

Business for Impact Grant Award

Pitch Deck Guide

Key Areas	Slides	What to include
Business & impact	Business model	<ul style="list-style-type: none"> • Business model, your product/ service offering • Is your model self-sustainable or reliant on incentives
	Impact solution	<ul style="list-style-type: none"> • The social/environment problem you are trying to solve and your motivation behind it • How your solution is aiming to solve the problem • Commercial model of your impact solution <ul style="list-style-type: none"> ○ Unique proposition ○ Customer, target market, market size ○ Competitor landscape
	Track record of impact	<ul style="list-style-type: none"> • Track record of impact outcomes till date, if any • Funds raised, if any • Awards won/ certifications obtained
	Key management	Experience and track record of: <ul style="list-style-type: none"> • Management and core team • Advisors or investors, if any
Way forward	Strategy plans	<ul style="list-style-type: none"> • Target business and impact outcomes • Past and projected financials
	Grant purpose	<ul style="list-style-type: none"> • Grant amount • Grant purpose, include key outcomes and impact with breakdown of funds • Clarity on scaling & sustaining impact after the 2 years grant period