PITCH DECK OUTLINE

Pitch Deck Simplified:

* Outline
* Videos
* Print resources

Audience:

* WHO is the target audience?
* People who are wanting to invest - lightly warm contact
* WHAT is the goal?
	+ Show potential where they can start connecting the dots
* WHAT do THEY want??
	+ Answer THEIR questions - what do they want. They can always come and ask for more.
	+ Numbers, how quick can I get this, benefits, stability, risks, commitment levels

Presentation Order Ideas:

* History to present time
* Next level
	+ Show POTENTIAL of where we can go! Share the VISION!
	+ Jellyfish model - improve company structure - need
	+ Value add-on core - \*\*\*The Master Plan\*\*\*
	+ Share the next projects - 3, 4, 5, 6, 7, etc.

Visual needs:

* Graphics
	+ Versions over time - Fill in the map and GPS core graphics as it grew
	+ Team member intro?
	+ General numbers and revenue -
		- General receivables
		- General operating numbers
		- Invoices over the years, etc.
* Videos
	+ 2-3 minutes videos for each of these pieces
* Printable resources
	+ Make the key info printable
	+ Access to so much further if desired - developer’s notebook, huge amounts of data and content
* Make it web based & use what we already have
	+ New graphics/icons on those main project, overview pieces
	+ Fill out Adilas Lite if that is what we choose to use for the pitch deck
	+ Make a new section for - investment opportunities
	+ Links to other visuals, galleries, underlying concepts and pieces, teaching tools - may want to make some specific docs - like “What Makes Us Different?” - make it it’s own doc so they can read, access, print
	+ Presentation gallery outline - already has a lot of content there

Strengths, Challenges, and Opportunities:

* Strengths
	+ Stable functional core - over 20 years - we are not short-lived, we’ve been around and we are going to keep being around
* Opportunities
* Challenges & Opportunities
	+ Getting bogged down in the daily business details of running the business - where we want and need some help - so we can keep dreaming and building and doing what we are best at
	+ Need managers, need dreamers, need builders
	+ Need more resources - resources maxed out