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