



## The StartupTrack

### Support Pack

Are you thinking about applying for the Venture Further Awards? If so, you've come to the right place! This pack outlines everything you need to know to apply and some top tips for success.

This Track is for ventures that cause digital disruption, production innovation, consumer brands and scalable ventures who have moved beyond idea stage and are actively validating, building and preparing to scale.

### Awards Within This Track.

- **The Digital Innovation Award:** Best app, SaaS, or software-based platform.
- **The Consumer and Product Innovation Award:** Best physical product, retail, or Direct to Consumer brand.
- **The High-Growth Venture Award:** The startup with the most potential for rapid growth and potential.

### Application Process

For the initial application, you must submit a pitch deck. Below is some guidance on how to create this document.

## Pitch Deck

Crafting a high-impact pitch deck for a startup competition is essential to clearly communicate your business idea and differentiate yourself from the competition. Below is a step-by-step guide to help you build a compelling and persuasive presentation.

### How to structure your pitch deck:

<b>Title Slide</b>	Venture name, logo, tagline, and your name.
<b>Problem</b>	Clearly articulate the problem your venture is solving. Use real-world examples data to back your ideas up.
<b>Solution</b>	Present your product or service as the solution. Highlight the unique value proposition and any intellectual property you may have.
<b>Market Opportunity</b>	Define the target market, size, and potential growth. Provide data to back up your claims.
<b>Business Model</b>	Explain how you plan to make money. Detail your revenue streams, pricing strategy, and customer acquisition plan.
<b>Go-to-Market Strategy</b>	Outline your plan to enter the market, including marketing, sales, and distribution strategies.
<b>Traction</b>	Showcase any progress you've made—user numbers, revenue, partnerships, or product development. Use charts and metrics to illustrate growth.
<b>Competition</b>	Identify your main competitors and highlight your competitive advantage. A comparison chart can be effective here.
<b>Future Planning</b>	Can you demonstrate your plans for the next 12-months? Think about revenue, expenses, and profitability. Use realistic assumptions.
<b>Team</b>	Introduce your team, emphasising relevant experience and expertise.

<b>Ask</b>	Clearly state what you are asking for - How will you use the money if successful?
<b>Closing Slide</b>	Recap your key points - end with a strong, memorable statement.

## Top Tips

- **Simplicity:** Keep slides clean and uncluttered. Use bullet points, not long paragraphs.
- **Visuals:** Incorporate high-quality images, icons, and infographics to make your points visually appealing.
- **Consistency:** Use a consistent colour scheme, font style, and layout throughout the deck.
- **Storytelling:** Weave your slides into a compelling story that takes the audience on a journey from the problem to your solution.
- **People:** Make it unique to you and your business, show your passion and personality.
- **Evidence:** Back up your claims with data—market research, customer testimonials, and pilot results.
- **Credibility:** Cite sources and avoid making exaggerated or unsubstantiated claims.
- **Polish:** Review your deck for typos, grammatical errors, and formatting issues.

By following these guidelines, you'll be well-prepared to create a high-quality pitch deck that captures attention and communicates your vision effectively.

Please submit your pitch deck in either PPT or PDF format.

## Final round

If your application is shortlisted, you must deliver a pitch to a panel of internal and external judges as well as an audience. Your pitch should last 5 minutes, with 5 minutes of Q&A.

- **Practice:** Rehearse your pitch multiple times. Remember to time yourself to ensure you stay within the allotted time.
- **Feedback:** Present to friends, mentors, or colleagues and incorporate their feedback. A fresh perspective can really help!
- **Confidence:** Enter the competition with confidence. Your pitch deck is a tool, but your passion and belief in your idea are what will truly sell it.
- **Backup:** Save your presentation in multiple formats (PDF, PPT) and have it accessible on different devices.
- **Q&A Preparation:** Anticipate questions and prepare concise, confident answers. Be honest, if you don't know the answer to a question, say that! We don't expect you to know everything.

## Award Ceremony

Award winners will also deliver a short two-minute 'showcase' pitch at the Award Ceremony. The audience at both pitches will include internal and external guests, therefore please ensure not to include or share any enabling IP or trade secrets during this pitch. This is a verbal pitch, so no pitch deck will be required.

## Resources & Links

- [Enterprise Resources Portal](#) powered by MEC – access templates, guides, expert talks and tools to help you develop your venture wherever you are in your entrepreneurial journey.
- [The Secret to Successfully Pitching an Idea | The Way We Work, a TED series](#)
- There is a free design website called [Canva](#) that is very easy to use and has hundreds of templates for flyers/pitch decks. PowerPoint also has some great design tools.
- [Canva advice on pitch deck design](#)