

# Pitch Deck Design – Student Handout

## What is a Pitch Deck?

A pitch deck is a short slideshow that tells the story of your idea—what it is, who it's for, why it matters, and what you need to make it happen. Think of it like a **movie trailer** for your project: it builds curiosity and gets people excited.

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## Where Do Pitch Decks Come From?

Pitch decks were first used in the startup world, especially in **Silicon Valley**, where entrepreneurs needed quick, clear ways to explain their ideas to investors to gain funding. Over time, they became a **universal tool** for anyone with a big idea—used by students, artists, inventors, businesses, and nonprofits.

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## When Are Pitch Decks Used?

You don't need millions of dollars on the line to make a pitch deck. Use them when you want to **inspire, explain, and get support**. Here are some real-world use cases:

- **School Projects or Competitions** – Present your idea in class or to judges.
  - **Job or Internship Applications** – Show your skills and what makes you stand out.
  - **Event or Program Proposals** – Get approval for a club, event, or community idea.
  - **Creative or Freelance Work** – Pitch an idea to a client or collaborator.
  - **Product or Content Launches** – Explain what you're building and why it matters.
  - **Presenting at Work** – Share an idea with teammates, managers, or partners.
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## 10 Core Slides of a Pitch Deck

1. Cover Slide (Hook) - Project name, tagline, and an eye-catching visual.
2. Elevator Pitch (Hook) – One-sentence summary of your big idea.
3. Problem (Interest) – What problem are you solving and why does it matter?
4. Solution (Interest) – How does your idea fix the problem in a unique way?
5. Market & Vision (Consideration) – Who is this for, how big is the opportunity, and what's your big-picture goal?
6. Business Model (Consideration) – How will you make money or keep the idea going?
7. Why Now / Advantage (Consideration) – Why is this the right time for your idea?
8. Team (Consideration) – Who's helping and what strengths do they bring?
9. The Ask (Consideration) – What support do you need and what will it do?
10. Contact / Next Steps (Action) – How can someone get involved or follow up?



## Storytelling Framework

- Hook: Grab attention with your Unique Value Proposition and Big Idea.
  - Interest: Make it matter by showing the Problem and how your Solution helps.
  - Consideration: Explain your Market, Business Model, Team, and make your Ask.
  - Action: End with clear Contact info and Next Steps – invite action!
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## General Tips

- Be Straight Forward – 1 big idea per slide – don't overwhelm your audience with too much
  - Story over Stats - Do not read off your slides word for word.
  - Shareable Document – after design, export a PDF copy of the latest deck for sharing
  - Keep Deck Updated – make multiple versions of your deck as it evolves
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## Delivery Tips

- Practice out loud – get comfortable with your flow.
  - Look up, smile, and speak with energy.
  - Tell a story, not a script – be real and connect.
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## Design Tips

- Avoid clutter, less is more, allow space & order
  - Avoid paragraphs – headlines, subtext, bullets
  - Streamline visuals: fonts, icons, images, colors
  - Use hierarchy for text, visuals and color
  - Make text easy to read: clear fonts, good contrast.
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## Resources

- Scan the QR Code or visit [sifterdesign.com/pitch-week](https://sifterdesign.com/pitch-week)

