

MAIA Pitch Deck Worksheet

Use this worksheet to draft your 5–7 slide pitch deck. Keep your answers concise — aim for bullet points or short sentences that can be easily turned into slides.

1. Title & Hook

Name of your organisation/project:

One-sentence “big idea” or value proposition:

Optional tagline or hook:

2. The Problem

Who experiences this problem?

What is the scale or urgency?

Data or evidence that makes the problem real:

Emotional or human story to illustrate it:

3. Your Solution

What is your product, service, or innovation?

How does it solve the problem?

What makes it different or better than alternatives?

This worksheet was developed as part of the MAIA Business Development Programme, supporting innovators and project partners from Horizon-funded climate projects.

Key proof points (e.g. results, pilots, testimonials):

4. Impact & Opportunity

What change will your solution create?

Environmental, social, or economic benefits:

Market size, audience reach, or growth potential:

Alignment with current trends or priorities:

5. Business Model

How will you sustain and grow your work?

Key revenue streams or funding sources:

Partnerships or collaborators that make this possible:

6. Funding / Support Ask

What exactly are you asking for? (e.g. funding amount, partnership, resources)

How will it be used?

What does the funder/partner get in return?

7. Closing & Call to Action

Key takeaway message you want to leave them with:

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Next step you want them to take:

Contact information:

Tips for using this worksheet:

- Aim for one main idea per section — keep it concise.
- Highlight what's most relevant to your audience.
- Use plain language and avoid unnecessary jargon.
- Once completed, transfer your answers into the MAIA 5–7 slide pitch template.

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