



Checklist: Cannabis Industry Pitch Deck

Slides To Include

- Introduction.** This should always be your first slide. Include the name of your company, the logo, and a tag line (if you have one). Talk about basic, relevant information.
- Team.** Keep this short. Include pictures of leadership members. Don't post resumes or list everyone who has ever worked for your business. Just highlight the key assets of the leadership team.
- Problem.** The problem-solution approach to explaining a business plan is easy to understand. Identify the problem in a few short bullet points. This should always be paired with a solution slide.
- Solution.** List the ways your product solves the problem in a few bullet points. If you have a picture of people using your product, include it here.
- Market.** This is important information in the cannabis industry, since most people do not know what the market is like. Identify the larger market, the local market, and your specific product market. Lay out exactly how people are spending money in the cannabis industry.
- Product.** Describe the specifics of your product (or product line). What does it look like, how do people use it, and what makes it different from competitors?
- Business Model.** Lay out your profit strategy. Identify your costs, margins, and potential sales. A graph can be very helpful here.
- Marketing/Adoption Strategy.** List a few points that describe your basic strategy for coming to market. The ability to get your product into people's hands is one of the most important factors to the success of a cannabis business. You will be tempted to write a lot on this slide, but do NOT. Keep the bullets simple and expand on it in your verbal presentation.
- Competition.** You will gain trust by acknowledging your competition. This tells the listener that you have done your research and are keeping your eye on the other key players in the industry. Don't pretend that no competition exists when it does. This makes you seem less credible.
- Advantages.** Talk about the competitive advantages your business has over others in the industry. Highlight key points. Make them short and clear.



Checklist:

Cannabis Industry Pitch Deck

- User Testimonials.** If you are already in the market and have made an impact, say so. Your company can gain credibility and validation by showing that people believe in your product. Include:

- Local or national media coverage
- Major social media attention
- Strong testimonials from consumers

- Investment.** Be specific if you are asking for an investment. Are you asking for a loan? Are you exchanging equity share for an investment? Keep it simple. This is not the time to include tax returns. Leave the listener wanting more information so that they reach out to you about joining your team.

Slide Style Standards

- Make the font large enough that someone in the back of the room can read it.
- Limit the number of words.
- Use the same color scheme throughout.
- Make sure that pictures have the same tone and crop them to fit naturally in the slides.
- Alternate pictures, bullets, and graphs.
- Include the logo somewhere on every slide.

Presentation Tips

- For presentations less than an hour, use 10 slides for every 20 minutes of presentation.
- For presentations of an hour or more, use around 15 slides total.
- Use a speaker who is good at public speaking.
- Limit the number of people presenting. Only people who are presenting the pitch or have valuable information to add should be on stage.
- Make cohesive transitions between the slides.
- Tell a story that shows passion, knowledge, and confidence.
- Practice ahead of time!