10x Pitch Deck for Phase 3 Funding | *Template*

This template is for teams requesting Phase 3 funding ($650k) from the 10x investment program. Each slide covers a topic you might cover as part of your funding pitch. This template offers suggestions only — what you cover (and in what order) is up to you.
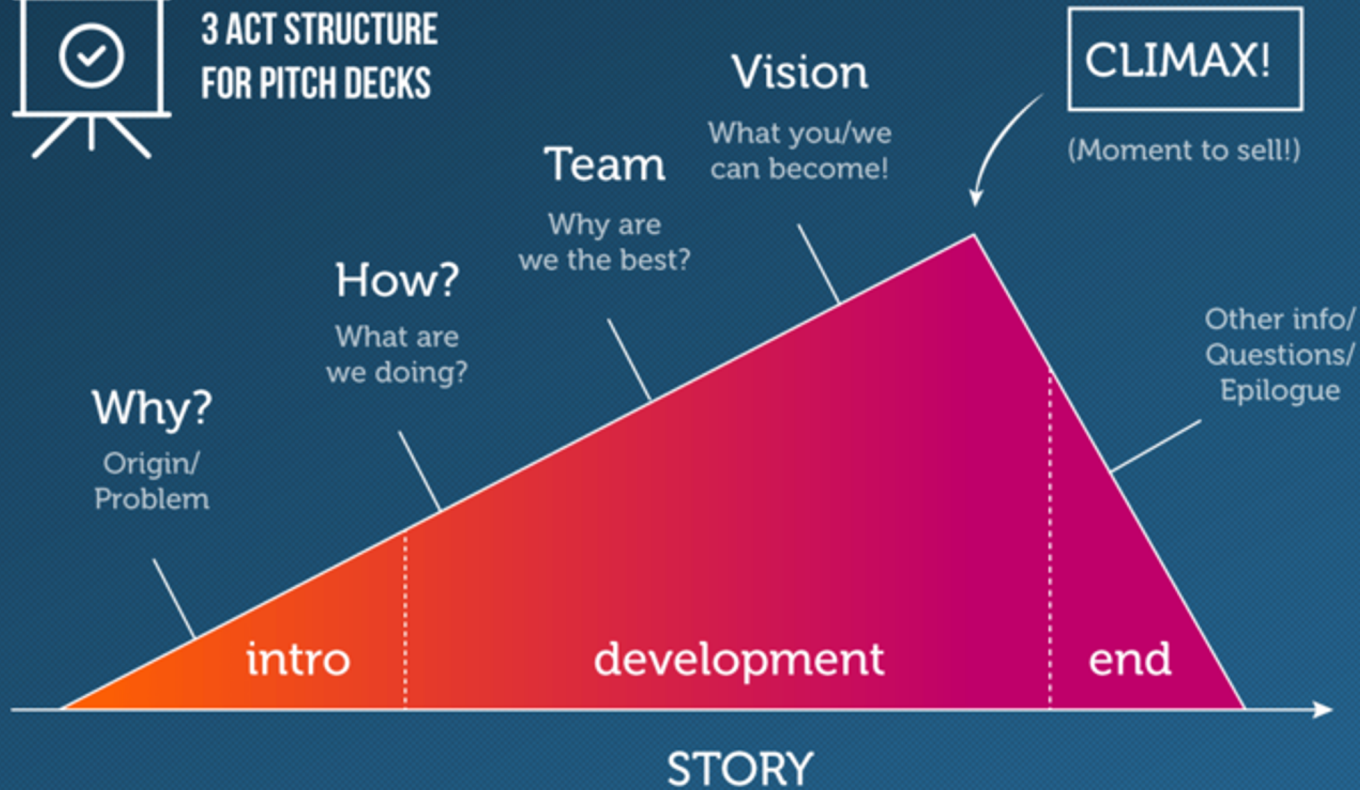
The 10x team is here to support and advise you as you prepare your pitch. We're not involved in making funding decisions, which means we can give you practical, impartial advice.

Questions? Reach out to us in #10x, #10x-public (available via https://chat.18f.gov/ if you're not with GSA), or in your own Slack channel for help, advice, and encouragement.

GSA

[Project Name]

[One-sentence elevator pitch description of your project]

10x Phase 3 ($650k) Funding Request

[Name(s) and organization(s) of participants, date of presentation]

GSA

The problem

- What problem are you trying to solve?
- Include relevant personal and project history that supports your problem statement.
- Be as narrative as possible.

GSA

The solution

- How do you plan to address the problem?
- Why did you choose this solution over all the other solutions that were possible, including doing nothing?

GSA

Demo or prototype

- Show, don't tell.
- Display your demo, prototype, wireframes, visual comps, MVP, etc.
- Make it shorter rather than longer, just enough to show core functionality. 5 minutes at most.
- Live demos are like playing with fire: If you're going to do one, have a backup plan.

GSA

Market opportunity

- How can you show that the federal marketplace wants to adopt your proposed product or service?
- Include relevant research, customer citations, and any market indicators that prove your project would be well received.
- The wider the range of research and customer interest you present, the stronger your argument will be.

GSA

Policy opportunity

- Demonstrate federal support at the policy level that can guide and sustain your proposed project.
- What activity supporting this work is currently taking place across the federal government?
- Examples: Likely-to-pass or recently passed Congressional legislation; upcoming, recent, or underserved policy from OMB or other regulating agencies; adjunct product or service development at another agency or agencies.

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Vendor opportunity

- What opportunities does this product or service create for the vendor ecosystem?
- How will the success of this product or service create a need for more vendor activity and participation?
- How does this product or service encourage vendors to adopt principles of agile development and human-centered design?

GSA

Business model

- Long term, will your product or service be supported via appropriated funds or will it be fee-for-service?
- If fee-for-service, what business model will allow this product or service to become cost-recoverable, and over what timeframe?
- If fee-for-service, what is your price point? How can you show that this price point is appropriate?

GSA

Go-to-market strategy

- Who is your customer? Don't just say "Agency X." What type of person will use this?
- How are they currently solving their problem?
- How does your solution better address their pain points?
- How will you acquire new customers?
- What marketing channels will you use to reach your customers?
- How will you measure the success of your customer acquisition strategy?

GSA

Spend plan with milestones

- How will you spend the $650,000 provided during Phase 3?
- Who would you hire to execute this work (18F, Acquisitions, other internal consultants, external firms)?
- What major milestones will this phase include?
- What staffing will be required to meet these milestones? List numbers and types of staff, not specific individuals.

GSA

Risks

- What risks do you predict for this project, and how will you address them?
- All new ideas involve risk. A thoughtful, detailed list of potential risks and how to address them is considered a positive, not a negative, when determining whether or not to continue funding a project.
- [A helpful list of types of project risk](#).

GSA

Exit strategy

- What are the options for continued development and maintenance of this product or service over the long term?
    - Where might this product or service live? Examples include TTS, GSA, external agency, or as an open-source project.
    - Where will this product or service find funds to support ongoing development and maintenance?
- One exit strategy is fine; two is good; three is best.

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Team

- Who worked on Phase 2 of this project? What expertise do they bring to the project, and what were their roles?
- Who will be the core team members for Phase 3 work, what expertise do they offer, and what will their roles be? Unlike on your spend plan slide, list specific people by name and role.

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Thanks!

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