



Startup Pitch Presentation

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the State Scholarships Foundation (IKY). Neither the European Union nor the granting authority can be held responsible for them.”

Convince, Engage, Succeed

Perfect Pitch

From Idea to Investor



**Co-funded by
the European Union**

Presented By: **Io Chatzivaryti,**
EU projects Advisor
Drama Chamber of Commerce and Industry



Erasmus+

Intro To Pitch Deck



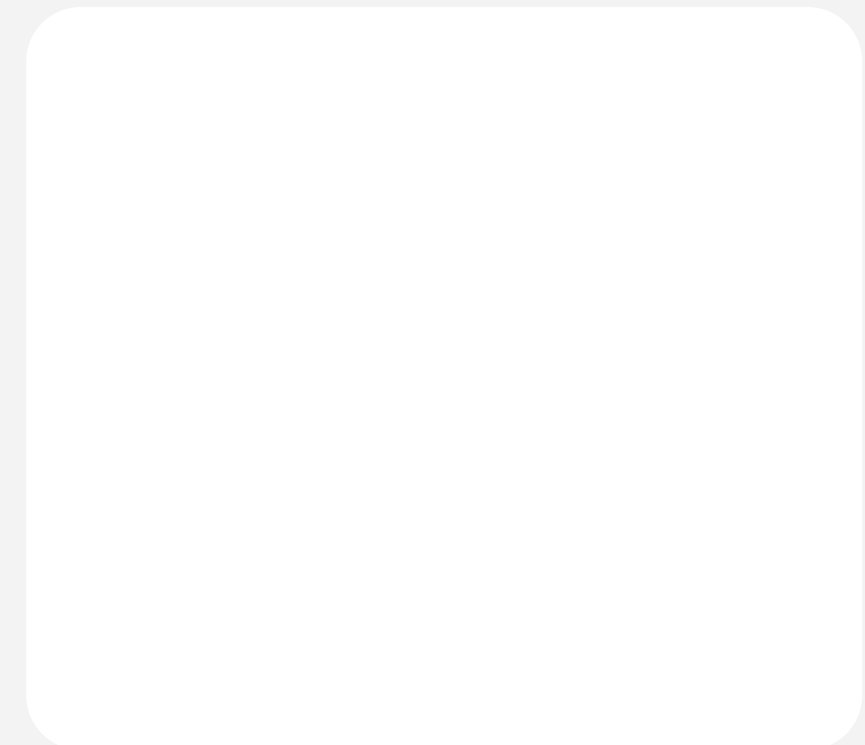
Pitch Purpose and Function

A pitch deck is actually a visual presentation that summarizes your startup's vision, products, market, and business model to attract investors effectively.

Problem Statement

Real Challenges to Solve

Highlight the real-world problem your startup effectively addresses, showing its urgency, relevance, market impact, and why existing solutions are insufficient or ineffective.



Solution & Product



Pitch Innovative Offerings Explained

Present your product or service clearly. This can demonstrate how it solves the identified problem and delivers unique value to your target customers.

Market Opportunity

Size and Growth Potential

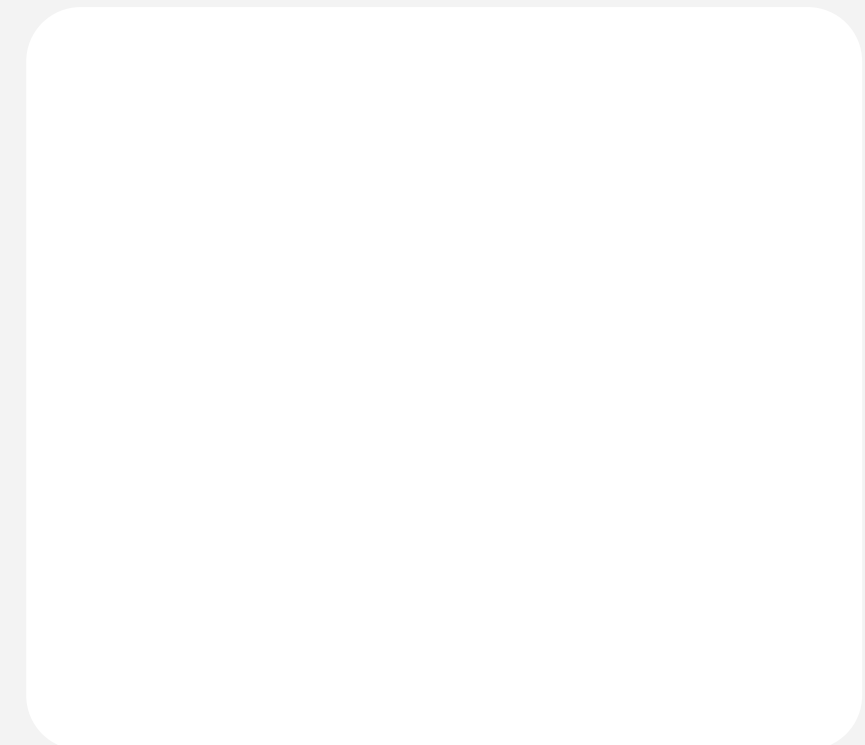
Explain the competitive market landscape, target audience, and growth potential, clearly showing investors the opportunity for scalable returns and long-term sustainable success.



Business Model Overview

How You Make Money

Show clearly how your startup generates revenue, pricing strategies, customer acquisition methods, and any unique advantages that make the business financially sustainable and scalable.



Competitive Advantage



Business Differentiation Explained Clearly

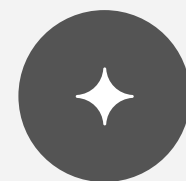
Highlight clearly what sets your startup apart, including technology, team expertise, partnerships, or unique market positioning that creates strong barriers to competition.

Investor Appeal



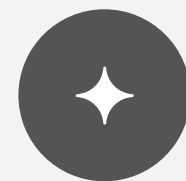
Clear Vision

Demonstrate your long-term plan and startup's potential impact.



Strong Team

Showcase skills, experience, and commitment of key members.



Scalable Model

Illustrate clear growth opportunities and financial projections.

Why Should Join Now

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the State Scholarships Foundation (IKY). Neither the European Union nor the granting authority can be held responsible for them.”

Startup Pitch Presentation

Now ...take the floor and shine

