

**GRÜNDEN?  
KLAR DOCH!**

**DU, WIR  
& UNSER  
NETZWERK**

**BPW  
2026**

*[www.b-p-w.de](http://www.b-p-w.de)*



# BPW 2026

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Seminarprogramm Brandenburg



**Workshop**

# **Pitch Deck**

**Structure. Design. Delivery.**

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**Workshop Pitch Deck**

by Ole Korn

# Agenda

- 1 Definitions
- 2 Structure – Investors Pitch Deck
- 3 Slide Design
- 4 Speech Delivery
- 5 Feedback
- 6 Networking & Check Out

**#1**

**Definitions**

## Pitch



**Presentation of your startup, your business idea in front of someone.**

## Pitch Deck



**Tool that explains the most important questions about your startup to the investor, customer, etc.**

## Goals



**Acquire/win investors, prizes, customers, partners**

## Types



**Elevator Pitch  
Sales/Customer Pitch  
Investors Pitch**

# Types



**Elevator Pitch**

Sales/Customer Pitch

Investors Pitch

A short oral presentation of your startup/idea, lasting no longer than 60 seconds, with the aim of arousing the investor's interest.



## Attention

"Hi, my name is Lisa and I am one of the founders of Good2Know."



## Interest

"Good2Know is an app that lets you get push notifications to your smartphone whenever something interesting happens nearby."



## Desire

"We just launched the first version of the app in the Appstore and already have over 15,000 downloads in the first two weeks."



## Action

"We are self-funded so far and are currently raising an angel round of €150,000. We think you could help us a lot with your experience in Big Data!"



# Types



Elevator Pitch

**Sales/Customer Pitch**

Investors Pitch



A good sales pitch is specifically designed for a single customer or small group of customers.

The sales pitch focuses on the benefits of the product for the customer.

## Types



Elevator Pitch

**Sales/Customer Pitch**

Investors Pitch

Does your  
product/service  
solve the  
customer's specific  
problem?



# Types



Elevator Pitch

Sales/Customer Pitch

**Investors Pitch**

The investor pitch explains the **business model of your startup** and **answers** the most important **questions that investors** might have about your startup.



## Types



Elevator Pitch

Sales/Customer Pitch

**Investors Pitch**

Can YOU build a  
sustainable  
business with  
YOUR idea?



# #2

## Structure

Investors Pitch Deck

# Vision

**One-liner summary** - combines your product and the mission of your company...

**Our Company** <company name> **is developing**  
<product or service offering> **to help** <target customer>  
**with** <defined problem> **by** <unique solution>.



# Vision

One-liner summary - combines your product and the mission of your company...

**Our Company** <company name> **is developing**  
<product or service offering> **to help** <target customer>  
**with** <defined problem> **by** <unique solution>.

**Attention grabber** - keep it short, relatable and memorable

**We are AirBnB for Event Spaces.**



Vision

# Problem

Starting with the problem creates **empathy** in the audience.

**Be as specific as possible** and don't start with the origin of the problem.

There may be many problems you're solving for, but try to **focus on the three most relevant ones.**

Vision

Problem

**Solution**

How can the problem be solved?

Similar to the problem slide, you want to summarize your solution in (ideally) three or less points.

There should be an overlap between the problems and the solution approaches.

Vision

Problem

Solution

Product

Investors naturally want to see the demo of your product (MVP), because a demo is worth a thousand words.

... building hardware, show a prototype.

If you are ... developing software, show mockups.

... offer a service, show the process chain.

Highlight the most relevant features!

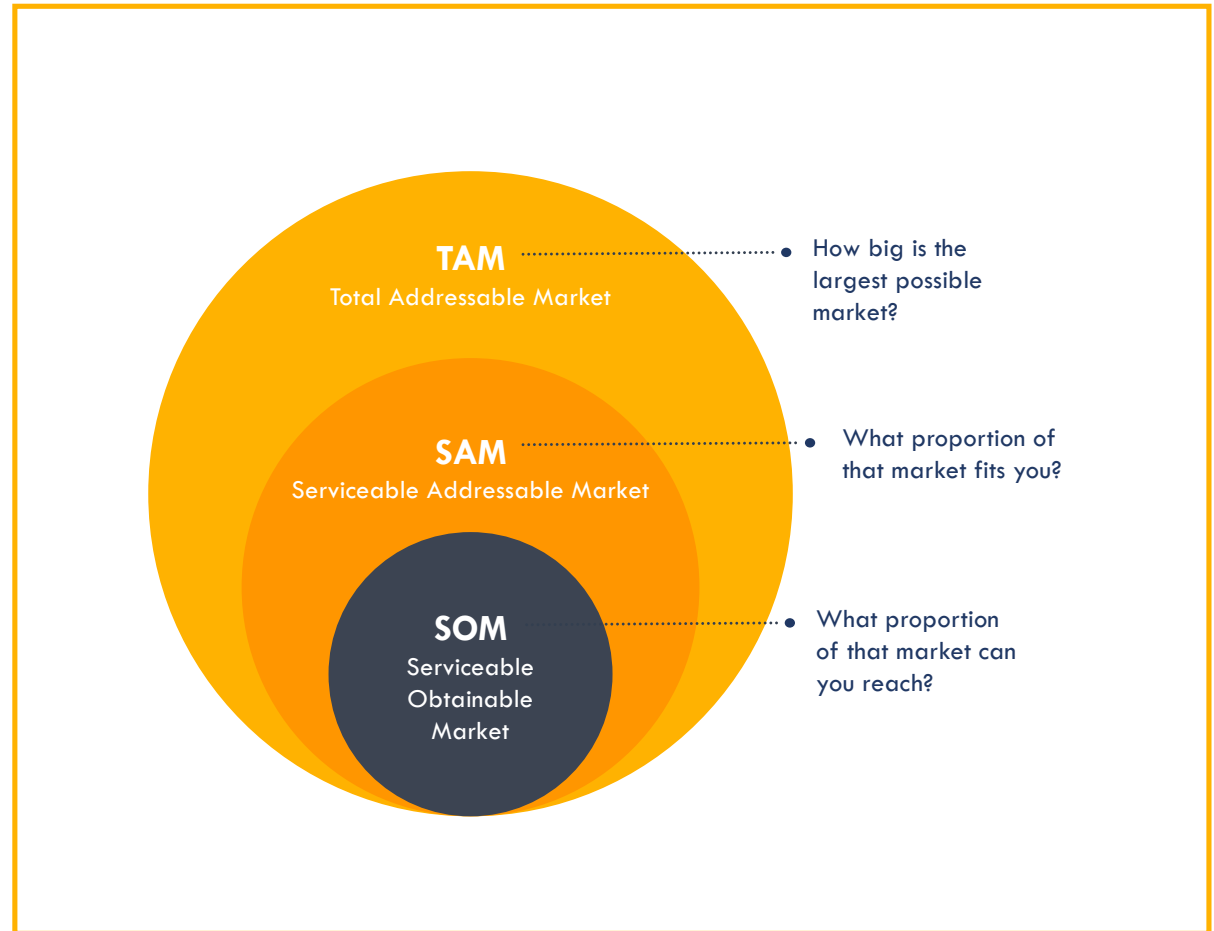
Vision

Problem

Solution

Product

# Market



Vision

Problem

Solution

Product

**Market**

**Define Your Market:** What business/space are you in?

**Total Market Size:** Your Place/Niche (TAM SAM SOM)

**Customers:** Clearly define exactly who you serve.

**Size up the accessible market,** and do the calculation **bottom up.**

Vision

Problem

Solution

Product

Market

# Business Model

The main goal of any start-up is to find a **business model** that is **profitable** and **sustainable**.

Summarize up here **how** you intend on **making money**. How are you planning to acquire and charge your customers?

This question combines not just **pricing**, but **strategy** and **tactics** as well.

Vision

Problem

Solution

Product

Market

Business Model

# Competitors

Identifying competitors shows that you have carefully analyzed the market.

It also underpins the investor that there really is a market for your business.

Who are the competitors, why have they succeeded, and how do you truly differentiate from them?

- Vision
- Problem
- Solution
- Product
- Market
- Business Model

# Competitors

	Your Company Logo	Competitor Logo	Competitor Logo	Competitor Logo
Feature 1	✓	✓	✗	✓
Feature 2	✓	✗	✗	✗
Feature 3	✓	✓	✗	✗
Feature 4	✓	✗	✓	✗
Feature 5	✓	✗	✗	✓

Vision

Problem

Solution

Product

Market

Business Model

Competitors

**USP/Impact**

**USP** = **U**nique **S**elling **P**roposition/Point

This is your chance to not only communicate how well you know the other players in your space, but **how your company stands out as a leader.**

Timing is everything, and really understanding **why now** is the time for your company to win is important.

Vision

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USP/Impact

## Financial Road

Include **3-5 years** of financial projections.

Mention **key & critical assumptions** in your model:  
Total Revenue, EBIT, Break Even, MRR, ARR ...

Vision

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Financial Road

**Traction**



Increasing customer and sales figures



Active user behavior (monthly unique visitors)



Positive customer feedback (Appstore, Rating portals e.g. Trustpilot)



Logos of your most important and well-known customers/partners



Awards received and Competitions won



Press releases

Vision

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Financial Road

**Traction**

Investors will always **feel more secure** when they invest money in a company that can already demonstrate **success**.

**Traction ≈ Indicators** that show your startup is performing as promised.

**Different indicators** are important to **different investors**. Try to target in on what yours are asking to hear about.

Vision

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Financial Road

Traction

**Team**

The founding team represents **one of the most important success factors** for a startup

Show photos of yourself with the most important **hard and soft skills** that fits your company (Founder-Market-Fit)

Listing of the most important **partners and advisors**

Vision

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Team

Roadmap

Present the **milestones reached so far** to underline the achievements your startup has already made.

Additionally show the **planned development and the most important milestones** for the next **1-5 years** (time period depends on the degree of speculation).

Make them understand you are working **toward a plan.**

Vision

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Traction

Team

Roadmap

**Call to Action**

What do you need (money, network, know-how, ...)? And for what do you need it? Make clear what you want, but **be as specific as you can!**

What are your **key use of proceeds** (as % of total raise)

- Sales & Marketing
- New hires
- Technology / Product or Service development
- Capital expenses / Equipment
- (Founder salaries)

Vision

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Roadmap

Call to Action

**Contact**

Show your **contact information** (name, title, email address, website, phone number, ...).

Vision

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Financial Road

Traction

Team

Roadmap

Call to Action

**Contact**

Show your **contact information** (name, title, email address, website, phone number, ...).

**#3**

**Slide Design**



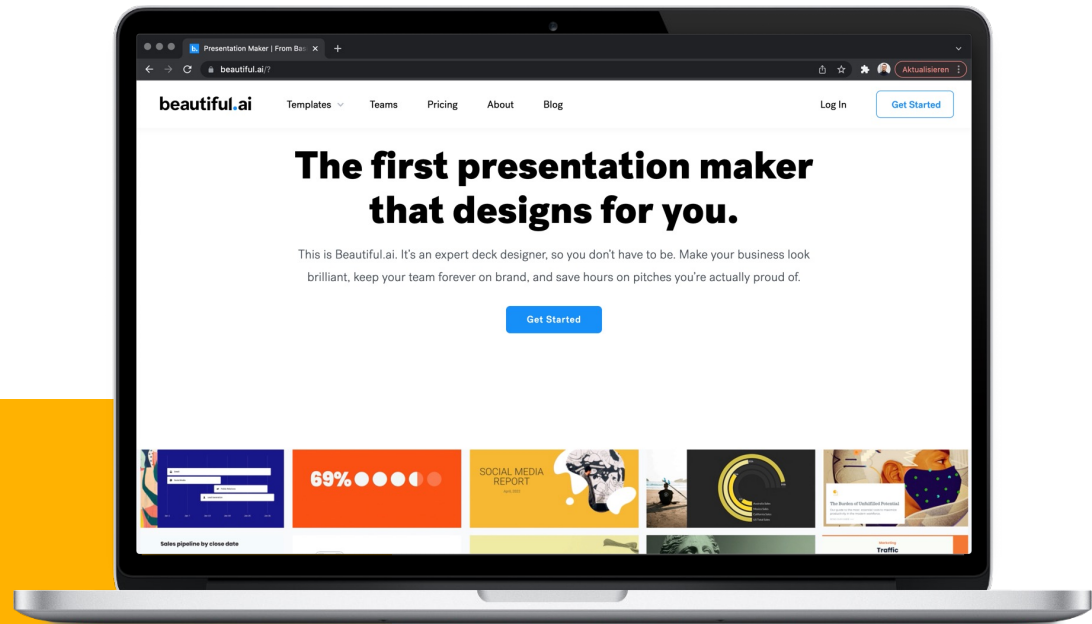
**Presentation tools**  
Find the right tools for you

WEBSITES



[www.beautiful.ai](http://www.beautiful.ai)

**Beautiful.ai** is an online presentation maker that helps you create stunning presentations.





### Presentation tools

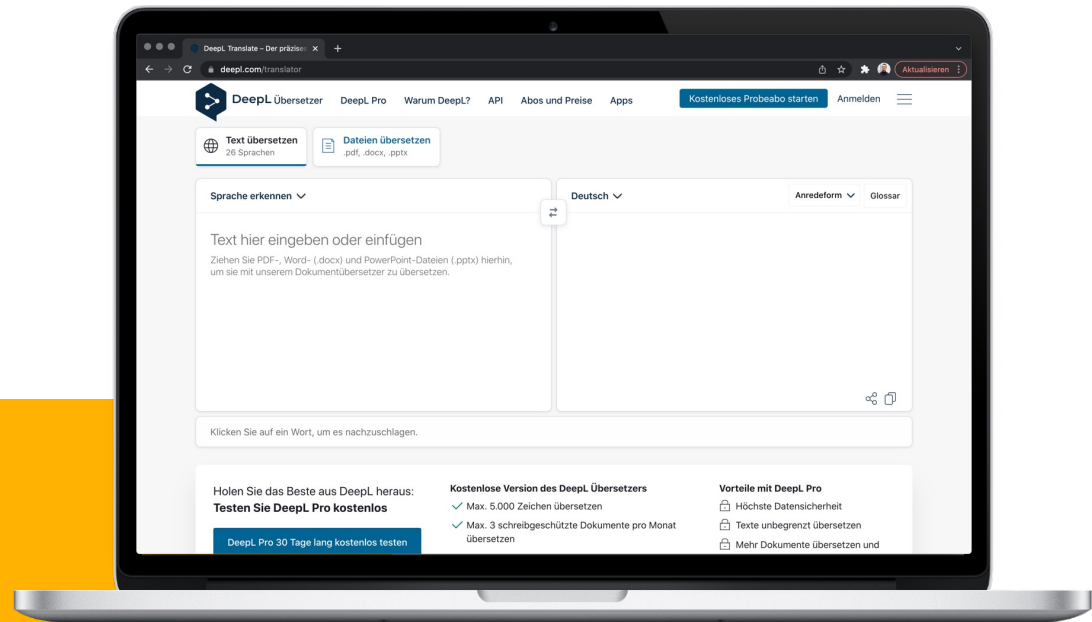
Find the right tools for you

### WEBSITES



[www.deepl.com](http://www.deepl.com)

Translation platform which works with the help of  
the latest AI technology.





### Presentation tools

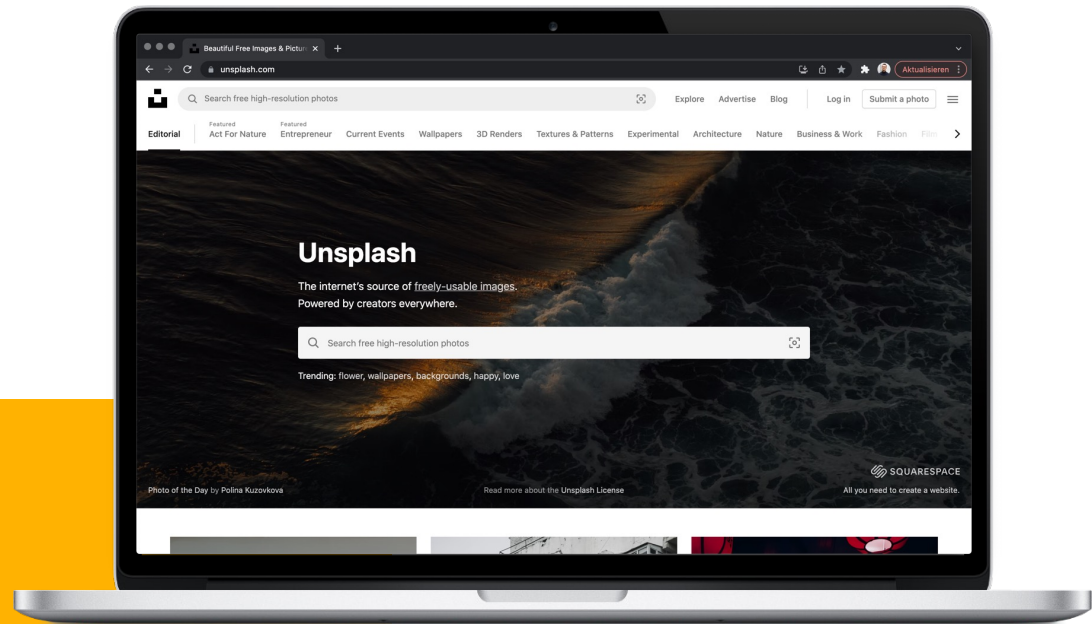
Find the right tools for you

### WEBSITES



[www.unsplash.com](http://www.unsplash.com)

High quality and free images and photos that  
you can download and use for any project.





### Presentation tools

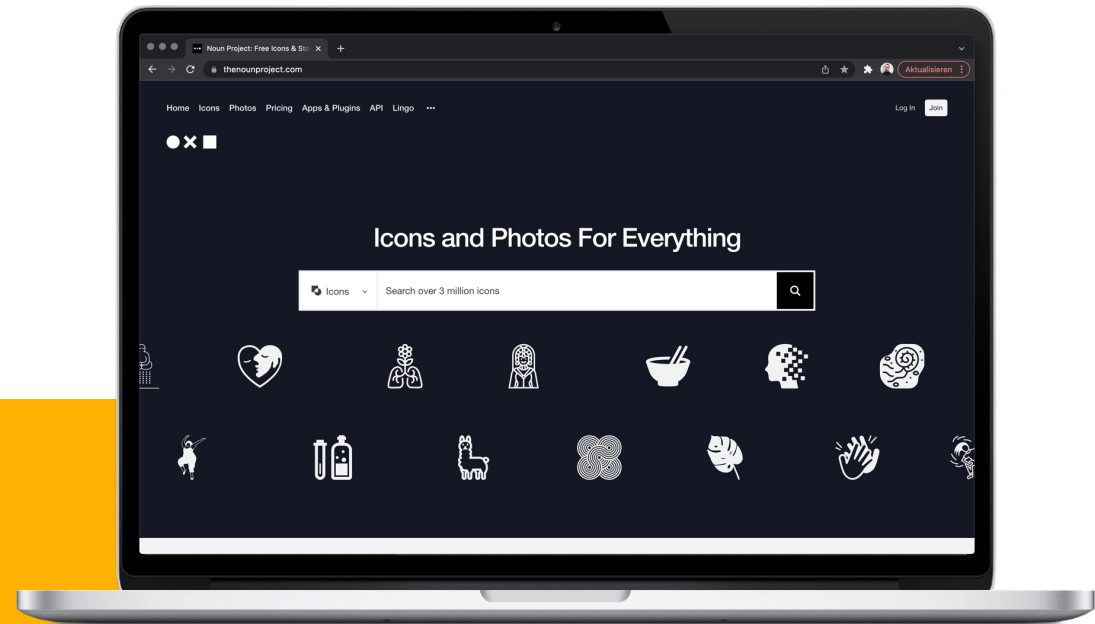
Find the right tools for you

### WEBSITES



[www.thenounproject.com](http://www.thenounproject.com)

Noun Project features a very diverse collection of icons.





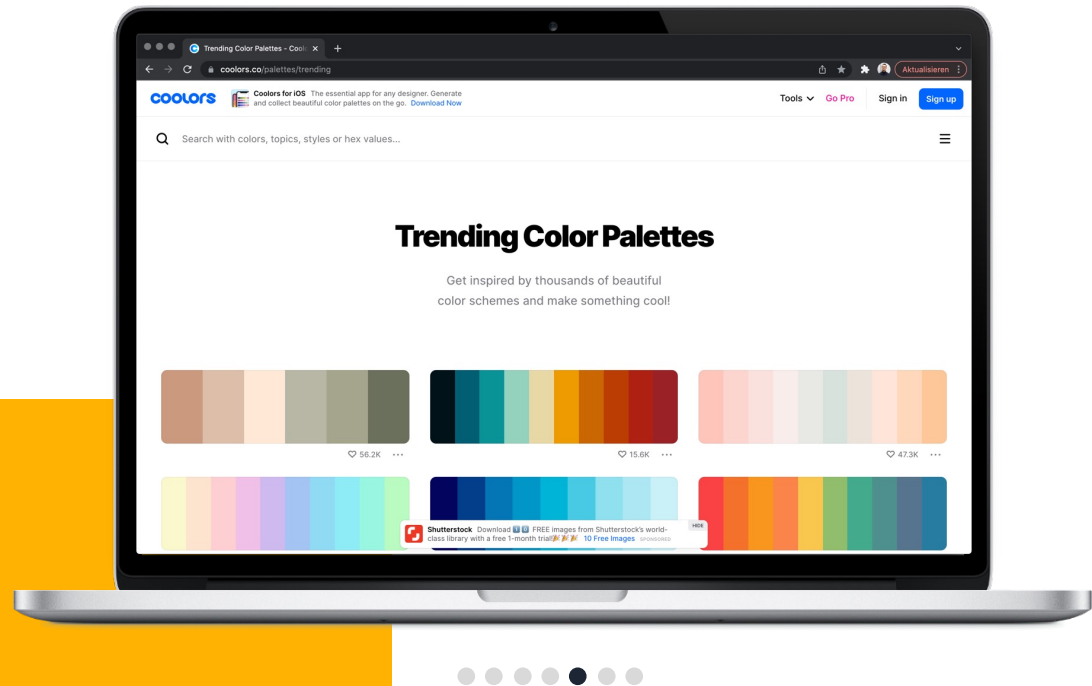
**Presentation tools**  
Find the right tools for you

WEBSITES



[www.colors.co](http://www.colors.co)

Color palettes generator





### Presentation tools

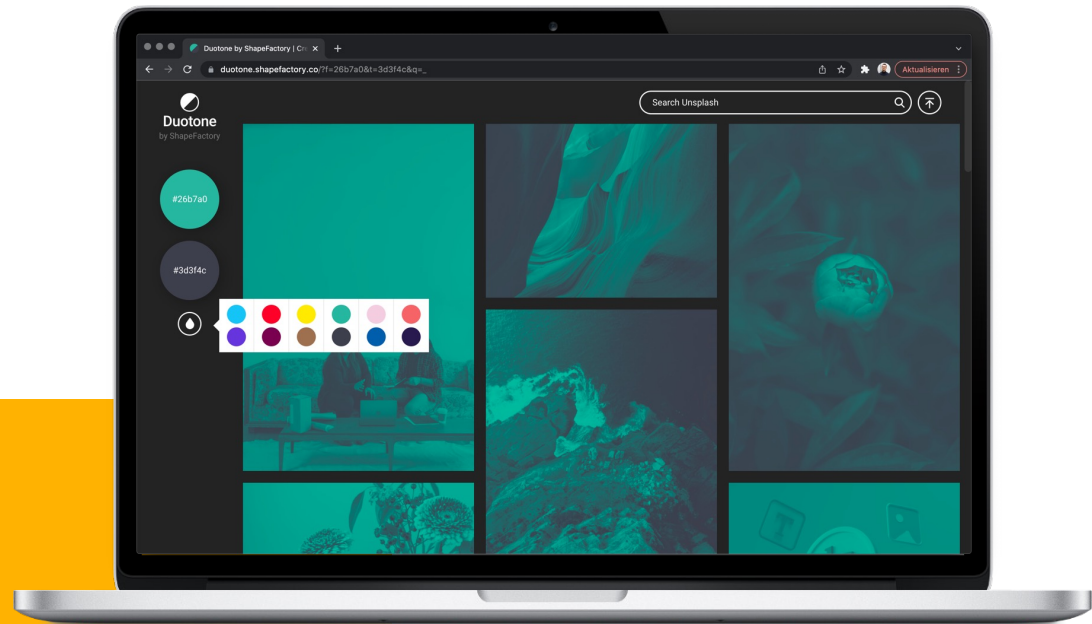
Find the right tools for you

### WEBSITES



<https://duotone.shapefactory.co>

Make custom **duotone** images by uploading your own image.



Definitions

Structure

Slide Design

Speech Delivery

Feedback

Networking &  
Check Out



### Presentation tools

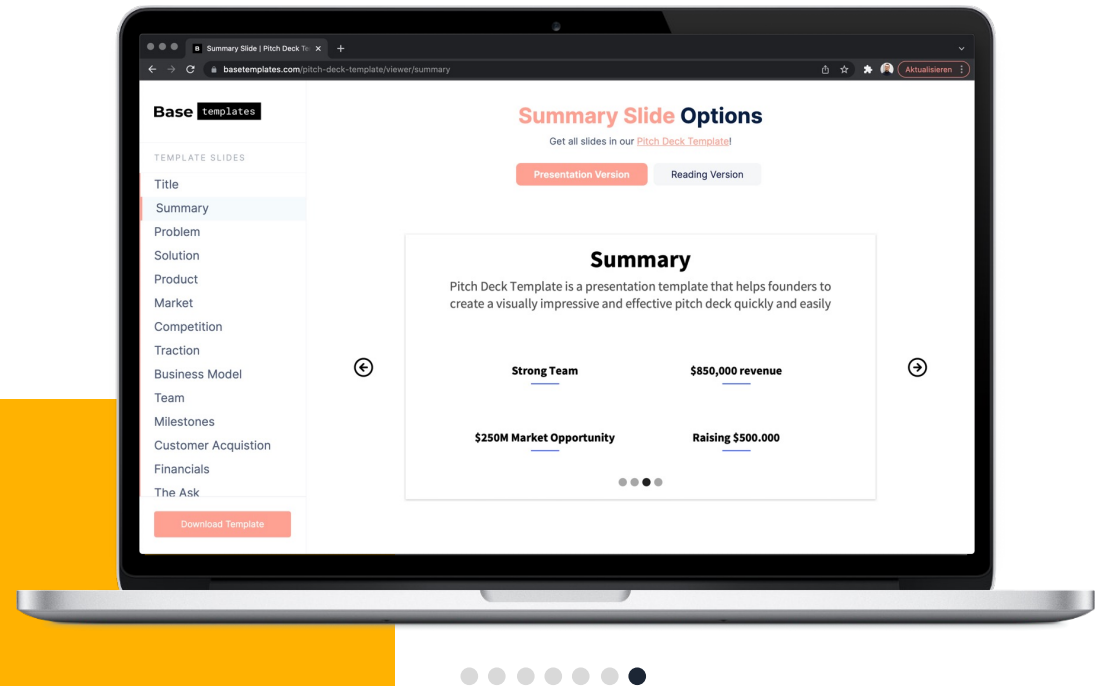
Find the right tools for you

### WEBSITES



[www.basetemplates.com](http://www.basetemplates.com)

High-quality fundraising templates for  
entrepreneurs.



Definitions

Structure

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**Send-Out Deck**

**Live-Presented Deck**

**Remotely-Presented Deck**

## Product

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut

**Highlight 1**



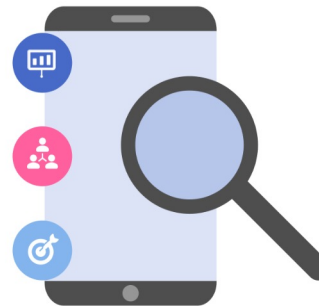
Lorem ipsum dolor sit amet, consetetur sadipscing elitr

**Highlight 2**



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

**Highlight 3**



Definitions

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**Send-Out Deck**

**Live-Presented Deck**

**Remotely-Presented Deck**

## Product

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

Highlight 1



Highlight 2



Highlight 3



Definitions

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**Send-Out Deck**

**Live-Presented Deck**

**Remotely-Presented Deck**

**Product**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod te

**Highlight 1**

**Highlight 2**

**Highlight 3**

Jane Doe

Jane Doe

Jane Doe

Jane Doe

Jane Doe

Jane Doe



**Presentation tools**  
Find the right tools for you



**Visualization**  
Use graphs and diagrams and as less text as possible



**No Bullet Point Lists?**  
Bullet point should be avoided. Keywords with icons



**One idea per Slide**  
Maximum 25 words per Slide.



**10 - 15 Slides?**  
Investors often only fly over the deck. A short deck increases the chance that the investor will read it completely.



**Formatted as PDF?**  
This prevents subsequent changes from being made. A PDF can also be displayed on all devices.



**Suitable Design?**  
The design changes with the type of presentation



**Deck in English?**  
A version in German is usually not necessary.



**Language/Wording**  
Use simple language and less buzzwords



**No careless mistakes?**  
In the end there should be no more mistakes in the pitch deck.

**#4**

**Speech Delivery**

Definitions

Structure

Slide Design

Speech Delivery

Feedback

Networking &  
Check Out



**Verbal**

Content/Wording

**7%**



**Nonverbal**

Body Language

**55%**



**Paraverbal**

Sound/Voice

**38%**

**Sofern es um die Übermittlung von Emotionen geht.**

Definitions

Structure

Slide Design

Speech Delivery

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Check Out



**Verbal**  
Content/Wording



**Nonverbal**  
Body Language



**Paraverbal**  
Sound/Voice

Definitions

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### **No awesomeness bragging**

Are you doing something that is absolutely amazing?  
Great, but stop bragging and start sharing.

Definitions

Structure

Slide Design

Speech Delivery

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Check Out



### **No awesomeness bragging**

Are you doing something that is absolutely amazing?  
Great, but stop bragging and start sharing.



### **Be precise and easy on your words**

Use simple language that anyone who is not from your  
field of expertise can understand.



### **No buzzword bingo**

Overused buzzwords rarely help explain  
your ideas to investors.



### **Write a script**

A script helps you not to forget anything  
but also to stay in time.

Definitions

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## Verbal

Content/Wording



## Nonverbal

Body Language



## Paraverbal

Sound/Voice

Definitions

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### **Fear is perfectly normal**

Do not get obsessed with being perfect since it will bring you nowhere.



### **Surviving zero feedback**

Give your best for that moment and believe in yourself.



### **Authenticity through body language**

Only those who are positive about their content can present convincingly.

Definitions

Structure

Slide Design

Speech Delivery

Feedback

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Check Out



## Authenticity through body language

Only those who are positive about their content  
can present convincingly.

- 1 Love your hands
- 2 Be alive and look into the camera
- 3 Move conscious and bold
- 4 Don't just smile the bloody time

Definitions

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## Verbal

Content/Wording



## Nonverbal

Body Language



## Paraverbal

Sound/Voice

Definitions

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### **Personality**

The voice is the instrument that creates credibility.



### **Silence is better than bullsh\*t**

Take your most important statements and wrap them in silence.



### **Spoken Grammar**

Spoken grammar is the grammar of everyday interaction. It is informal and natural.



### **Don't use only one tone of voice**

We use the raising and lowering of our voice to give greater meaning to certain statements.



### **Your voice by design**

Find the right tools for you

**#5**

**Feedback**

Definitions

Structure

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Speech Delivery

**Feedback**

---

Networking &  
Check Out



### **Love the Q&A**

If you don't get questions then your pitch fell flat and nobody is interested.

Definitions

Structure

Slide Design

Speech Delivery

**Feedback**

---

Networking &  
Check Out



### **Love the Q&A**

If you don't get questions then your pitch fell flat and nobody is interested.



### **Now it's time to shine**

Investors want to fund people with deep domain expertise, massive vision, and passion

Definitions

Structure

Slide Design

Speech Delivery

**Feedback**

---

Networking &  
Check Out



### **Love the Q&A**

If you don't get questions then your pitch fell flat and nobody is interested.



### **Now it's time to shine**

Investors want to fund people with deep domain expertise, massive vision, and passion



### **Get your own feedback**

Use the Q&A time to ask your questions to the investors as well.

Definitions

Structure

Slide Design

Speech Delivery

**Feedback**

Networking &  
Check Out



### **Love the Q&A**

If you don't get questions then your pitch fell flat and nobody is interested.



### **Create your own list of questions**

Collect every question you have ever been asked about your idea and have a suitable answer in mind.



### **Now it's time to shine**

Investors want to fund people with deep domain expertise, massive vision, and passion



### **Get your own feedback**

Use the Q&A time to ask your questions to the investors as well.



### **Love the Q&A**

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### **Create your own list of questions**

Collect every question you have ever been asked about your idea and have a suitable answer in mind.



### **Now it's time to shine**

Investors want to fund people with deep domain expertise, massive vision, and passion



### **Hard questions aren't offense**

No feedback is bad unless it is not serious.



### **Get your own feedback**

Use the Q&A time to ask your questions to the investors as well.

**Investor Readiness**

=

Knowledge about yourself

+

Knowledge about the  
investor

**#6**

**Networking &  
Check Out**

# BPW 2026

Deine Idee | Dein Konzept | Dein Unternehmen



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Internet: [www.b-p-w.de](http://www.b-p-w.de)

## Förderer



Kofinanziert von der Europäischen Union

Der Businessplan-Wettbewerb Berlin-Brandenburg wird gemeinsam durch die Senatsverwaltung für Wirtschaft, Energie und Betriebe des Landes Berlin und durch das Ministerium für Wirtschaft, Arbeit, Energie und Klimaschutz des Landes Brandenburg unterstützt sowie aus Mitteln der Europäischen Union kofinanziert.

#wirgründen



**Ole Korn**

Startup Consultant & Pitch Coach

**Thank you!**

"Where some see differences, I see a diversity of perspectives to learn from."



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LinkedIn

[www.linkedin.com/in/ole-korn](https://www.linkedin.com/in/ole-korn)