

# Logo and Project Title

Participants' name and lastname

Mentor's title, name and last  
name

College or University Logo

City, Country and Date

Begin by showing the problem you are solving

Good pitches show statistics (use a graph).

Memorable pitches share personal stories (use a personal picture).

Your innovative idea in one sentence

Always remember:

subject + verb + complement

(what is it + what does it do + why is it different)

Show your prototype here. Use arrows, animations and or effects to highlight those characteristics you'd like to explain in detail.

**DON'T USE WORDS!** Show images and prototypes to explain those features.

In this slide, use a two-column table. In the first column, show the risks your project's development and implementation might face and in the second one, how to mitigate those risks.

Usual risks include: lack of internet access, illiteracy rates, and of course, underfunding.

This slide is for your financials,

a) Either you show how much your project is going to cost by using a pie chart

b) Or you show how your project is going to make money through a price and features table. Even if your idea is a social business, it needs to make money to support itself.

Even though you only show one out of the two options, be prepared to answer questions on both financial approaches.

Your competition analysis goes here.

1. If you don't have any in your country, search it overseas.
2. If there isn't any even outside your country, you can present some similar ideas or tools that users have to solve their current problem.

Prepare your closure by reminding the audience about your prototype. Flash it again on this slide!



This is the reference page and it's one of the most important ones. Tell us where did you get the information from. Use APA format ([this](#) might help).

We do love ChatGPT and other AI tools for pitch creation. However, source them well and use them wisely. In any case they substitute academic sources and research papers.

Introduce your team, and close your pitch by passing the mic to the judge panel by saying “*who has the first question?*”