

Guidelines:

1) The pitch deck is limited to **no more** than 10 slides:

- one cover page,
- seven of content,
- one showing your grant ask,
- one closing or thank you page

2) You should use your pitch deck as a guide for your presentation, not just read off the slides.

3) Make each slide relevant to what you are trying to communicate to the Grant Committee.

4) Your grant ask should clearly communicate how much funding you are seeking, what you would use it for, and why what you use it for is important to your business.

5) Keep in mind: you will be presenting for 3-4 minutes only. Do not make your pitch deck too complicated.

In Addition: In addition to your pitch deck, you may bring other presentation aids with you. This may include: business cards, flyers or other print materials for your business, samples of your products, etc. If you have questions about other materials, contact the SCEC.

Pitch Formula:

Overview, Market, Financials, Reach, Ask

- 1) **Overview:** Who are you? What is your business? What are your products or services?, What are the details of your operations?, etc.
- 2) **Market:** Why do people buy from you? Who is your target market? What is your value proposition?, etc.
- 3) **Financials:** Any sales to date? What is your sales forecast?, etc.
- 4) **Reach:** What is your marketing plan? What are your marketing objectives?, etc.
- 5) **Ask:** What do you need the grant for?

Note: You can address these in any order you would like. We generally suggest putting the ask last but do what works for you!

Pitch Best Practices:

- 1) Tell your story as briefly and visually as possible – use data from your business plan.
- 2) Be direct in your grant ask.
- 3) Know your financials.
- 4) Be prepared for questions from the Grant Committee.
- 5) Keep in mind: you will be presenting for 3-4 minutes only. You will be cut off after that time.
- 6) BE CONFIDENT!

Set Up:

Cover page

This page is used to give the business name and can be designed to your liking.

Content pages:

Try to balance photos, images, text, and white space. Any text on the screen should be able to be read by someone in less than 1 minute.

You can add branding colours or fonts throughout to keep your brand consistent.

Make sure any images, photos, or design elements you add have purpose and do not clutter the slide.

Feel free to mix different pitch formula categories in the slides where it makes sense. (example: market and reach).

Reach content discussing marketing can be more photo heavy; include things like photos of your space, logos, brand colours, images from your social media and website.

Make sure any charts or tables are clear to read.

ASK: Be very clear about the use of grant funds.

SAMPLE PITCH DECK 1: CREATIVE FORMAT BUSINESS: FLOWER SHOP

Creative format pitch decks have more photos and visuals throughout.

Individual slides tend to have different layouts, and the content tells more of a story.

It is up to the presenter to bring meaning to the visuals and speak to the data behind the story during the pitch.



Betty's Blooms

Starter Company Plus 2025



Betty's Blooms is a floral shop and studio that offers floral arrangements, bouquets, live plants, and hands on workshops



111 Main St., St. Catharines

Current best-sellers include:

- grab-and-go bouquets
- tabletop vase arrangements
- annual flowering plants (petunia and larkspur specifically)
- holiday urn workshops
- custom order arrangements

Custom orders became a popular offering since it was introduced 6 months ago

Initially designed for holidays like Mother's Day, the demand for custom orders has grown to the point that **Betty's Blooms** would like to expand into special events and weddings

Betty's Blooms offer fresh, beautiful flowers at competitive prices and workshop experiences for all ages.



Grab-and-Go Bouquets: \$15 - \$40
Tabletop Arrangement: \$25 - \$55
Live Flowering Plants: \$15 - \$35

Live Non-Flowering Plants: \$10 - \$30
Custom Bouquets: \$35 - \$55
Custom Arrangements: \$40 - \$80

All Ages Workshops: \$15/ person
Kids Workshops: \$5/child

19+ Workshops: \$30 - \$55
Holiday Theme Workshop: \$30 - \$45

Customers can purchase in store or online and limited delivery is available in Niagara

Workshop details, more products, and delivery details on www.bettysblooms.ca

Betty's Blooms

target market varies by type of service.



Grab-and-go bouquets are mostly purchased by middle to upper class men ages 30-55, generally as gifts to a spouse or family member. Other offerings, especially custom orders, by middle to upper class women ages 30-45 for themselves or special events.

Workshops are generally attended by middle class women ages 40-65 and they order tickets usually in groups of 3-5. Kids workshops are growing in popularity.



Betty's Blooms uses local flowers and even grows their own for truly unique offerings!

Flowers are purchased from local farms and assembled in house to make stunning bouquets and arrangements

Farm suppliers include:

- Busy B Farms,
- Buttercup Valley
- Blossom Wholesale

The flowers purchased can be used across all product lines to ensure there is no waste and to keep supply costs down

Occasionally, specific flowers or plants will be purchased for workshops



Betty (owner) at the home-based micro farm

Betty's Blooms has a strong digital presence and customers that are referral champions!



Hey There!!

Betty's Blooms

Special Discount
20% OFF

ORDER NOW

123-456-7890

★★★★★

Client Review

This was the first time I used Betty's Blooms, and honestly wasn't sure to expect. I loved everything I received and will be using them again!

Rosa Maria

★★★★★

Client Review

This was the first time I used Betty's Blooms, and honestly wasn't sure to expect. I loved everything I received and will be using them again!

Rosa Maria

★★★★★

Client Review

This was the first time I used Betty's Blooms, and honestly wasn't sure to expect. I loved everything I received and will be using them again!

Rosa Maria

★★★★★

Client Review

This was the first time I used Betty's Blooms, and honestly wasn't sure to expect. I loved everything I received and will be using them again!

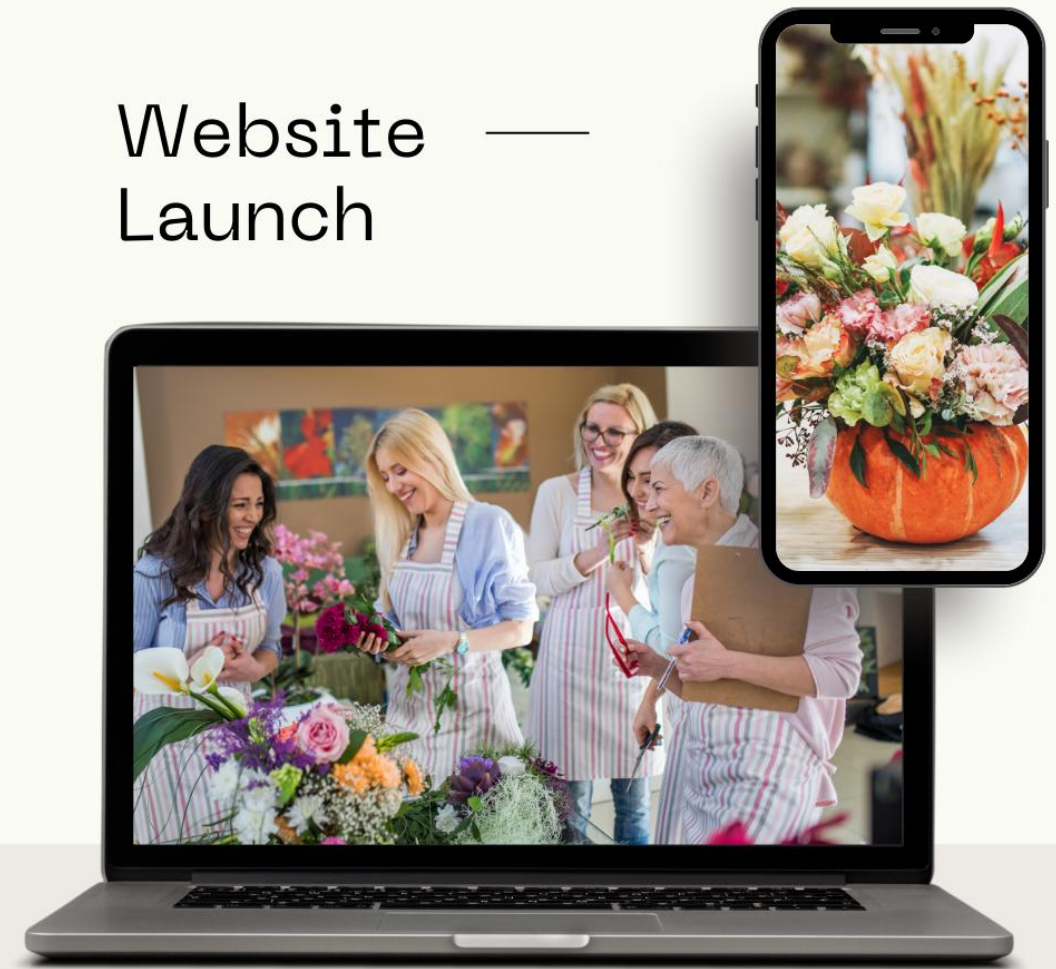
Rosa Maria

★★★★★

Client Review

This was the first time I used Betty's Blooms, and honestly wasn't sure to expect. I loved everything I received and will be using them again!

Rosa Maria



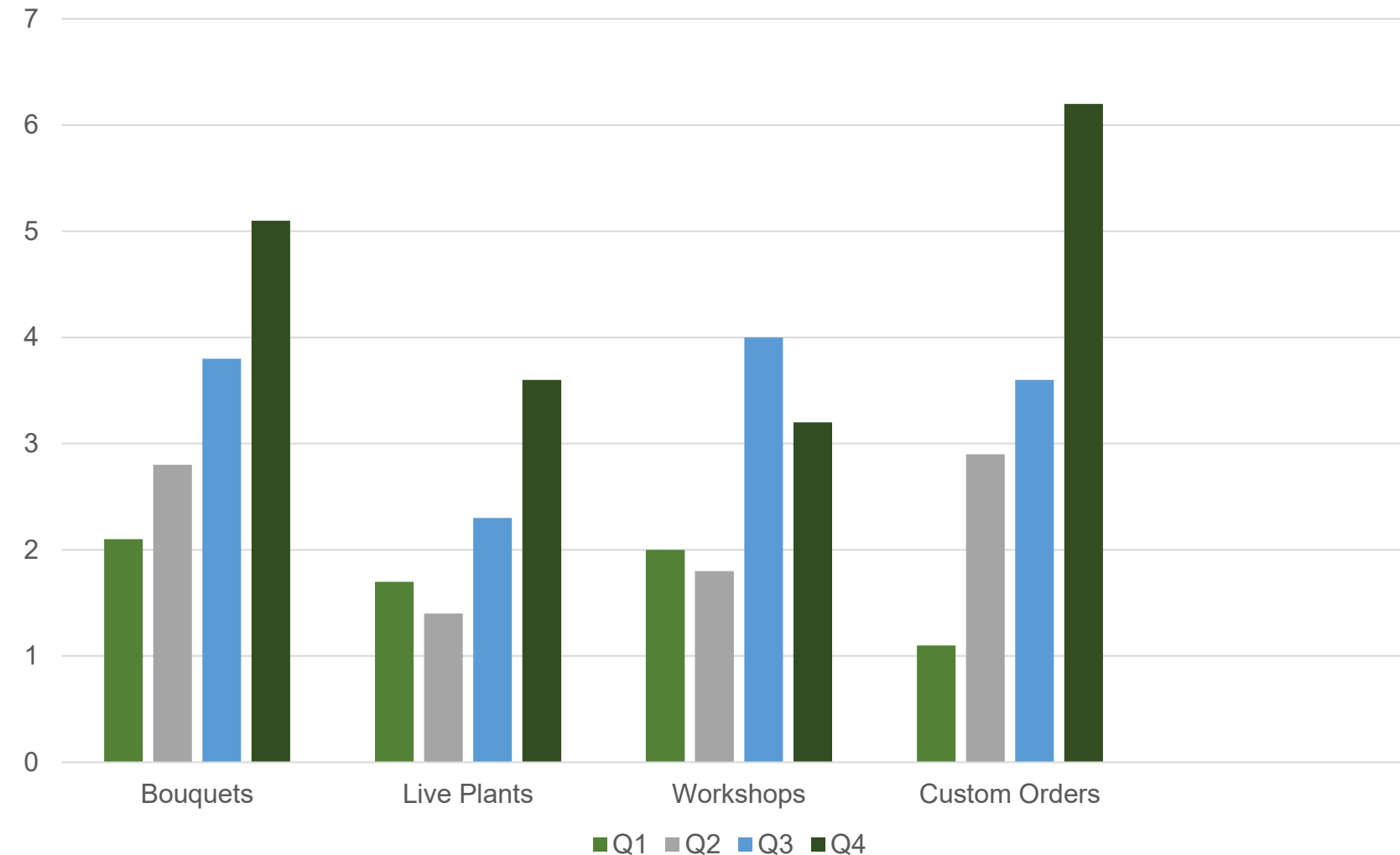
Website — Launch

www.bettyblooms.ca

Betty's Blooms

has seen steady growth since first opening

First Year Profit



- There has been the steadiest increase in bouquet sales
- Workshop sales experience some seasonal increases and declines
- Custom orders have seen the fastest and most significant increase in sales

Coming up on Q4, **Betty's Blooms** expects to finish the year with profit between \$30,000 and \$45,000.

Betty's Blooms is seeking \$5,000 from Starter Company Plus to assist with expansion into custom orders for special events and weddings

These funds would be used for:

CRM upgrades

- This will help in tracking event dates, staff tasks, and client information

Branding for the company delivery vehicle

- This will allow for a more professional look and advertising during deliveries

Training for a part-time staff member

- Additional staff will be needed for custom work

Professional photos and videos

- These will be used on social media and the website to launch the new service





Thank You



Betty's Blooms



Check Us Out At:

111 Main St., St. Catharines

www.bettysblooms.ca

[@bettys.blooms.stc](https://www.instagram.com/bettys.blooms.stc)



SAMPLE PITCH DECK 2: FORMAL FORMAT BUSINESS: FLOWER SHOP

Formal format pitch decks have more text and charts throughout.

The layout is consistent in the slides, and the content is focused on data points over storytelling.

It is up to the presenter to make sure that charts used are clear to the audience and they bring their own personality to give life to the numbers.

Betty's Blooms

Fresh, beautiful flowers and workshop experiences for all ages

Starter Company Plus 2025



Betty's Blooms

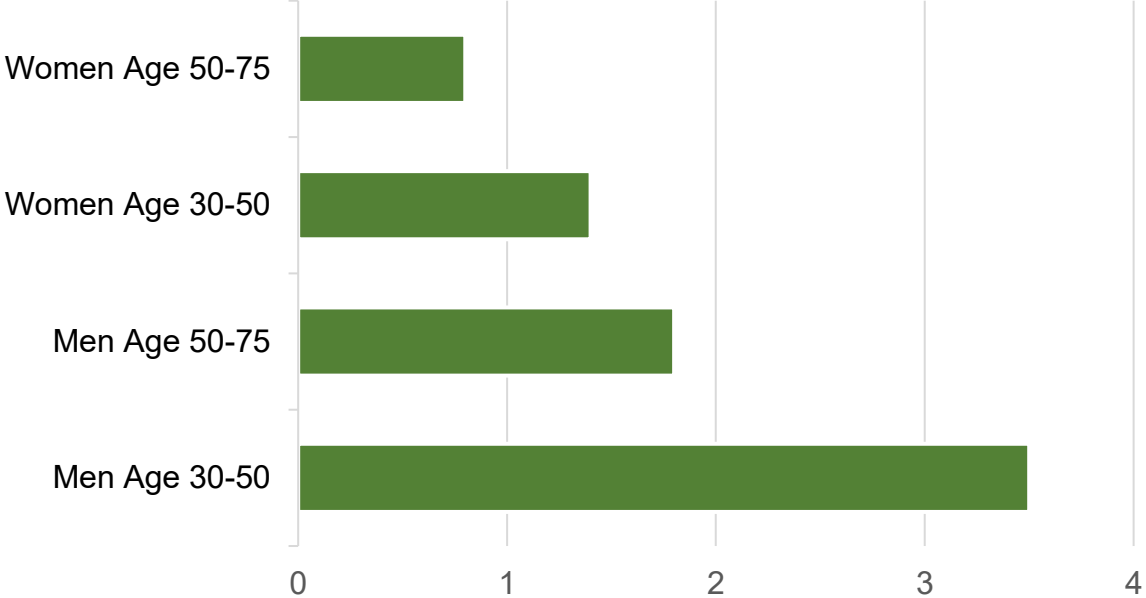
A local floral shop and studio that offers floral arrangements, bouquets, live plants, and hands on workshops

Custom orders became a popular offering since it was introduced 6 months ago and will be expanded into special events and wedding services

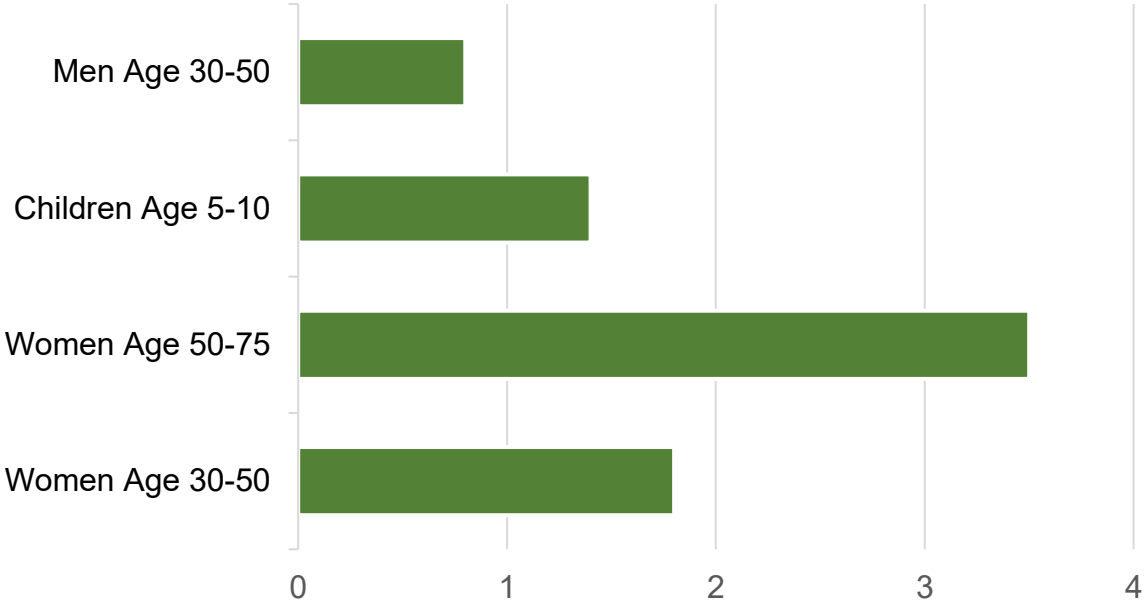
Flowers used in the products are sourced from local farms or specially grown by the owner, Betty

Product Breakdown

Grab-and-Go Bouquets: \$15 - \$40
Tabletop Arrangement: \$25 - \$55
Live Flowering Plants: \$15 - \$35
Live Non-Flowering Plants: \$10 - \$30
Custom Bouquets: \$35 - \$55
Custom Arrangements: \$40 - \$80



All Ages Workshops: \$15/ person
Kids Workshops: \$5/child
19+ Workshops: \$30 - \$55
Holiday Theme Workshop: \$30 - \$45



Operations

Flowers are purchased from local farms and assembled in house to make the bouquets and arrangements. It generally takes 5-14 days to receive farm orders.

Farm suppliers include:

- Busy B Farms,
- Buttercup Valley
- Blossom Wholesale

The flowers purchased can be used across all product lines to ensure there is no waste and to keep supply costs down. Occasionally, specific flowers or plants will be purchased for workshops.

Limited time products are available when the owner, Betty, grows specific flowers. Lead time is 2-4 months depending on the season and delicacy of the flower.

Customers can purchase in store or online and limited delivery is available in Niagara.

In addition to the owner, staff includes one part-time delivery driver and one full time floral assistant.

Marketing

Marketing focuses on digital presence with a user-friendly website and active Instagram account. Customers can order through each platform.

Located on a main street, the brick-and-mortar store has a large sign and bay windows for display.

Business cards, flyers, and discount codes are circulated to strategic alliances for referrals 3-4 times per year.

Customers are primarily from St. Catharines, Thorold, and Welland so marketing efforts and targets adds are focused in those areas.

As the special events and wedding services are launched, alliances will be made with wineries and event spaces within the same geographic area.



Sales to Date

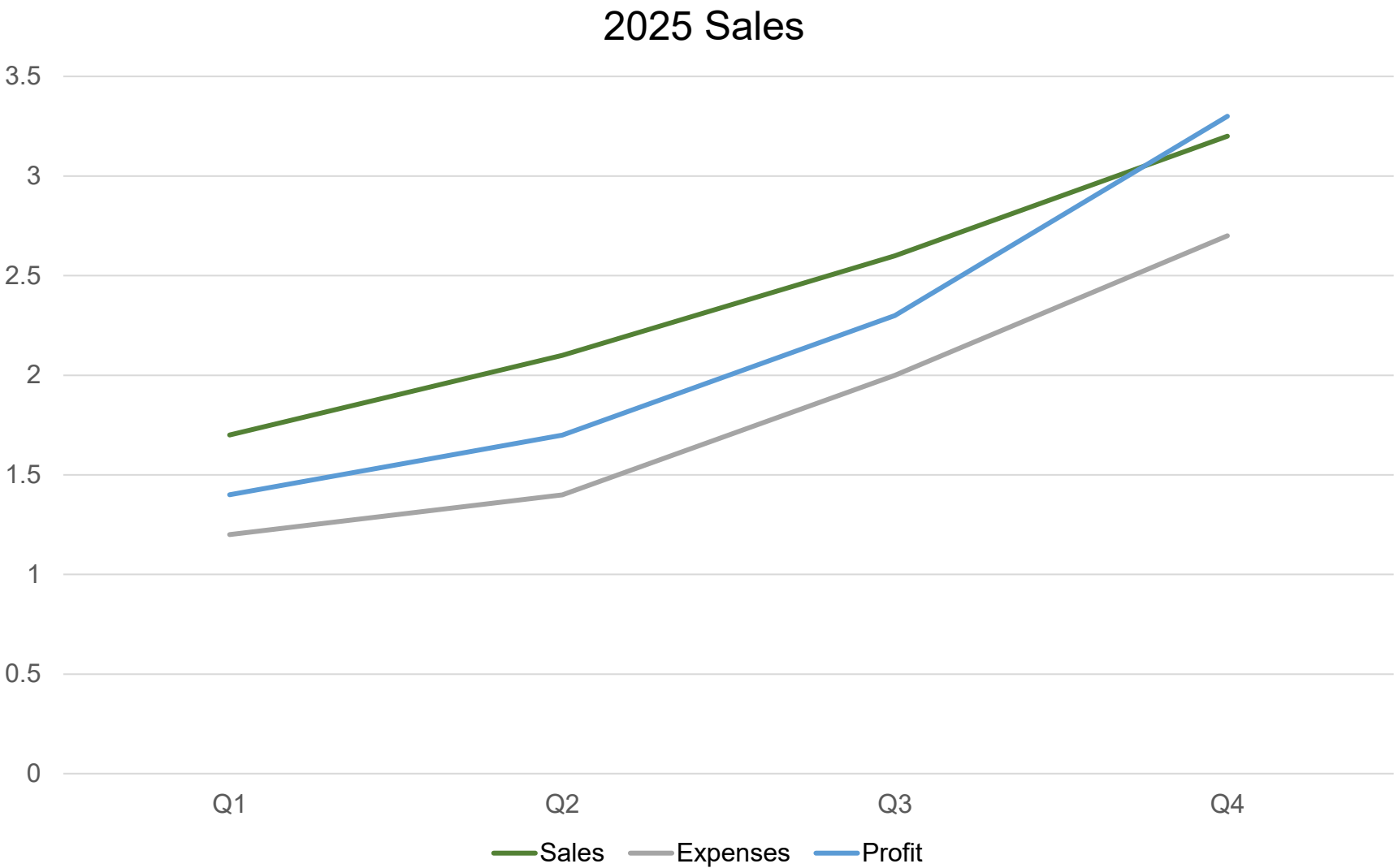
Sales have seen a steady increase while expenses have been kept at a reasonable margin.

There has been the steadiest increase in bouquet sales

Workshop sales experience some seasonal increases and declines

Custom orders have seen the fastest and most significant increase in sales

Q4 expects to finish the year with profit between \$30,000 and \$45,000.



Betty's Blooms is seeking \$5,000 from Starter Company Plus to assist with expansion into custom orders for special events and weddings

These funds would be used for:

CRM upgrades

This will help in tracking event dates, staff tasks, and client information

Branding for the company delivery vehicle

This will allow for a more professional look and advertising during deliveries

Training for a part-time staff member

Additional staff will be needed for custom work

Professional photos and videos

These will be used on social media and the website to launch the new service

Thank You

Betty's Blooms

Questions?

Other Things To Consider:

- 1) If you have no sales to date, focus on projections instead
- 2) Use the highlights of your business plan to build the information in your pitch deck
- 3) You can focus on the sections that make the most sense for you. Remember (other than the ask slide) you have main 4 categories to cover and 7 content slides to work with, double up on the parts you want to focus on, or you think would get the most questions.
- 4) Make sure all information in your pitch deck is backed up by your business plan and your cash flow. The Grant Committee would have read both by the time you present.
- 5) Practice, practice, practice. Even beyond the scheduled practice date, practice on your own. In front of a mirror, in front of family or friends, whatever works for you.
- 6) If you have any questions, ask at pitch practice or let us know before your pitch date.

GOOD LUCK!!