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 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.xlsx

This is for: This outline applies to ventures at all stages — whether you are an early-stage startup building your concept through the Shape Accelerator or a scaleup advancing through the Scale Post-Accelerator programme. 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, compelling and honest story about the problem you are solving, the opportunity you are pursuing, and your ability to execute.

The format: There is no fixed template — you are free to design your deck as you see fit. What matters is that all sections listed below are clearly addressed. Aim for clarity and conciseness over volume: a focused 12–15 slide deck is more effective than an exhaustive one.

Practical note: 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.

Problem	What specific problem are you solving, and for whom? Why does it matter now?
Solution	What is your product or service, and how does it address the problem?
Market opportunity	How large is the addressable market, and what segment are you targeting or have you captured?
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.
Traction	Revenue, customers, partnerships, or growth metrics achieved to date. For scaleups, include evidence of sustained growth and expansion.
Milestone	Key milestones, patents, certifications, participation in startup programmes, grants, awards, or recognitions received.
Competition	Who are your main competitors and what is your competitive advantage? How defensible is it? What gives you a clear advantage over them?
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).
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?
Financials	Current revenue or revenue trajectory, burn rate, and projections for the next 12–24 months. *Redacted versions are accepted where sensitive commercial information is included.