

Startup Pitch Deck

Built for middle school creators • Import into Google Slides

Project Name

Your Names • Class/Grade • Date

Tip: Change the title and banner color to match your vibe.

1) The Problem

Who's having a problem? (Describe your user)

What exactly is tricky or annoying for them?

How do they solve it today (and why it isn't great)

Keep it real: Use examples from your school or community.

2) Your Solution

One-liner: How your idea helps

Three key features that make it awesome

What makes it safe and easy to use for kids/teens

Show how it fixes the problem you just explained.

3) How It Works

Step 1 → Step 2 → Step 3 (simple flow)

What tools/tech or materials are needed?

Any limits: time, cost, or adult help?

Pretend you're explaining to a friend in 60 seconds.

4) Who It's For (Users)

Primary users (e.g., 6th–8th graders, teachers, families)

How many people might use it at your school?

Why they'll care (their top benefit)

Pick one main user group so your story stays focused.

5) What Makes You Unique

What do you do better or different than others?

Cool design choices, special features, or new approach

Any positive impact (inclusion, environment, community)

Imagine a judge asks: 'Why you?' Answer here.

6) Alternatives & Competition

What do people use instead right now?

Why your idea is better for your users

Optional: quick comparison chart

Be honest. It's okay if others exist—explain your edge.

7) How You'll Reach People

How will people find and try it? (posters, clubs, socials, school announcements)

Where will you demo it? (lunch, library, community fair)

Who can help spread the word?

Think small and practical: your school and neighborhood first.

8) Basic Plan & Timeline

This week → build / test one piece

Next month → pilot with ___ students

By end of term → version 1 ready

9) What You Need (The Ask)

People: mentors, teachers, classmates

Stuff: supplies, software, space

Support: approvals, a tiny budget, time

Tell the audience exactly how they can help.

10) Money (Optional & Simple)

How much would it cost to start? (estimate)

If you charged, how would it work? (allowance-friendly!)

Could you keep it free using sponsors or school support?

11) Demo / Prototype

Screenshots or photos of a paper prototype
Before → After: show the improvement
1–2 key learnings from testing

12) Team

Who does what? (roles)

Skills or hobbies that help the project

What you're excited to learn next

Keep it positive and balanced—everyone contributes.

Thank you!

Questions? We'd love your feedback.

Contact

Email: yourname@school.edu • Instagram: [@yourproject](#) • QR code to your site

Tip: Add a QR code image that links to your demo or survey.