

### **Presentation 4 - Business planning & pitch deck**

*Thursday, 7 December 2023 11:45 (1h 15m)*

Business planning describes how start-ups aim to execute their business opportunity spanning from market entry, marketing and operational strategy, team building and financing. This session will focus on exploring the key blocks of the business plan together with the 'pitch deck' as an opportunity to communicate your business opportunity to a number of key stakeholders within your field.

#### Business Planning

- Key blocks of business planning and pitch deck

Case study –example of pitch decks