

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: 01.09.2026