EMERGING DEVELOPER ACADEMY

GRADUATE SHOWCASE | MODULE 10

Showcase Pitch Template & Team Instructions

Read this guide, then build your pitch in the Showcase Pitch Template (PowerPoint file).

Hosted by Alliance for Housing Progress

10

minutes to present. Every team member speaks.

INSTRUCTIONS

What your team must deliver

THE PITCH

10 minutes

A digital slide presentation on this template. All team members participate.

DUE DECEMBER 1

12:00 noon Central

Submit your finished deck. No exceptions.

SHOWCASE, DECEMBER 8

Crosstown Theatre

Present to the judges. Bring 5 printed copies of your full development package.

Deck vs. package: the slides tell the story and show the key numbers in 10 minutes. Every supporting detail, from full budgets to comps, bids and letters, goes in the printed development package.

INSTRUCTIONS

Template rules every team follows

01	Your deck is the cover, the 12 content slides, and the closing slide, in the same order with the same titles.
02	Replace every gray bracketed placeholder with your own content. Delete any placeholder you do not use.
03	One slide per section. Put extra charts or detail in an appendix after the closing slide; it will not be presented.
04	Brand it your way: your own colors, fonts, and logo are welcome. Keep the layout, slide order, titles, and content blocks. No text under 24 point.
05	Every number on a slide must match the development package exactly. Date and cite every market figure.
06	Label status honestly: Secured, In progress, or Needed. Never present a commitment you do not have.

INSTRUCTIONS

Your 10-minute run of show

Slide	Time	Speaker
Cover	*0:15*	*[Name]*
1 Project at a glance	*0:45*	*[Name]*
2 Site and neighborhood	*0:45*	*[Name]*
3 Development concept	*0:45*	*[Name]*
4 Zoning and approvals	*0:30*	*[Name]*
5 Buyer and partners	*1:00*	*[Name]*
6 Market: why this site	*1:00*	*[Name]*

Slide	Time	Speaker
7 Project timeline	*0:45*	*[Name]*
8 Development budget	*1:00*	*[Name]*
9 Sources and loan request	*1:15*	*[Name]*
10 Risks and responses	*0:30*	*[Name]*
11 Our team	*0:30*	*[Name]*
12 Next steps and our ask	*1:00*	*[Name]*
Total	**10:00**	

Rehearse to 9:30 to leave a cushion. Every member speaks: assign a speaker to each slide and practice the handoffs.

INSTRUCTIONS

What the judges will look for

Strengths

A real site and a clear product

A buyer who can afford the home

Numbers that tie out across deck and package

A confident, coordinated team

Challenges

Gaps in cost, approvals, or market evidence

Unrealistic timelines or prices

Funding that is assumed, not sourced

Recommendations

Judges will suggest next steps

Show what technical help you need

Ask them questions on slide 12

Each judge completes a feedback form on your project's **strengths**, **challenges**, and **recommendations**. Build your pitch so those answers are easy to write.

INSTRUCTIONS: SLIDE GUIDE

What goes on each slide (1 of 2)

01	**Project at a glance**	Address, what you will build, who it serves, total cost, your ask	**0:45**
02	**Site and neighborhood**	Location map, site strengths, what is nearby, neighborhood activity	**0:45**
03	**Development concept**	Building type, units and sizes, parking, design aesthetic, plan or rendering	**0:45**
04	**Zoning, permits and approvals**	Zoning district, site design rules, permits needed and their status	**0:30**
05	**Target buyer and partners**	Who buys or rents, income mix, affordable payment, partners engaged	**1:00**
06	**Market evidence: why this site**	Dated comps, market data, public plans, appeal to investors	**1:00**

INSTRUCTIONS: SLIDE GUIDE

What goes on each slide (2 of 2)

07	**Project timeline**	Acquisition, predevelopment, construction, sale or lease-up	**0:45**
08	**Development budget**	All uses of funds, total development cost, profit or value	**1:00**
09	**Sources, uses and loan request**	Funding sources and status, loan-to-value loan request, the gap	**1:15**
10	**Risks and responses**	Top three risks, their impact, and your plan for each	**0:30**
11	**Our team**	Each member’s role on the project and relevant experience	**0:30**
12	**Next steps and our ask**	Immediate steps, questions for funders, technical help needed, the ask	**1:00**