

## Pitch Deck Design - Mentor Handout

You don't need to be a pitch deck expert — you just need to **listen carefully, ask good questions,** and **help students explain their ideas clearly.**

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**Helping Students Build Their 10 Core Slides** - For each slide, guide with questions like:

- **Cover** - What's the name of your project? Can you add a short phrase that gets attention?
- **Elevator Pitch** - In one sentence, how would you explain what you're doing and who it's for?
- **Problem** - What's frustrating or missing that your project fixes?
- **Solution** - How does your idea make things better or easier for people?
- **Market & Vision** - Who needs this? Is it a few people or lots of people?
- **Business Model** - How will this project stay alive—will it sell something, raise money, grow users?
- **Why Now/Advantage** - Why is this idea a good fit for today's world?
- **Team** - Who's helping you, and what are they good at?
- **The Ask** - What do you need help with right now—money, advice, tools, support?
- **Contact/Next Steps** - How can someone follow up or get involved after seeing your pitch?

👉 Focus on **drawing out their ideas naturally** through conversation.

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**Helping with Storytelling** - Help students organize their pitch like a **simple, natural story** — **NOT** a list of facts. A great pitch flows like a story: there's a beginning (problem), middle (solution), and end (vision + next steps).

### 1. Start with a Hook (Attention Grabber):

- Ask: **"How can you catch someone's attention right away?"**
- Help them lead with something surprising, relatable, or emotional.
- Example: *"Imagine a school without any after-school activities. What would students miss out on?"*

👉 Encourage: Open with a visual, emotional, or surprising statement or question.

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### 2. Define the Problem (Build Interest):

- Ask: **"What real problem are you trying to solve?"**
- Help them talk about a frustration, need, or gap people feel.
- Example: *"Right now, students have no place to safely meet after school."*

👉 Encourage: Be specific. Make the audience *feel* the problem.

### 3. Show the Solution (Introduce Their Idea):

- Ask: **“What is your idea and how does it fix the problem?”**
- Help them explain how their idea clearly improves the situation.
- Example: *“We created a community club program that gives students a fun, safe space.”*

👉 Encourage: Focus on **benefits** (how life is better) rather than just features (what it is).

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### 4. Build Belief (Consideration and Proof):

- Ask: **“Who would use this and why now?”**
- Help them show why the timing is right, who it helps, and how it can succeed.
- Example: *“90% of students surveyed said they'd join if this club existed.”*

👉 Encourage: Add numbers, trends, or examples if available — but keep it simple.

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### 5. End with a Clear Action Step:

- Ask: **“What do you want people to do after hearing your pitch?”**
- Help them confidently ask for support, funding, mentorship, or feedback.
- Example: *“We are looking for volunteers, a small grant, and a space to host our first event.”*

👉 Encourage: Always leave the audience with something **clear to do next**.

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### Storytelling Prompts You Can Ask Students:

- “If your idea was a story, what would be the beginning, middle, and ending?”
  - “What’s the hardest part of life before your idea exists?”
  - “How does life look better after your idea is real?”
  - “What would make someone say, ‘I want to be part of this?’”
  - “What would happen if no one solved this problem?”
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### Mentor Reminders While Helping with Storytelling:

- ✓ Keep asking **“Why does this matter?”** to dig deeper into their real story.
- ✓ Push for **specific examples**, not just vague statements.
- ✓ Help students **connect emotionally** — make it real for the audience.
- ✓ Remind them: **It’s OK if it’s not perfect** — the goal is to be clear, human, and passionate.

