



شريك عملك  
Your Business Ally

**BONUS Episode**

**PITCH DECK 101**

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# What is a PITCH DECK?

It' s a **PRESENTATION** that is used to PITCH your idea to a company of audiences, generally investors



# Tips To Craft An Effective Plan/ Pitch



# PLAN TIPS

## Keep It Simple and Clear

If you had to **condense** your plan to one page, and then further segment it.

Keep it crystal **clear**, and **simple** without overusing **business jargon**.

## Use Visuals and Illustrations (Mainly a Presentation TIP)

Attempt to use Visuals much as possible instead of text, to convey your message. Wouldn't harm to have **humour** as well.

## Write In Points

If you have to convey your message through writing, **DO NOT** write in paragraphs, but rather in **points**.



## Use Relevant Statistics

To make your pitch more **objective**, obtain credible sources of **REAL** data, preferably from multiple sources.

## Be Realistic

Convey a realistic plan to best convey how you will reach your **goals**.

## Be Consistent

Make sure that you are **consistent** across all sections of your pitch.



# PRESENTATION TIPS

## Be ENTHUSIASTIC and CONFIDENT

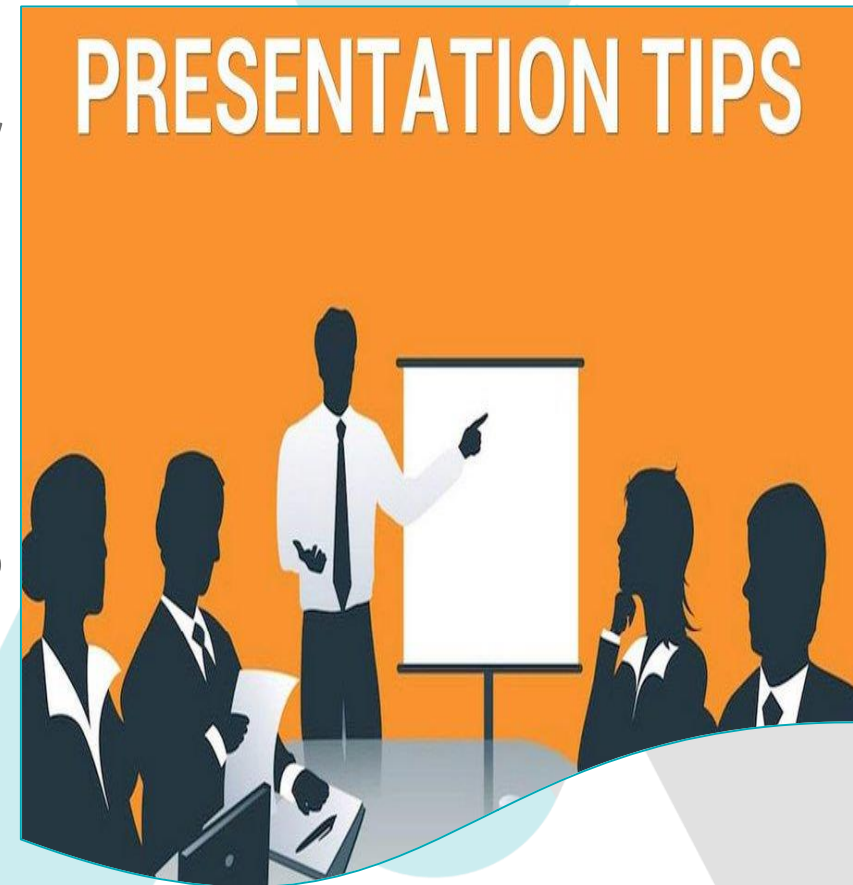
If you're boring, they will get **bored**. Showcase your **passion**, and know that while presenting you know your business more than anyone.

## Maintain EYE contact

Maintain **eye contact** with **ALL** who are attending, especially those who might be your potential source of **CASH!!!!**

## Your Pitch is your REFERENCE

Your pitch should be a **reference** point and **NOT** a document to **read** from.



**LASTLY.....**

**DO NOT SPILL ALL YOUR  
COMPANY SECRETS**

Provide just enough information to keep your attendees interested, without jeopardizing in-depth details, that they can analyze and replicate on their own.



**THE END  
..... FOR NOW**

**Thank You...**

