



INNOVATION CHALLENGE

KEYSTONE SPACE INNOVATION CHALLENGE PITCH DECK OUTLINE

Selected finalists are invited to submit a pitch deck to present at the Pitch Day Competition. Finalists invited to the Pitch Day Competition will have the opportunity to present their visionary concepts before a panel of esteemed judges drawn from the commercial space industry and investment community.

Please use the following outline to inform the creation of your pitch deck. Each finalist team will have 15 minutes to present to the judges. 15 minutes will be reserved at the end of each team's presentation for Q&A from the judges. All team members should be prepared to address inquiries about any aspect of your submitted business plan and presented pitch deck.

Remember to keep each slide concise, using visuals, bullet points, and minimal text to maintain audience engagement. Your pitch deck should tell a compelling story about your proposed business solution and its potential for success.

Save and submit your pitch deck as a PDF file. PowerPoint presentation formats may be used at the Pitch Day Competition when presenting to the judges.

In your pitch, ensure you address the feedback provided on your business plan. Address any adjustments, solutions to challenges, or enhancements made in response to the feedback.

Please ensure that your pitch deck is submitted by **Monday, March 3, 2025** in accordance with the submission instructions provided to finalists. If you have any questions, feel free to reach out to us at info@keystonespace.org.



Slide 1: Introduction

The first slide of your pitch deck should serve as an introduction, featuring:

- Your business' logo (if applicable) and name.
- The presenters' names and titles.
- A concise tagline or slogan that captures your business's essence and conveys your mission.

This slide should be designed to immediately engage the audience and set the tone for the rest of the presentation.

Slide 2: Team

Use this opportunity to introduce the key members of your founding team and provide an overview of their relevant experience, skills, and expertise. Provide background on who will be leading the business plan's execution and demonstrate that the team possesses the necessary qualifications to navigate challenges and drive the business toward success. This slide should demonstrate that you have a capable and well-rounded team that can execute the business plan effectively.

Slide 3: Problem Statement

Clearly and succinctly articulate the specific problem that your business aims to address. This slide is meant to highlight the significance of the problem and the market demand for a solution. Present a compelling problem statement supported by relevant data or examples. This slide should provide the context and urgency behind your business plan.

Slide 4: Solution

Present a clear and compelling overview of how your proposed solution addresses the identified problem. Highlight the key features and benefits of your solution. You are encouraged to use visual aids, diagrams, or prototypes to help demonstrate how your proposed solution works and why it's effective. This slide should demonstrate the innovation and value your product/service brings to the market. Include how performing research or technology development in the space (microgravity) environment would enhance your solution/help better solve the problem.

Slide 5: Market Opportunity

Present an overview of the target market for your business plan. Highlight the size, growth potential, and any relevant trends in the market. Provide brief insight on:

- The size of relevant markets/submarkets this technology/research could reach.
- The expected growth of these relevant markets/submarkets in the coming years.
- What % of the market/submarkets could be captured by this technology/research.
- The timeline for when that % of markets/submarkets could be captured by the integration or commercialization of this technology/research.

Use this slide to demonstrate that there is demand for your solution and that your business has room for expansion and success.

Slide 6: Competitive Landscape

Provide a clear understanding of the existing players in the market that your business operates in. Explain how your product or service differentiates itself from competitors and what unique value proposition you offer. Demonstrate why your business has the potential to capture market share and succeed despite the competition. This slide should showcase your market research and your understanding of the market dynamics. You should include how utilizing the space environment to enhance your research or technology gives you an advantage on your competition.

Slide 7: Business Model & Market Strategy

Provide a concise overview of how your business plans to generate revenue and sustain its operations. Outline the strategies and mechanisms that will drive your financial success. In addition, provide your go-to-market strategy:

- Explain how you plan to introduce and promote your product or service to your target audience.
- Define how you intend to establish a strong market presence.
- Include relevant distribution channels, marketing strategies, and leverageable partnerships you intend to use to bring your solution to market.

This slide should explain the fundamental ways in which your business will monetize its offerings and establish a market presence.

Slide 8: Financial Projections

Provide a high-level overview of your business's financial projections. Provide insight into the potential financial performance of your company over the next few years. Financial projections may include:

- Revenue forecasts
- Expense estimates
- Profitability expectations

Visual aids like graphs and charts can be used to present the data in a clear and digestible format. This slide should help assess the financial viability of your business.

Slide 9: Award Funding

Provide a breakdown of how you intend to allocate Keystone Space Innovation Challenge funding if awarded.

Slide 10: Traction and Milestones

Highlight key milestones and evidence of traction. Demonstrate that your business model is gaining traction in the market and that you're capable of executing your plan effectively. If applicable, showcase the progress and accomplishments your business has achieved up to the present point. You can include metrics such as:

- User adoption
- Revenue growth or growth trends
- Strategic partnerships
- Product development and testing milestones
- Other significant and relevant achievements that validate your business's potential for success

This slide should provide credibility and demonstrate that your business is (or will be) on a positive trajectory

Slide 11: Roadmap and Future Plans

Provide a high-level overview of your planned strategic roadmap and future initiatives. Share an informal timeline of the immediately upcoming milestones and goals that you're focused on achieving, including production and testing, key product or service releases, and market expansions. Share how your future planning will include potential future expansions or product/service iterations. Indicate how access to the space environment is relevant to your roadmap. This slide should convey a sense of your long-term visioning for the business plan.

Slide 12: Regional Impacts

Explain how your business plan will impact the Commonwealth of Pennsylvania. Here are some questions to consider:

- How will the implementation of your business plan contribute to the local economy in terms of job creation and economic growth?
- Will your business engage local suppliers or partners, indirectly benefiting other businesses in the Commonwealth?
- Will your business plan create opportunities for local suppliers, manufacturers, or service providers to be part of your supply chain?
- Does your business plan involve any community outreach or engagement initiatives that could positively impact Pennsylvania residents?
- Will your business create opportunities for skill development or training for the Pennsylvania workforce?
- Are there plans to collaborate with educational institutions to align skill development with industry needs?
- Does your business plan involve the introduction of new technologies or innovative practices that could potentially benefit other businesses in the Commonwealth?
- How might your business stimulate growth within related industries in the Commonwealth?
- How can your business help grow the space industry within the Commonwealth?

In addition to the aforementioned items, present a response to this question:

- How do you envision your business positively influencing the Commonwealth in the long run, beyond immediate benefits?

This slide should articulate the broader implications of your business plan and how it aligns with the region's goals, needs, and potential for positive transformation.

Slide 13: Q&A

Reserve 15 minutes at the end of your presentation for the panel to ask you questions about your business plan and pitch deck.