Pitch Deck Guideline & Checklist

You don't have to submit the perfect deck – just a clear one.

We want to understand what you're building and why it matters. To make things easier, here's what we're looking for – with suggested minimum info and optional extras (max. 12–15 slides total):

1. Cover Slide
- ⊘ Startup name, logo
- ⊘ Contact details & website
- ⊘ Founding year & location

2. Problem
- ⊘ What challenge are you addressing?
- ⊘ Why is this either relevant for HR / Global People Mobility / Workforce Innovation or why is your solution creating a relevant public value?

3. Solution
- ⊘ What exactly does your solution do?
- ⊘ What's the key innovation/ What's the difference compared to other players on the market?

4. Target Group & Use Case
- ⊘ Minimum: Who is already using your solution — or who are you actively targeting?
- ⊘ Optional: Real use case, specific buyer role, or rollout context (e.g. HR Ops in mid-sized orgs)

5. Market & Opportunity
What's the general market or problem space you're operating in? You don't need detailed figures (TAM/SAM/SOM) — a rough sense of scale or trend relevance is enough.
- ⊘ Minimum: 1–2 sentences explaining who benefits from your solution
- ⊘ Optional: Key growth trend, pain point or segment insight (no TAM slides required)

6. Traction & Validation
- ⊘ Minimum: What's your current status (e.g. MVP live, pilot in progress, first paying users)?
- ⊘ Optional: Key KPIs, retention data, client quotes or pilot outcomes

7. Business Model
- ⊘ Minimum: How do you currently deliver your solution (B2B SaaS, license, embedded tool, etc.)?
- ⊘ Optional: Pricing logic, customer lifecycle, or monetization plan

8. Team
- ⊘ Minimum: Who are the founders?
- ⊘ Optional: What's your background/personal story? Skills/experience relevant to your solution

9. Vision / What's next?
- ⊘ Minimum: What's your next step in development or growth?
- ⊘ Optional: Long-term goal, product roadmap, internationalization plans

10. Optional: Ask & Goal
- ⊘ Why do you want to be part of the PeopleTech Award?
- ⊘ What are you currently looking for? (e.g. partnerships, funding, visibility)

Format & Submission
- PDF file (max. 10 MB)
- English preferred
- Submit via our application form
- Deadline: 14.09.2025