



Bito Pitch Deck Templates

Set up for success with strategic planning frameworks, including Lean Canvas, SWOT Analysis, Pirate Funnel, and more.

Problem

What problems are people facing? List their top 3 frustrations.

Solution

How will you solve these problems? Write down a solution for each problem.

Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

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Key Metrics

How will you measure the success of your product or service? List the key metrics.

High Level Concept

How does your product or service fit into the grand scheme of things?

Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

Early Adopters

What are the specific characteristics of your early adopters?

Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.


Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

Tell your Why?



Lean canvas is a one-page business plan template created by Ash Maurya. It's designed to create a snapshot of your business idea, distill the essence of your product or service, and break it down into key parts. Check out a completed example on the next page and then try filling out the blank lean canvas for your own business on the page after that



List The Problems your Product is Solving





Illustrate Your Company's Strategy, Tactics, and Execution

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution

Product

- **BRAND**
- **FEATURES**
- **PACKAGING**

Product refers to the good or service you are offering to customers. What needs does this product fulfil? What frustrations does it address? What makes it compelling to customers such that they will believe they need to have it?

Price

- **PRICE**
- **DISCOUNTS**
- **BUNDLING DEALS**
- **CREDIT TERMS**

Price is what customers pay for a product or service and it takes into account the cost of production. What is the value of the product or service to customers? Are there established price points for this product or service in the market? How will this price compare with competitors?

Promotion

- **ADS**
- **PR**
- **SOCIAL MEDIA**
- **EMAIL**
- **SEARCH ENGINE**
- **VIDEO**

Promotion is how you will get the word out about your product or service to your target customers. It includes advertising, public relations, and promotional strategies.

Place

- **STORES**
- **WEBSITE**
- **ONLINE**
- **MARKETPLACE**

Place refers to how and where your customers will look to see your product or service. It also considers how you will deliver the product or service to them. Will it be in a physical store or online? What will be the distribution channels?



Position Your Product or Service with the 4Ps of Marketing



4PS OF MARKETING

The 4Ps of Marketing illustrates how product, price, place, and promotion work together when a product or service is launched to customers. It is created by Neil Borden in the 1950s to demonstrate the ways companies use advertising and marketing techniques to convert potential buyers into actual customers. Use the blank framework on the next page to start filling out your own 4Ps of Marketing.

Find Your Competitive POSITION with a SWOT Analysis

A SWOT analysis maps out your company's path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). Uncover your company's competitive position with these guiding questions. Use the blank framework on the next page to start filling out your own SWOT analysis.



Strengths

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?



Weaknesses

What areas can you improve on? What does your company lack? What things do your competitors do better than you?



Opportunities


What changes in technology, policies, and social patterns can be a growth opportunity for the company?



Threats

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?

Know the Stages of the Customer Journey with a Marketing Funnel



A Marketing Funnel maps your company's marketing activities at each stage of the customer journey. It starts with making your target audience aware of your solution, then guiding them through an evaluation process and finally leading them to make a purchase. The goal is to create a system, which is measurable at every level of the journey. Use the blank framework on the next page to start filling out your own marketing funnel.

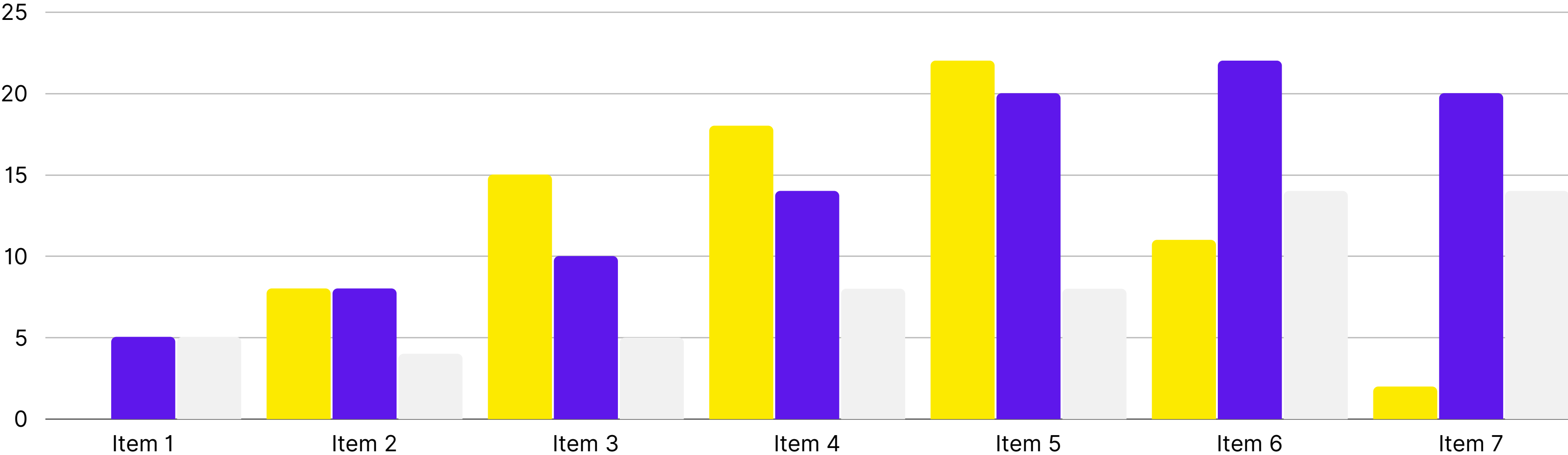


Growth

SHOW THE NUMBERS

E-commerce app development emerges as primary revenue source for Q2

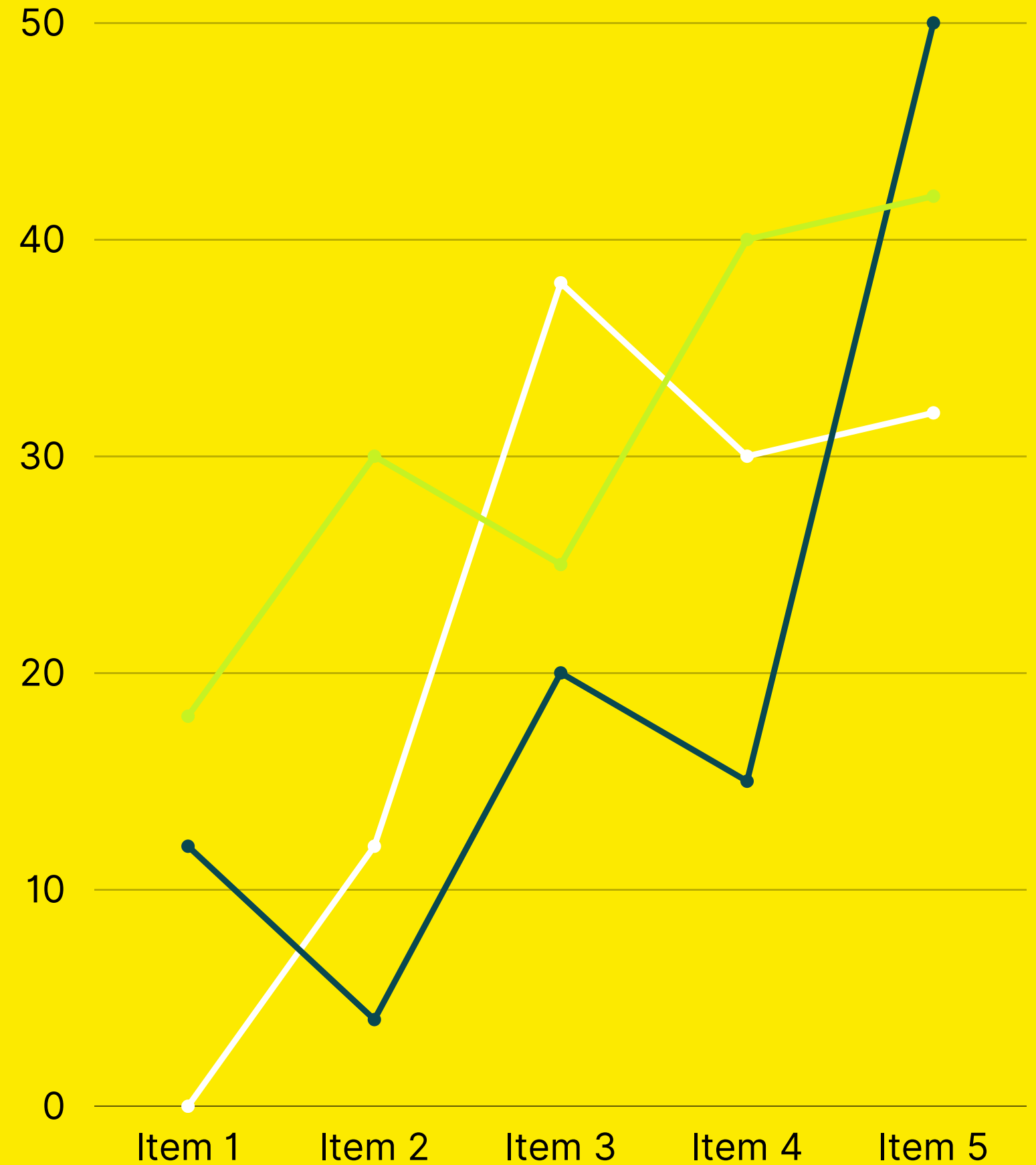
Visualize complicated and dense information with graphs and charts. These are visual aids that help add more context to the topic you are discussing.



Revenue

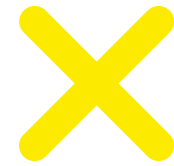
Balance for Q2 significantly better than balances for Q1 and last year's Q2

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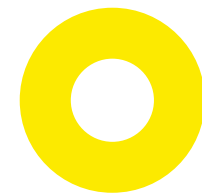


Strategy, Tactics, How Will You Execute This



Strategy

Strategy is how your methods, time, and resources come into play to fulfil your company mission and vision.



Tactics

Tactics are the specific methods, resources, and techniques you will need to accomplish your strategy.



Execution

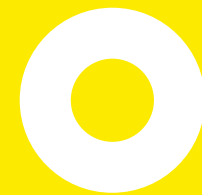
Execution is how you will employ the tactics you've chosen. It includes measurable outcomes, such as timelines and deliverables.

Mission, Vision and Values



Mission

Mission is the reason why your company exists. It is the visible and tangible effect you want your company to create for your customers and the world.



Vision

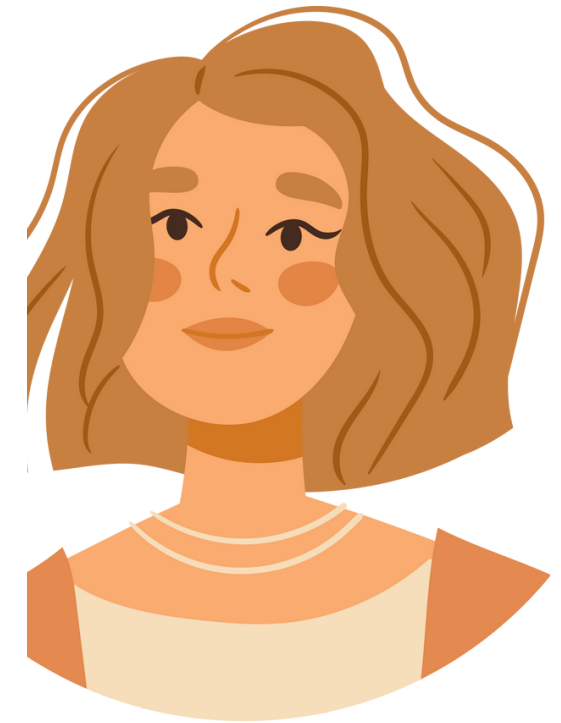
Vision is what success looks like for your company. It is what your company aspires to be in the future. It is how the world will look like once you've accomplished your mission.



Values

These are the guiding principles that will influence your actions to fulfill your company's mission and vision.

YOUR TEAM



CONTACT US PAGE

