
APEC: GROWING INDIGENOUS BUSINESSES THROUGH TRADE (PHASE 3) 2024

Business pitching guide

BUSINESS PITCH GUIDE

SLIDE DECK CONTENT

There are many elements to delivering a successful pitch, however, we suggest that there are two points that are especially crucial for you to remember. Firstly, the *framing* of your pitch; and secondly your *projections*.

On framing, this will depend on who you are pitching to – you may have to focus on either the ‘why’ (benefits of or story behind the product), or ‘how’ (effective execution of the venture).

On projections, while it is difficult to know exactly the level of potential market demand and expected returns, you will need to be confident about your numbers or at least on how you present them.

SLIDE 1

- **Introduce yourself and your business**
- “My name is.. I am the Chief..”
- “We make healthy, invigorating [products] from..”

SLIDE 2

- **State what you want**
- “We are looking for a partner that shares our value/philosophy.. or help build our brand..”
- “We are looking for \$ million to expand our manufacturing operations.. for 25% equity..”

SLIDE 3

- **Define the problem and highlight extent of the problem**
- “Right now 78% of workers in the CBD consume.. They are unable to..”
- “As a consequence more than X million of.. are..”

SLIDE 4

- **Articulate your solution**
- “We have the solution. We are able to..”
- “We can deliver safer, cheaper, longer-lasting..”

SLIDE 5

- **Explain or provide background to your solution**
- “We can achieve this because we have done the research.. partnered with the University of..”
- “We have access to Indigenous suppliers and unique ingredients..”

SLIDE 6

- **Describe your customer and how to reach them**
- “We believe young, health conscious individuals are looking for..”
- “We can reach them at or through..”

SLIDE 7

- **Note your competitors and substitute products**
- “While we believe we are unique, there are others that may provide similar products..”
- “We would also be competing with potential substitutes, such as..”

SLIDE 8

- **Flex your value-add and why you are different**
- “Our product is different because..”
- “Moreover, we care about.. And our local community benefits..”

SLIDE 9

- **Tell your story**
- “I and my co-founder started the business after my experience with..”
- “I have pursued this calling, even while I was working on..”
- “In taking this initiative, many others in my community are benefiting by..”

SLIDE 10

- **Present your team**
- “We have a great team of..”
- “Our strengths are complementary..”
- “Beyond the core group, we will have access to..”

SLIDE 11

- **Highlight the opportunities**
- “We understand that the emerging technology in.. is being more widely picked up, which will translate to..”
- “Consumer sentiment and demand is..”
- “The Government has or will be announcing new regulations, which will..”

SLIDE 12

- **Put a spotlight on key metrics**
- “GMV (Gross Merchandise Value) is likely to reach..”
- “We expect an ARR (Annual Recurring Revenue) of”
- “We are confident that we would achieve growth of..”

SLIDE 13

- **Close on a positive note (about the benefit of the partnership)**
- “We see strong complementarities between our organisations, and together can achieve..”
- “With your (connections).. and our (high quality products).., we can grow demand in..”
- “With your investment of ‘smart capital’, including your valued counsel and connections, we would be pleased to offer you equity of..”