

Submit Your Startup Pitch Video and Pitch Deck

To be eligible for the Elevate Program, you will need to record a 3-minute pitch video introducing your startup and provide us with your pitch deck.

Video Submission Guidelines:

The video should feature your face, ensuring clarity and good audio quality throughout. If there are multiple founders, one representative can present on behalf of the team, or you can feature multiple speakers.

The video does not need to be a presentation of the pitch deck. It does not need to follow the same format and does not need to include slides or visual aids.

Please cover the following points:

1. Introduce yourself and your **team**.
2. Describe the **problem** your startup is addressing.
3. Present your **solution** and explain how it works.
4. Highlight the **impact** your solution will have on the market.
5. Explain **why** you want to participate in our program.

Pitch Deck Submission Guidelines:

Please include the following sections in your pitch deck:

1.
 - Problem:**
 - Clearly define the problem your startup is addressing.
 - Provide context and any relevant data to highlight the significance of the problem.
2.
 - Target Market and Market Analysis:**
 - Identify your target market.
 - Include market size, growth potential, and any key trends.
 - Provide insights from your market research.
3.
 - Solution:**
 - Explain your product or service and how it works.
 - Highlight the unique value proposition and how it solves the problem.
4.
 - Business Model:**
 - Describe your business model and how you plan to generate revenue.
 - Include any key partnerships, channels, and go to market strategy.
5.
 - Financial Modeling:**
 - If available, provide an overview of your financial projections.
 - Include revenue forecasts, profit margins, and key financial metrics.
6.
 - Traction to Date:**
 - Showcase any progress or milestones achieved so far.
 - Include metrics like user growth, proof of concept trials, sales, partnerships, or any other achievements.
7.
 - Team:**
 - Introduce your team members and their roles.
 - Highlight relevant experience and expertise.
8.
 - Plan:**
 - Provide next steps in your business plan, including product development and go-to-market strategy.
 - **Utilization of \$20k Grant:** Outline how you will use the \$20k grant throughout the program.
 - **Future Fundraising Rounds:** Provide your plans for future fundraising rounds, including the amount and anticipated valuation (if known), and high-level use of funds.

Please ensure that all links are public and correct. Failure to provide a working link will result in an invalid application. If you are unsure, please email us at innovationstudio@swin.edu.au