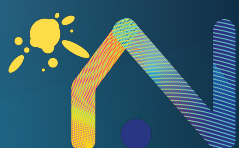


# YOUTH NOVATION STARTUP COMPETITION

## Pitch Deck Requirements

A pitch deck of up to 15 slides in PDF format should include but not limited to:

1. Company's vision, mission and story
2. Company logo in white background (if applicable)
3. Team profile (division of work, responsibilities, related skills and strengths, etc.)
4. Product description, value proposition and content
5. Market size, target segment analysis and competitor analysis
6. Business model
  - Pricing, costs and cost-effectiveness
  - Procurement, distribution and supply chain
  - Entry-barrier building
  - Scalability, direction and risks
  - Future development plan
7. Fundraising history and plan (if applicable)
8. Contribution to the society



Hong Kong Youth Development Alliance  
香港青年發展聯盟