



<Your Idea Name Here>

Tips For Your Submission

To ensure your submission is clear and compelling please keep the following in mind:

- Be Concise & Focused - Keep each slide brief and to the point, avoid unnecessary details.
- Use Visuals Where Appropriate - If a diagram, image, or chart helps explain your idea better, use it!
- BE CREATIVE
- Think from the Reviewer's Perspective. The template is designed to help you present a clear, compelling case. Make it easy for reviewers to understand your idea, its purpose, and its impact.
- Keep It Feasible - While we encourage ambitious ideas, submissions should be realistic and achievable. If your idea requires advanced technology or partnerships, briefly mention how you envision making it happen.
- Consider the Business Value - Think about who the customer is, how the idea generates revenue, and why it makes business sense.
- Don't Over - complicate It - You are not expected to create a full business case—just a strong, structured idea. Spending a few focused hours on your submission should be enough—this is not a full-time project!

How To Use This Template

- The following slides are topic areas you might like to consider while presenting a compelling explanation of your idea.
- Each topic area slide has bullet points with information you may want to provide for your idea.
- These key topics and sub-points are in part designed to guide you through creating a short business plan and in part designed to make it easy for the evaluators to understand your idea and its potential value. I encourage you to be creative but straying too far from the template might make your idea difficult to understand.
- Not all of the areas in this template will be relevant to your idea (e.g. whether it's a new product, production process, working practice, customer segment or revenue model). So please only pick the relevant slides to use and adapt as necessary.
- After the final slide there are several template slides, please do use these if they would be of help to present your idea.

Concept Note

A clear and concise description of your idea

- What is your idea?
- Why is this idea relevant to SWARCO and/or its customers?

Value Proposition

What problem does this idea solve, and what unique value does it offer to our customers?

- What tangible value does this idea bring to SWARCO?
- What makes this idea innovative?
- Does the idea differentiate us from competitors?
- How does this idea align with SWARCO's strengths and strategic goals?

Key Activities

What are the main steps or processes involved in bringing your idea to life

- What are the critical activities needed to bring this idea to life?
- What will need to be designed, built, tested, or deployed?
- Are there any partnerships or collaborations required?
- What are the first steps if the idea is selected?

Key Resources

What is needed to develop and implement the idea (e.g., technology, expertise, partnerships)?

- What technologies, skills, or infrastructure are needed?
- Does this require hardware, software, or new expertise?
- Are there existing SWARCO resources that could be leveraged?

Cost Structure

An estimate of the main costs that would be associated in creating your idea

- What are the biggest cost drivers (e.g., development, production, marketing, operations)?
- Are there any potential cost-saving opportunities?
- Will this require external funding or partnerships?
- If you do not have exact costs here, just consider naming them. No numbers are needed.

Target Users

How will the idea reach customers (direct sales, digital platforms, partnerships, etc.)? Who are the potential buyers of your solution? If “Sales Channels” are not relevant to your idea (e.g. in the case of a manufacturing process improvement) please ignore.

- Who benefits the most from this idea (internal teams, customers, partners, cities, road operators)?
- How does this idea fit their needs and challenges?
- Are there any pilot customers, early adopters or internal teams we could engage?
- If this is a product to be sold, will it be offered through direct sales, partnerships, or digital platforms?
- Is there an opportunity for global adoption, or is it region-specific?

Revenue & Impact Potential

How will this idea generate value/revenue?

- How does this idea contribute to business growth (e.g., revenue, cost savings, efficiency)?
- Will this be a product sale, subscription service, licensing model, or something else?
- If external-facing, how could it be monetized?
- If internal, what's the strategic or operational benefit?

Content

1 Presentation Guidelines

Tips and tricks for using the SWARCO PPT Master

2 Presentation Assets

Slide objects for use in individually created slides

3 Full Slide Templates

Template slides to reuse in the existing layout

4 Layout Slides

Overview of the most used layouts

Presentation Guidelines

Tips and tricks to make your presentation a success

1

Presentation Guidelines

Colors

- Only use colors according to SWARCO's Guidelines
- A colour-table can be found to the right side of the slides (use the colors via RGB code or Eyedropper function)

SWARCO logo

- No animation of the logo
- Don't use distorted logos and images

Numbers

- Round decimal numbers (e.g. 12.3 %)
- Choose a clean number format (e.g. 1,234,679 € instead of 1234678,95 €)

Abbreviations

- Use meaningful abbreviations (e.g. 1 m€) and explain in footnotes, if not clear

Title page

- It's allowed to change the image (in the slide master)
- Don't delete the arrowgon and place it in a meaningful way

Presentation Guidelines

Date:

- Field is altered via “Insert” → “Header & Footer” → “Date & Time”

Page number:

- Field is altered via “Insert” → “Header & Footer” → “Page Numbers”

Presentation title:

- Field is altered via “Insert” → “Header & Footer” → “Footer”

Title of chapter:

- Enter as stated in the agenda

Subtitle

- Delete if not necessary

Full Slide Templates

Template slides to reuse in the existing layout

2

Meeting Agenda

[insert more details here]

Topic	Time	Session	Responsible
Topic 1	00:00 – 00:00	Session 1	Name
Topic 2	00:00 – 00:00	Session 2	Name
Topic 3	00:00 – 00:00	Session 3	Name
Topic 4	00:00 – 00:00	Session 4	Name
Topic 5	00:00 – 00:00	Session 5	Name
Topic 6	00:00 – 00:00	Session 6	Name

Agenda for today

[insert more details here]

01 Title 1

[insert more details here]

02 Title 4

[insert more details here]

03 Title 2

[insert more details here]

04 Title 5

[insert more details here]

Your speakers

[insert more details here]



Name Surname

Position & Company



Name Surname

Position & Company

Meeting | Action Items

Action title

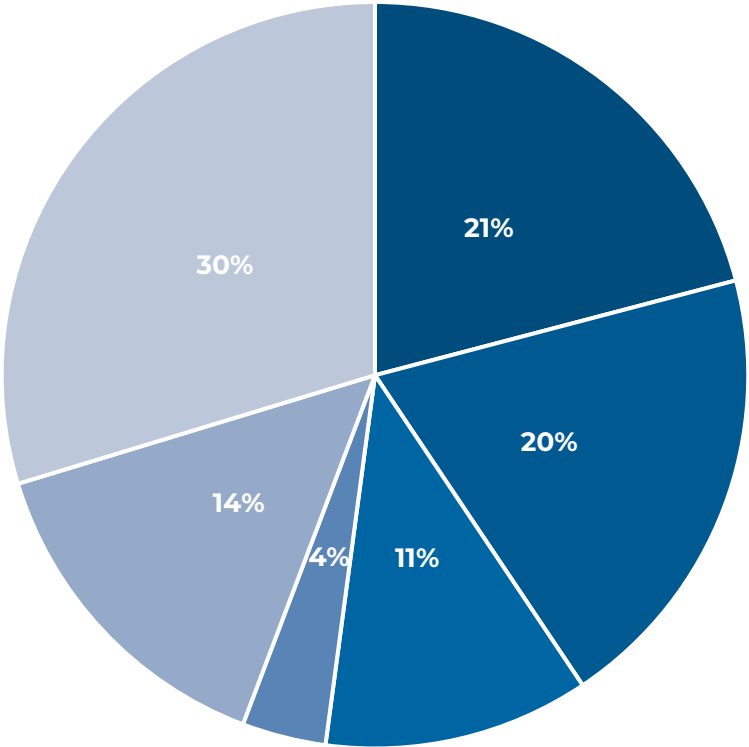


Next Steps

▶ Action Item 1	Jan. 01 st
▶ Action Item 2	Feb. 02 nd
▶ Action Item 3	Mar. 03 rd
▶ Action Item 4	Apr. 04 th
▶ Action Item 5	May 05 th
▶ Action Item 6	Jun. 06 th

Pie Chart

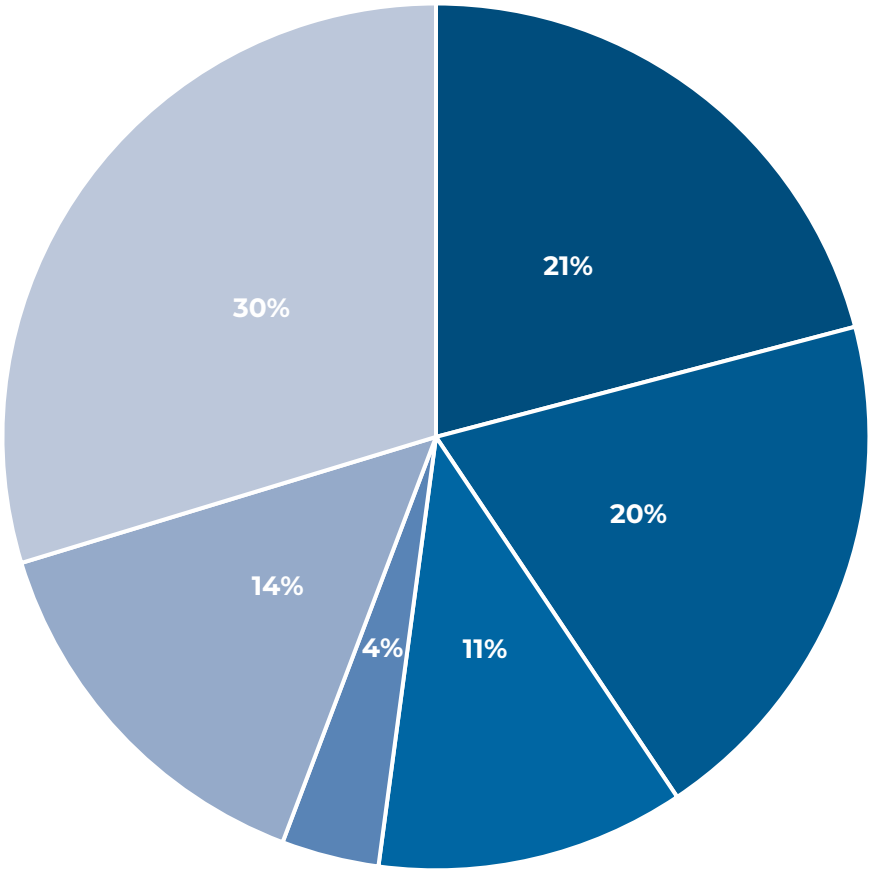
Monocolour



■ 1st quarter ■ 2nd quarter ■ 3rd quarter ■ 4th quarter ■ 5th quarter ■ 6th quarter

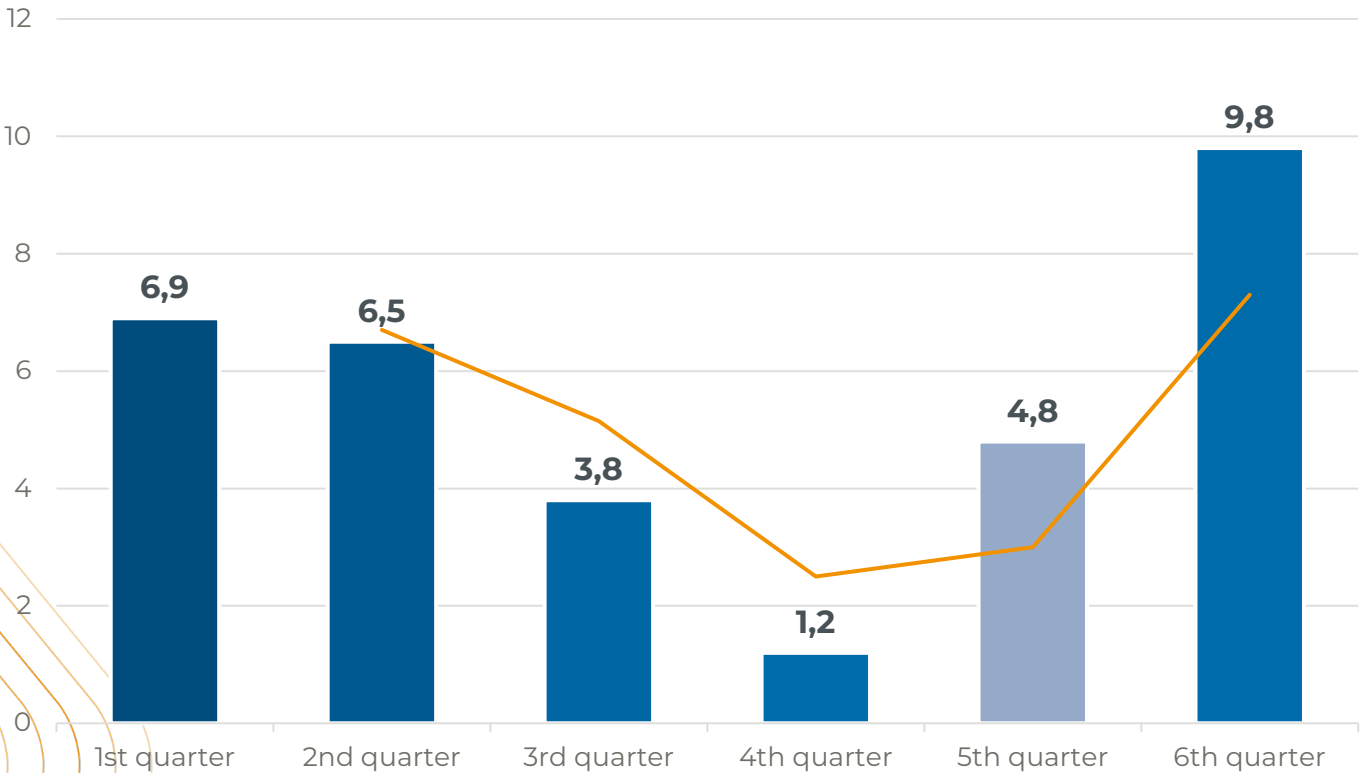
Pie Chart Monocolour

[insert more details here]



■ 1st quarter ■ 2nd quarter ■ 3rd quarter ■ 4th quarter ■ 5th quarter ■ 6th quarter

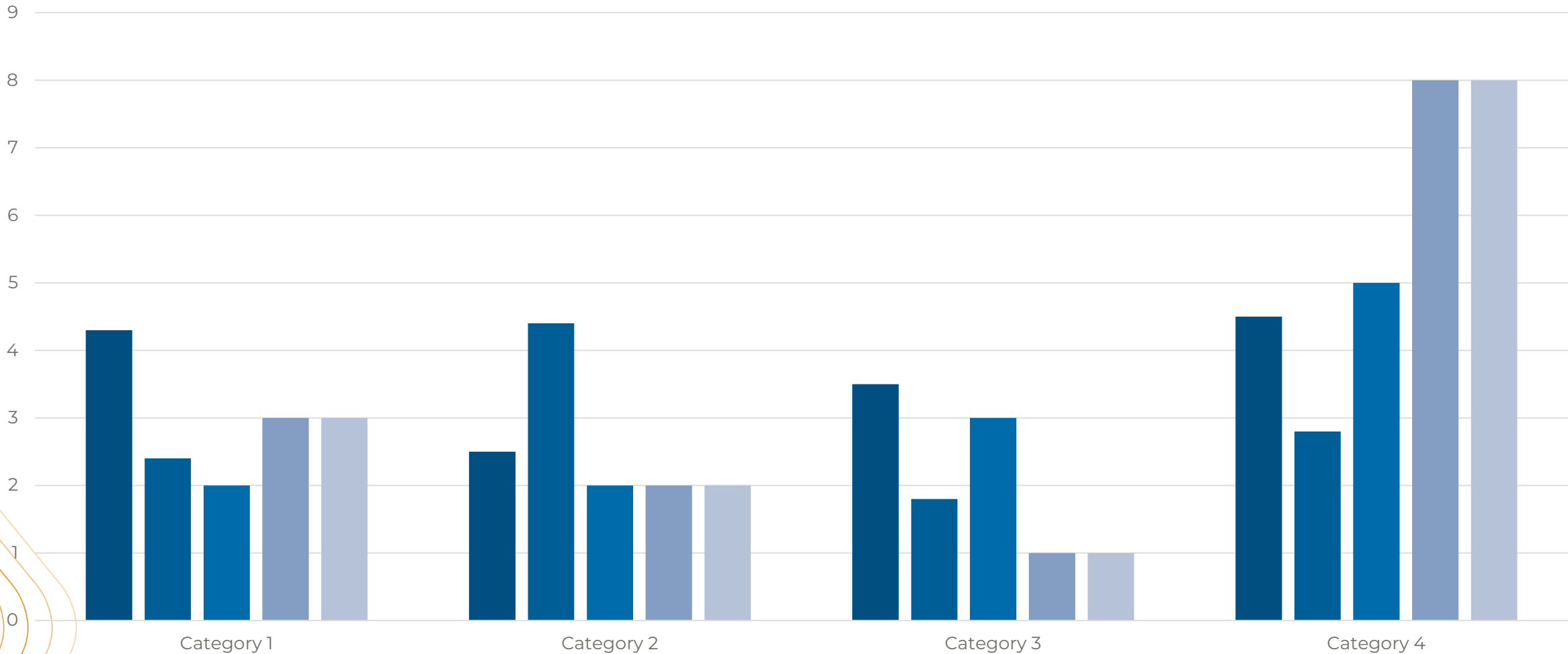
Mixed Chart with comments



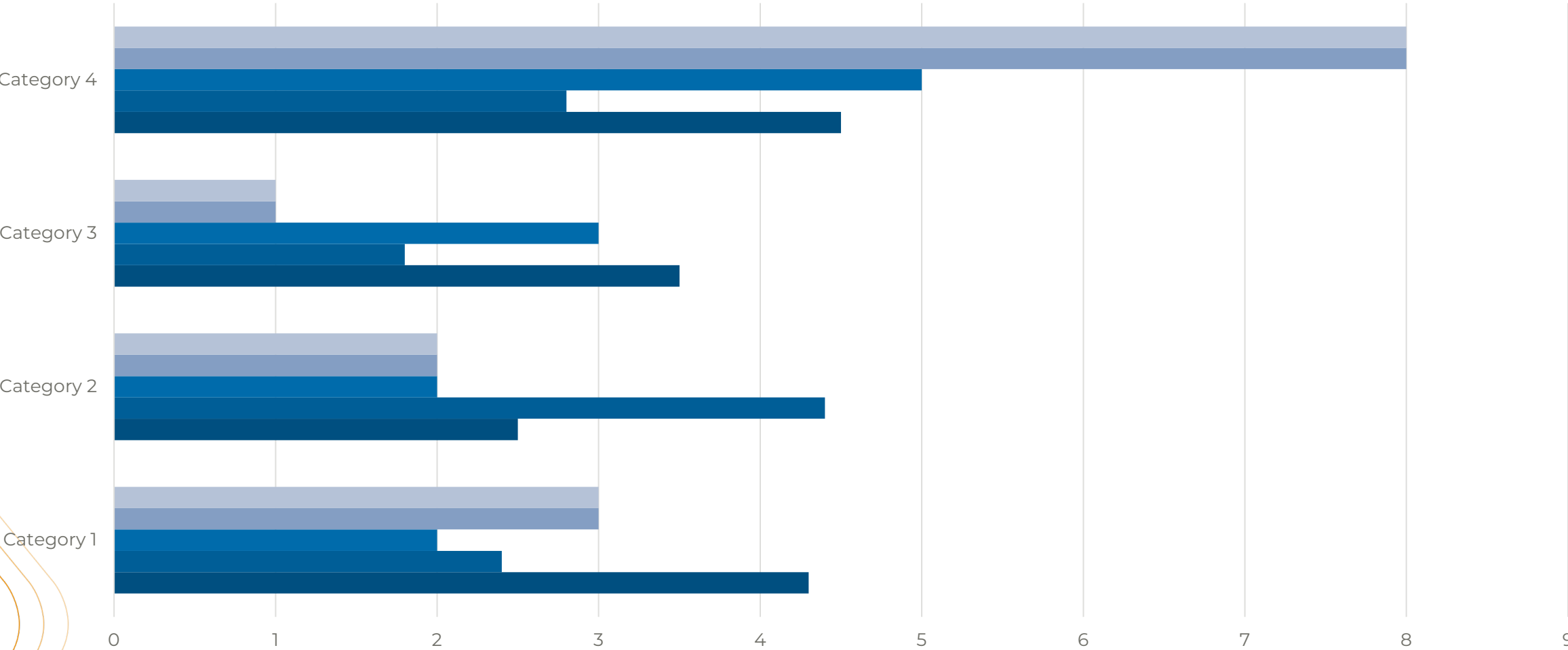
Comments

- Lorem ipsum dolor sit
- Lorem ipsum dolor sit
- Lorem ipsum dolor sit
- Lorem ipsum dolor sit

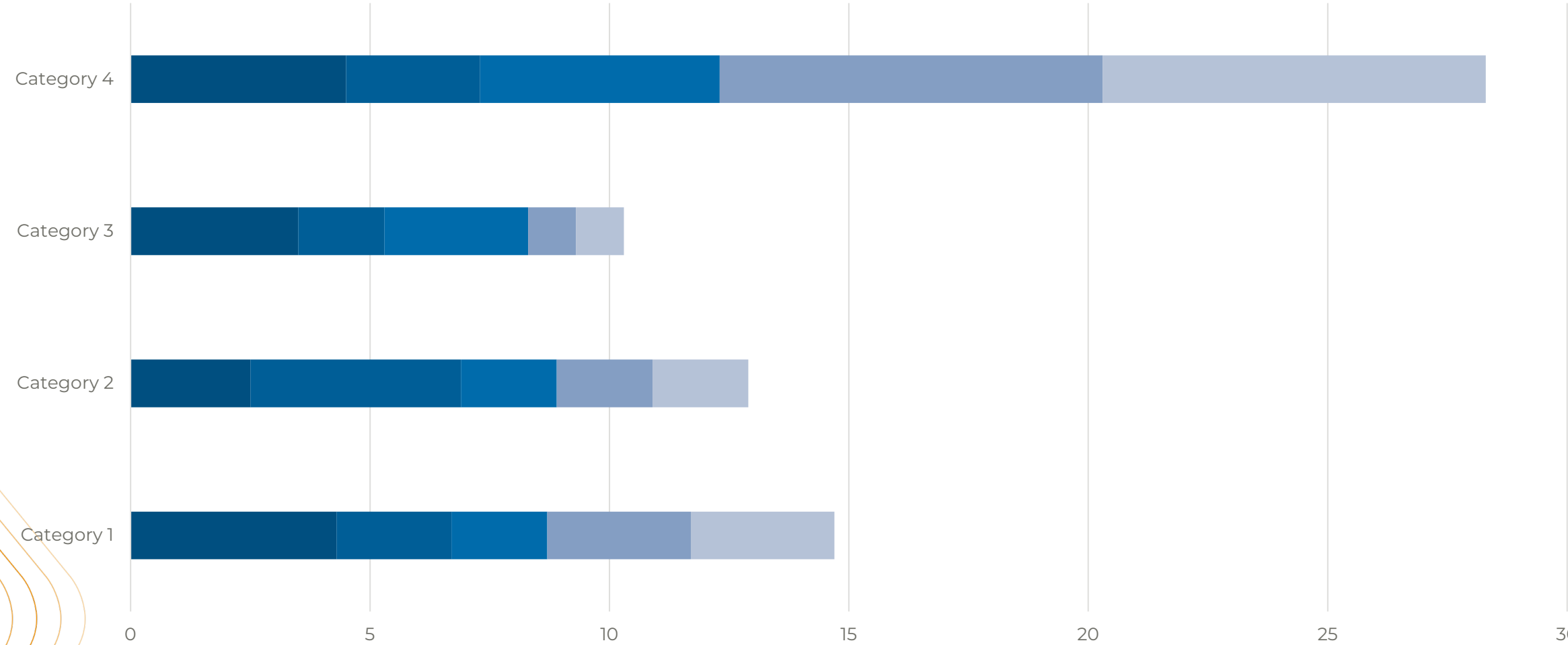
Bar chart vertical



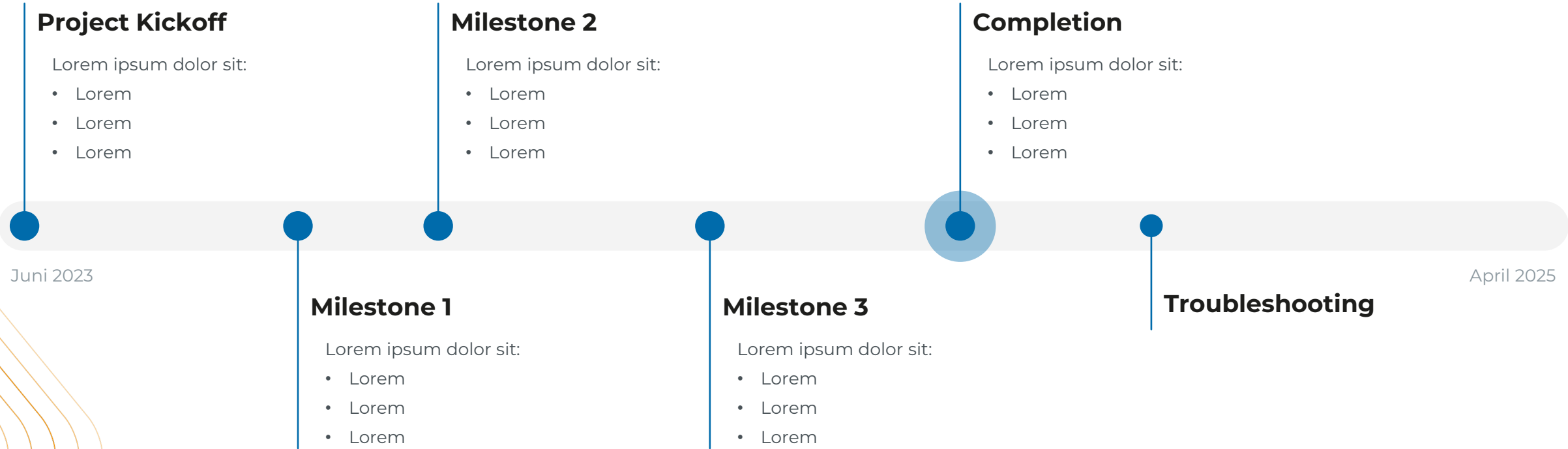
Bar chart horizontal



Bar chart horizontal



Timeline



Large Table

Title	Head 1	Head 2	Head 3	Head 4	Head 5
Value 1	0.2	0.3	0.4	0.5	0.6
Value 2	1.1	1.2	1.3	1.4	1.5
Value 3	2.2	3.3	4.4	5.5	6.6
Value 3	1.3	2.2	3.1	4.0	5.9
Value 4	2.4	4.8	8.2	3.5	-4,3
Value 5	21	32	43	54	0

Small Tables

Title	Head 1	Head 2	Head 3
Topic 1	Text	Session 1	Name
Topic 2	Text	Session 2	Name
Topic 3	Text	Session 3	Name
Topic 4	Text	Session 4	Name
Topic 5	Text	Session 5	Name

Title	Head 1	Head 2	Head 3	Head 4	Head 5
Value 1	0,2	0,3	0,4	0,5	0,6
Value 2	1,1	1,2	1,3	1,4	1,5
Value 3	2,2	3,3	4,4	5,5	6,6
Value 3	1,3	2,2	3,1	4,0	5,9
Value 4	2,4	4,8	8,2	3,5	-4,3
Value 5	21	32	43	54	0

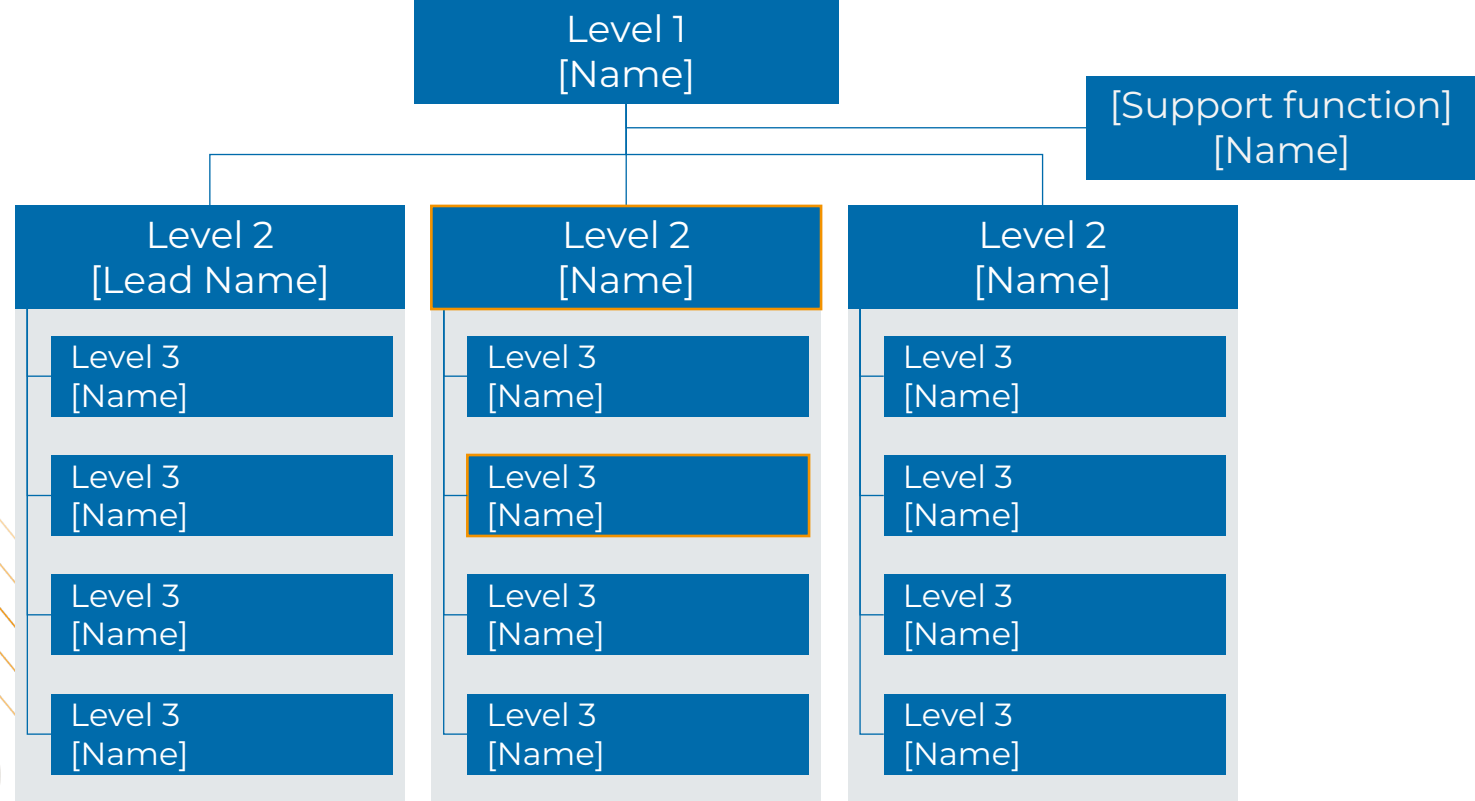
Comments

- Lorem ipsum dolor sit
- Lorem ipsum dolor sit
- Lorem ipsum dolor sit

Organization Name | Organizational Chart

Action title

Organizational Chart



Comments

- Lorem **ipsum dolor** sit amet, consetetur sadipscing elitr, sed diam nonumy **eirmod tempor** invidunt ut labore et dolore magna aliquyam erat.
- Sed diam voluptua. At vero **eos et accusam et justo** duo dolores et ea rebum.
- Stet clita **kasd gubergren**, no sea takimata sanctus est Lorem ipsum dolor sit amet.
- Lorem ipsum **dolor sit amet**, consetetur sadipscing elitr, sed diam.
- **nonumy eirmod tempor** invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Comparison | Pros & Cons

Action title

Pro

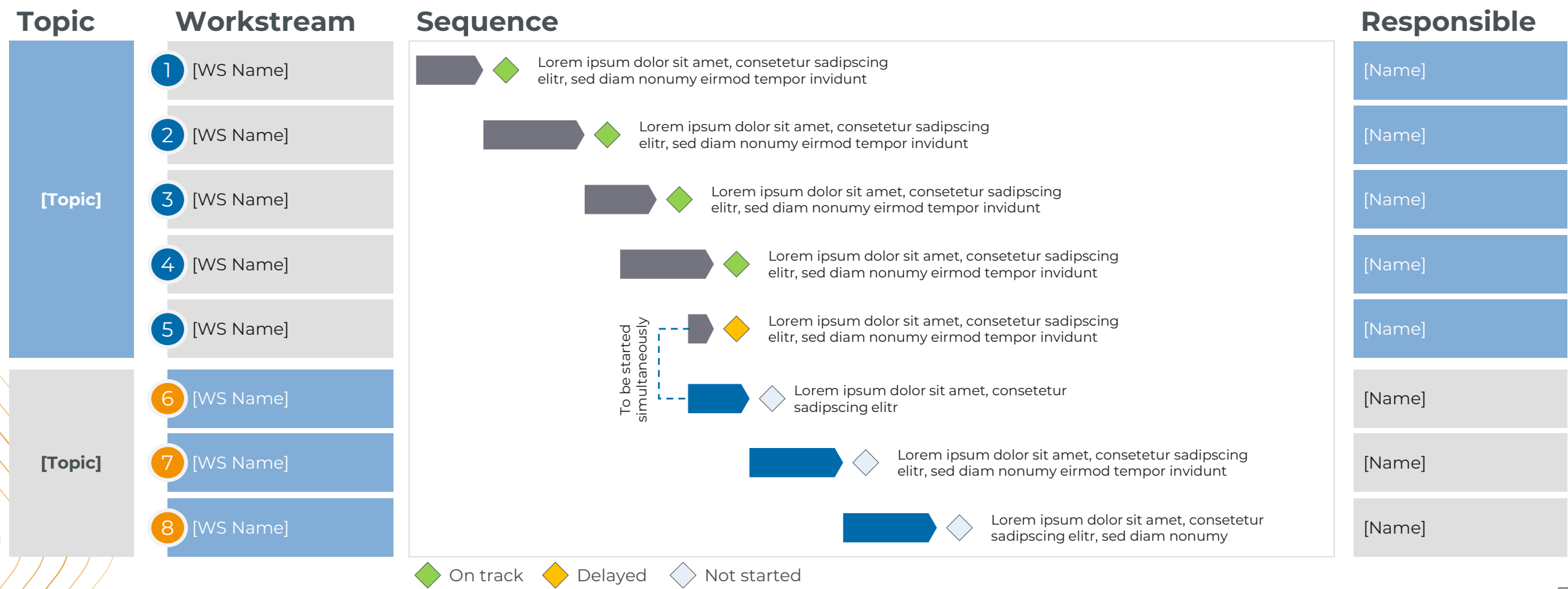
- ✓ Lorem Ipsum
- ✓ Lorem Ipsum
- ✓ Lorem Ipsum
- ✓ Lorem Ipsum
- ✓ Lorem Ipsum
- ✓ Lorem Ipsum

Contra

- ✗ Lorem Ipsum
- ✗ Lorem Ipsum
- ✗ Lorem Ipsum
- ✗ Lorem Ipsum
- ✗ Lorem Ipsum
- ✗ Lorem Ipsum

Project | Gantt Chart

Action title



Presentation Assets

Slide objects for use in individually created slides

3

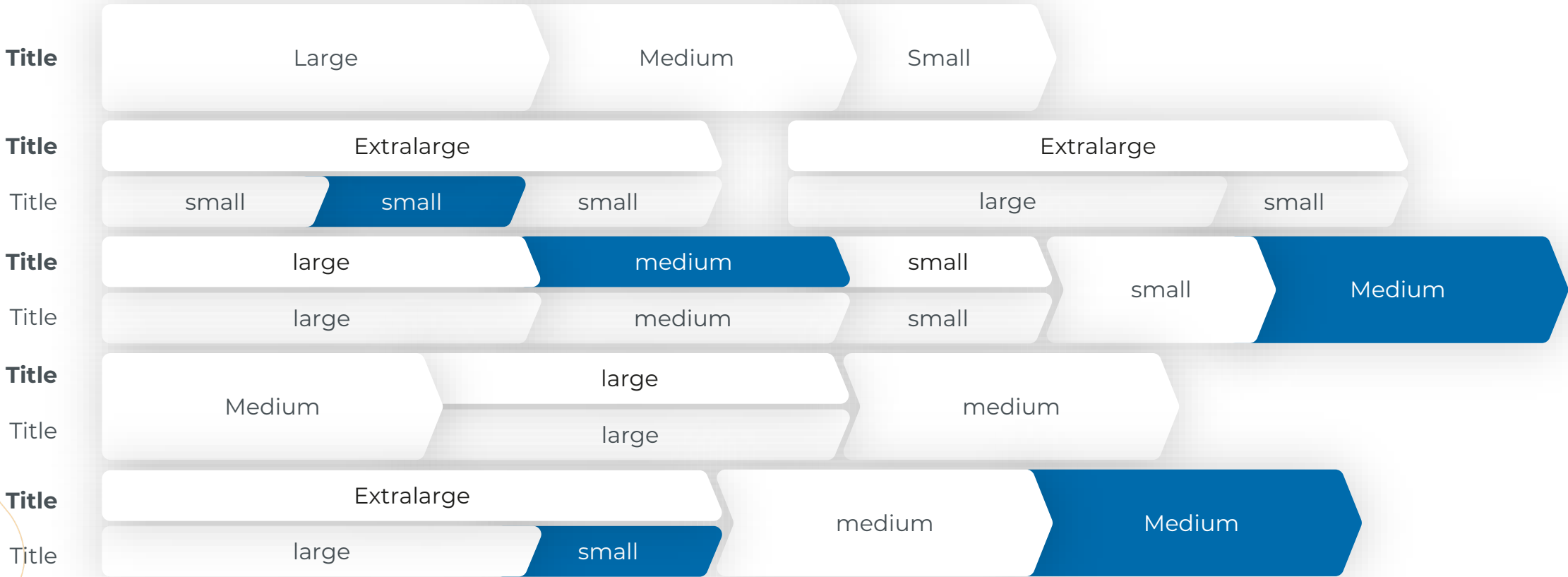
SWARCO Logos



Arrowgon



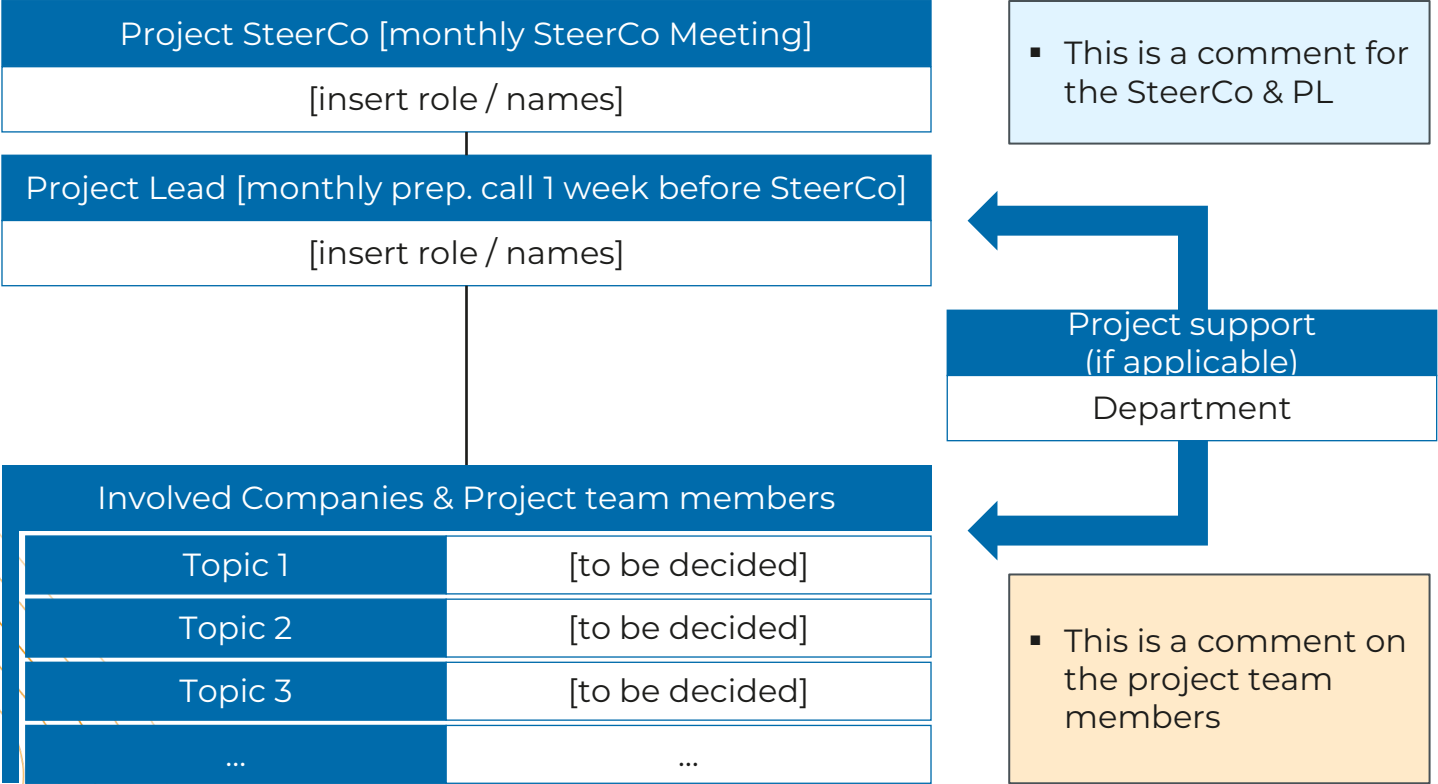
Process Arrows



Project name | Organization

Action title

Overview



Comments

- Lorem **ipsum dolor** sit amet, consetetur sadipscing elitr, sed diam nonumy **eirmod tempor** invidunt ut labore et dolore magna aliquyam erat.
- Sed diam voluptua. At vero **eos et accusam et justo** duo dolores et ea rebum.
- Stet clita **kasd gubergren**, no sea takimata sanctus est Lorem ipsum dolor sit amet.
- Lorem ipsum **dolor sit amet**, consetetur sadipscing elitr, sed diam.
- **Nonumy eirmod tempor** invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Workshop template | Teams

Action title

Overview

Task
[short description of the task]



Teams

Working Group A	Name 1 Name 2 Name 3 Name 4
Working Group B	Name 1 Name 2 Name 3 Name 4
Working Group C	Name 1 Name 2 Name 3 Name 4
Working Group D	Name 1 Name 2 Name 3 Name 4

Explanation

Time
Preparation approx. XX min Presentation of XX min
Medium
Use Template from next slide Use Flipchart Whiteboard
Items to prepare
1. Overview of the following 2. Result based on the prior point 3. Presentation of 5 min



4 Quadrants | SWOT Analysis

Action title



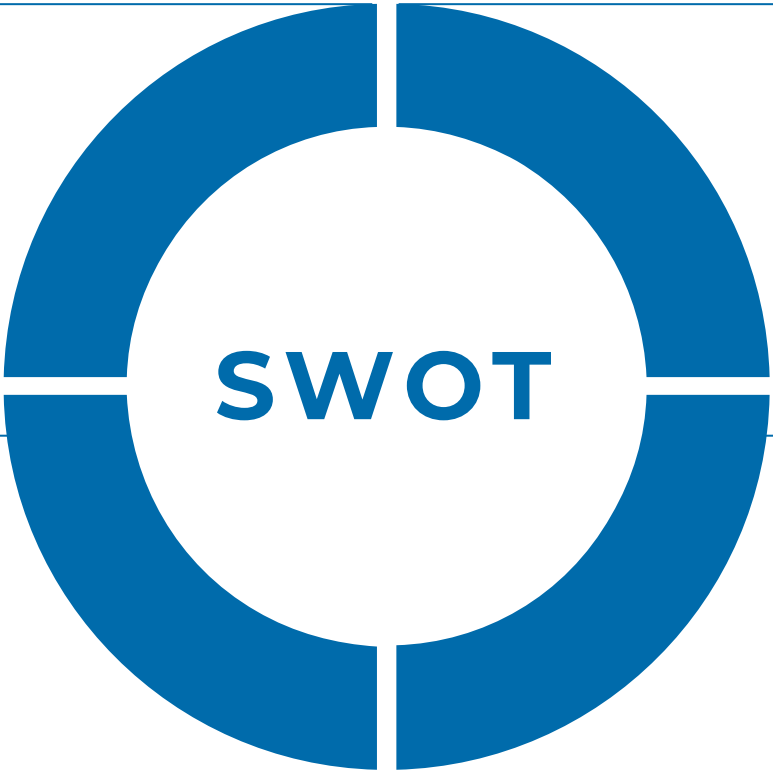
Strengths

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt
- Ut labore et dolore magna aliquyam erat. Sed diam voluptua.
- At vero eos et accusam et justo duo dolores et ea rebum.



Opportunities

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt
- Ut labore et dolore magna aliquyam erat. Sed diam voluptua.
- At vero eos et accusam et justo duo dolores et ea rebum.



Weaknesses

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt
- Ut labore et dolore magna aliquyam erat. Sed diam voluptua.
- At vero eos et accusam et justo duo dolores et ea rebum.



Threats

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt
- Ut labore et dolore magna aliquyam erat. Sed diam voluptua.
- At vero eos et accusam et justo duo dolores et ea rebum.



Layout Slides

Overview of the most used layouts

4



Title of the presentation in 2 lines



Title of the presentation in 2 lines

Subtitle

Title of chapter - plain

Description / Subtitle

01.



Title of chapter - picture

Description / Subtitle

01.

Title of chapter – half image

Description / Subtitle

01.



Title

Subtitle

Paragraph

Title

Subtitle

Paragraph

- Bulletpoint 1
- Bulletpoint 2
- Bulletpoint 3
 - Bulletpoint
 - Bulletpoint

Subtitle

Paragraph

1. Point 1
2. Point 2
3. Point 3

Title



Subtitle

Paragraph

Title

- Subtitle

Paragraph



Title



Subtitle

Paragraph



Subtitle

Paragraph



Subtitle

Paragraph

Summary

[insert more details here]

01. Item 1

[insert more details here]

02. Item 2

[insert more details here]

03. Item 3

[insert more details here]

04. Item 4

[insert more details here]

05. Item 5

[insert more details here]



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in your hands



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