



How to use your

# Pitch Deck & Elevator Pitch Planning

Instructions on how to use your kit and make the most of it.



**FORGE**  
BY LEMNOS

# What's in it?

## Online Canva whiteboard link with:

- Pitch Deck Planning Template.
- Elevator Pitch Kit.
- Over 90 world-class pitch deck examples, including the original decks from industry giants such as Uber, YouTube, WeWork, Tinder, Snapchat, Peloton, BuzzFeed, Airbnb, and many more.

# Why do we use Canva for our online toolkit links?

- **Cost-Free Access:** Canva is free for all the tools you need to use the kits, making it an accessible platform for everyone. Beyond our toolkit, explore a wide array of features without any financial barriers.
- **User-Friendly Interface:** Canva's intuitive interface makes it easy for users, regardless of their technical proficiency, to engage with the toolkit effortlessly.
- **Collaborative Capabilities:** Canva supports real-time collaboration, enabling teams to work seamlessly together, provide feedback, and make edits concurrently.
- **Versatility:** Canva's diverse range of design tools and features empowers you to go beyond traditional offline templates and kits. Infuse creativity into your strategy sessions with visuals, icons, and more.
- **Cloud-Based Access:** Canva operates in the cloud, ensuring your work is accessible from any device with an internet connection. This flexibility is invaluable for dynamic and remote teams.
- **Integrated Tools:** Canva offers a suite of integrated tools, simplifying tasks like adding text, shapes, and images. This integration enhances the overall user experience and productivity.

By choosing Canva, Forge by Lemnos ensures that your online experience is not just practical but enjoyable, fostering a collaborative and creative environment for developing exceptional products and services.

How to use the kit

# Pitch Deck & Elevator Pitch Planning Kit

Starting a collaboration can be overwhelming, but it's important to gather all the key people you would like to have input from before you begin. Once you have everyone, be sure to consider the following:

1. Start with the Templates: Begin by using the pitch deck mapping templates to outline your business plan. Ensure each slide tells a part of your story, from your value proposition and market opportunity to your financials and growth strategy.
2. Craft Your Elevator Pitch: Use the elevator pitch template to create a succinct and engaging summary of your organization. Focus on the key elements that define who you are, what you do, and why it matters.
3. Draw Inspiration: Explore the library of over 90 pitch deck examples. Study the structure, design, and content of these successful decks to understand what makes them effective. Incorporate these insights into your own pitch.
4. Refine and Practice: Continuously refine your pitch deck and elevator pitch based on feedback and practice. Ensure your message is clear, compelling, and resonates with your audience.