Business model	How do you make money, and how is the model structured to grow? Please specify whether you operate B2B, B2C, B2B2C, marketplace, or another model. (If applicable) How are IP and rights structured and monetized?
Competition	Who are your main competitors and what is your competitive advantage? How defensible is it? What gives you a clear advantage over them?
Traction	Include your key financials and unit economics, for example (when available) revenue, customers, commercial agreements, partnerships, growth metrics achieved to date, burn rate, customer cost of acquisition, etc
Team	Who are the founders and key team members, what relevant experience do they bring including education degree, employment, and prior startup experience, and how is the team structured across key functions? What is the monthly time commitment of the founders?
Go-to-market strategy	How do you acquire customers today, and what does your expansion strategy look like? Describe the main channels through which you reach and convert customers (e.g. direct sales, partnerships, inbound, events, platform referrals).
Investment Roadmap	How much investment are you trying to raise? By when? What for? Include a general overview of how you plan to use the financial support provided by EIT CC and other investors.