

Pitch Deck Outline/Structure of X3 Co-Venture

Submit your project application in the form of the pitch deck to CoVenture@xjtlu.edu.cn.

There's no deadline. Mentors from X3 Co-Venture will review applications on the rolling basis and guide you to the suitable platform for further development.

For X3 Admission Criteria, please visit: [How to Apply - Xi'an Jiaotong-Liverpool University](#)

Pitch deck format (for project submission):

Keep the pitch deck simple and to the point. It's alright if you don't have all the answers now.

Structure :

Title slide

Include the clear product render/picture (half page) with and a one sentence simple explanation what your project is about. Another half – project name, your name and student ID, school, contact information.

Problem slide

Clearly explain the problem that your product or service is solving. Why this problem needs to be solved and how it currently affects the market.

Solution slide

Clearly explain your solution to the problem. This is where you present your product or service, explaining how it works and why it's unique.

Business Model slide

Detail how your company plans to make money. Discuss your revenue streams and cost structure. You may use unit economics if you wish to expand.

Underlying Technology (Magic) slide

Give a detailed description of the technology, secret sauce, or magic behind your product or service. This could include a demo or prototype if available.

Marketing and Sales slide

Explain how you plan to reach your customers (b2b) or consumers (b2c) and drive sales. This can include your marketing strategy and sales channels.

Competition slide

Identify your competitors and explain how your product or service is different or better. Provide your unique selling proposition (USP) and competitive advantages.

Project Team slide

Introduce your team. Highlight their experiences, capabilities, and why they are the right people to make the business a success.

Financial Projections and Key Business Metrics slide

Share your projected revenue, costs, and key business metrics that will track the health of your business. Make sure to be realistic yet optimistic, provide some assumptions.

Current Status, Accomplishments to Date, Timeline, and Next Steps

Explain the current status of your product or service, what your company has accomplished so far, and what the next steps will be. This shows investors your company's traction and future plans. Better include a roadmap if something has been done already.