

Teaser Pitch Deck

General requirements

We are all about serving you, your development and success. To achieve the very best for yourself and your customers it is important for both you and us to strive for excellence. More often than not excellence is the product of hard work and a rather strict approach to the standards necessary to excel. This is why the teaser has to be as succinct as possible. That means that every single sentence will have to be both short and on point (one sentence – one statement). It is important for you to make concrete statements that are either verifiable or falsifiable. Unclear, spongy or prosaic texts are an immediate exclusion criterion. The overall scope of the teaser is no more and no less than 5 pages.

I. Outline (1 slide)	
Content	A great outline manages to fit all relevant information about your business on not more than 1 page full of polished sentences. Only an idea that is easily explained and passed on will be understood, explained, retold and supported by others. To make your outline shine you should put a special emphasis on addressing the following questions:
Checklist	<ul style="list-style-type: none"> <input type="checkbox"/> What is the true problem we are solving? <input type="checkbox"/> How do we solve the problem? <input type="checkbox"/> Which value do we generate? <input type="checkbox"/> What is our unfair advantage over others? <input type="checkbox"/> How did we come up with our idea? <input type="checkbox"/> Why the Wegvisor team would be stupid and full of idiots not to get on board with us.

II. The team (1 slide)	
Content	Use this slide to name and describe all of your team members. Do include the position (1), professional background and experience (2) as well as the motivation (3) and relevant contact details (4) of each member.
Checklist	<ul style="list-style-type: none"> <input type="checkbox"/> Names of our team members. <input type="checkbox"/> Position of our team members. <input type="checkbox"/> Professional background and experience of our team members. <input type="checkbox"/> Motivation of our team members. <input type="checkbox"/> Contact details of our team members.

III. Structural sketch (1 slide)	
Content	The structural sketch makes the entire business and its context understandable at a glance. It identifies all key actors (1) and shows the flow of money, goods, services (2), as well as the internal hierarchy between the actors (3).
Checklist	<ul style="list-style-type: none"> <input type="checkbox"/> Construct a map depicting all relevant actors. <input type="checkbox"/> Make sure to illustrate the relationship and resource flow between all actors.

IV. Finance plan (2 slides)	
Content	Here you convey your ideas about the financial structure and your financial goals. The financial plan should be illustrated using a business development timetable as well as some meaningful tables and charts.
Checklist	<ul style="list-style-type: none"> <input type="checkbox"/> Which value will we generate in 5 years? <input type="checkbox"/> Create a business development timetable with all relevant milestones. <input type="checkbox"/> State your customer acquisition costs. <input type="checkbox"/> Lay out your pricing strategy. <input type="checkbox"/> Illustrate your cost structure. <input type="checkbox"/> How much do you need, what do you give?