

APPLICATION TECHBRIDGE ACCELERATOR

Guideline for your STARTUP PITCH-DECK

Convince us with your previous achievements and outline the growth potential of your company!

Max. 10 Power-Point slides + appendix: e.g. pictures, technical drawings, ...

- **Key figures:**
 - Year of incorporation or planned date of incorporation
 - Company type and location
 - Current turnover and number of employees
- **Business model**
 - Customer problem & solution approach
 - Value Proposition & Unique Selling Proposition
 - Market Potential & Customer Segments
 - Market Entry (Beach Head) & Distribution Channels
 - Key Resources & Partners
- **Founding team**
 - Team & Roles
 - Competences & Experience
- **Financial condition**
 - Revenue Model & Traction
 - Rough Runway & Financing Needs
- **Success**
 - Grants & Investors
 - Prices
 - Other cooperation