



The Databank Entrepreneurship Challenge is targeted at helping entrepreneurs in Ghana to get funding for their businesses worth up to GHC 10,000. The businesses will be required to submit pitches on their innovative business ideas and thereafter do a presentation at the Databank Entrepreneurship Summit.

This document outlines some important things to note before you submit your pitch.

Note: For the purposes of this challenge, a start-up refers to **a business that is yet to begin operations or one that has been in operation for the past 5 years or less.**

All pitches should be uploaded at bit.ly/dtbpitchdeck
The deadline for submission is by midday (12:00 p.m. GMT) on **Wednesday, October 26, 2022.**

Criteria for Pitch Deck
Formal Criteria:

A good pitch deck usually has the following content and these are the key criteria judges will be looking for:

Language	All information in the pitch deck should be written in English
Number of slides	A maximum of 17 slides (or less - not more) + Front cover. Any appendices must be included within the 17 slides.
Front Cover	The Front Cover should include: Company Name Year of Operation Name of the product/service being offered Possible location Contact details (e-mail & telephone number) for the company members

Content criteria:

A good pitch deck usually has the following content and these are the key criteria judges will be looking for:

- 1
- Problem**
This slide is your opener. You're presenting the problem that your target market has, the need for your service, widget, or other solution that your company offers. You want this slide to be a problem that isn't up for debate and that you can verify exists while staying away from problematic terminology.

- 2 **Why now?**
The next slide covers a potential question that many investors will have: why is now the time? Why does this problem need an answer now? Why is now the time to capitalize on this problem? This slide is the perfect opportunity to discuss the market validation that exists
- 3 **Solution**
This slide follows up the problem by showing your solution to the previous slide's problem. Without going into technical details or too much jargon that could turn off investors, you'll want to lay out your solution with the benefits that it offers toward the problem
- 4 **Market size**
This slide is your chance to let investors know about the scalability of this opportunity. Give your potential investors a chance to see what your share of the market can be once funded
- 5 **Competition**
The competition slide is where you can show your market research skills by showing what competitors currently exist in your market, and how your solution is a better fit for consumers. This slide is where you explain how your company can create its niche based on what other companies are currently doing
- 6 **Product/Service**
Your product/service slide is where you get a chance to get down to the meat and potatoes of the product/service you're offering and what investors are putting their money into. This part is where you can go into more details about your product/service as the solution
- 7 **Pricing Structure**
This slide will tell us how you intend to price your product or service. This is essential because it will help the judges understand how the price will play an impact on how successful your offering will be in helping you achieve your goals does not have a track record as you are seeking funding to start, please indicate the expected cost to start.
- 8 **Marketing and Sales**
Marketing and sales are increasingly becoming important factors to the success of every business. The judges will therefore like to know how you intend to market and sell your product or service to reach your desired audience
- 9 **Team/Founder**
This slide is your time to shine a light on all those behind the company. Highlight what each of these team members brings to the project and why they are right for the future of the company. If you are the sole person behind your venture, please provide a profile of yourself instead
- 10 **Financials/Cost of start-up**
Your financial slide can be the basics about your company's current financials that help to explain why you'll need the investor's help and why you believe that the company's future depends on that investment. This slide makes the investor see your current success before moving on to the final slide. If your business does not have a track record as you are seeking funding to start, please indicate the expected cost to start.
- 11 **Fundraising**
Your final slide is almost like your call to action. You are breaking down how the GHC 5,000 investment is going to help you meet your goals and objectives

Other things to note:

- Ensure you have proofread your slides to eliminate grammatical errors and typos
- Information must be neatly presented with appropriate visuals
- When you are sure you have met all the criteria, you may submit your pitch at bit.ly/dtbpitchdeck. This is the first stage.
- You may be required to do a presentation at the Databank Entrepreneurship Summit if you are shortlisted so ensure you are present at the event. You may find more information about the summit at www.databankgroup.com or go to bit.ly/dentsummit1.