

# A startup's journey to becoming a unicorn

## How to build the perfect pitch deck



Focus on: **The Manager** ☒ **The Specialist** ☐ **Spotlight Programme** ☒ **Hands-on Skills** ☒



### Course Overview

Embark on an electrifying 5-day journey where you learn how to transform your startup vision into an irresistible pitch deck, capturing unicorn investors with a compelling narrative that seamlessly blends innovation and strategy.

Throughout the course, we highlight how these skills can be applied by sub-Saharan African entrepreneurs to secure critical funding and drive sustainable business growth. Discover the secrets to turning bold ideas into a persuasive, dynamic business story through expert insights and collaborative group work.

Participants will see how successful startups can contribute directly to Africa's economic diversification and job creation goals. Experience the blueprint for success as you unlock the keys to launching your business to soaring heights in a truly immersive, hands-on training environment.

Course Objectives		This Course is Ideal For:	
1	Learn to develop a compelling pitch deck that effectively articulates your startup vision and value proposition.	✓	Early stage founder and entrepreneurs
2	Master the key components of market analysis, business modelling, and financial planning essential for investor appeal.	✓	Corporate innovation managers and intrapreneurs exploring new business models
3	Enhance your strategic communication and presentation skills to captivate potential unicorn investors.	✓	Anyone looking to improve their professional skill set
4	Integrate sustainability and innovation into your business narrative for a future-proof strategy.		
5	Foster collaboration and critical thinking through hands-on group exercises and real-world case studies.		

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### Course Content

Day	Theme	Coverage
1	Ignite Your Vision – From Idea to Impact	<ul style="list-style-type: none"> <li>Understand the purpose of a Read Deck vs a traditional business plan.</li> <li>Learn to articulate your startup's innovative idea, problem and solution.</li> <li>Craft a compelling Executive Summary that hooks investors.</li> <li>Kick off group work by brainstorming and sketching out initial idea narratives.</li> </ul>
2	Powering Up Your Team & Market Insight	<ul style="list-style-type: none"> <li>Define the roles and strengths of an effective startup team.</li> <li>Explore techniques for leveraging your network and team complementarities.</li> <li>Dive into market analysis: segmenting the market, identifying competitors, and sizing opportunities.</li> <li>Collaborate in groups to create team profiles and outline a preliminary market research plan.</li> </ul>
3	Sustainable Strategies – Innovate and Differentiate	<ul style="list-style-type: none"> <li>Integrate sustainability as a strategic element in your pitch.</li> <li>Develop a unique value proposition and clear customer benefits.</li> <li>Analyse barriers to market entry and strategies to stand out against competitors.</li> <li>Group exercise: refine innovative marketing tactics and sustainability messaging.</li> </ul>
4	Blueprint to Success – Business Model & Financial Foundations	<ul style="list-style-type: none"> <li>Learn to build a robust business model that maps out value creation and revenue streams.</li> <li>Outline the organizational structure and key operational steps for your startup.</li> <li>Learn the fundamentals of financial planning, forecasting, and investor checklists.</li> <li>Groupwork: draft a mini business model canvas.</li> </ul>
5	Pitch Perfect – Bringing It All Together	<ul style="list-style-type: none"> <li>Develop a clear implementation plan to show execution readiness.</li> <li>Assess opportunities and risks using strategic tools like SWOT and sensitivity analysis.</li> <li>Plan your pitch deck into a persuasive narrative for investors.</li> <li>Course review and summary.</li> </ul>

### Course Assessment

### Certification

<b>Participants will be assessed on:</b>	Upon successful completion of the course, participants will receive a <b>Certificate of Successful Completion</b> , along with a <b>Transcript</b>
Participation in sessions	
Completion of exercises & case studies	

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Performance in assessments

**of Marks** showing the performance by grade in each element of assessment and overall.

### Course Instructor

This PhD-holding speaker and senior lecturer in a leading German university, has over two decades of hands-on expertise, transforming complex projects into success stories across global industries in the life sciences, tech and start-up sectors.

Her career spans senior leadership roles in famous-name organisations, where she spearheaded multimillion-euro developments, agile transformations, and high-stakes negotiations. She has led cross-functional teams of 65+ members, harmonized processes across continents, and mastered the art of turning groups of individuals from different cultures into teams.