PITCH DECK

A BASIC TEMPLATE TO HELP YOU CHART YOUR STARTUP

WHAT IS A PITCH DECK?

A short overview of your business idea often used when presenting to investors and raising funds

A BASIC TEMPLATE

The following elements usually constitute a normal pitch deck

PROBLEM

What is the problem you are trying to solve?

Validate the problem with real life examples

SOLUTION

What is your solution to the problem?

UNIQUE SELLING PROPOSITION

What characteristics make your solution a “never-before” solution

COMPETITION & BARRIER TO ENTRY

How do the current solutions compare with your solution?

How easy is it to replicate your solution?

What category of competitors do you belong to?

REVENUE MODEL

How do you make money off your solution?

Ex: subscription Model, Direct Sales, Ad-based

3 to 5 year projections

Your top cash burn reasons

TARGET MARKET

The size of the market vs the percentage you are targeting A granular profiling of your customer

For ex: age, geography, purchase habits, personal traits

What channels will you use to get to this market?

YOUR PRODUCT/SERVICE

Explain how your product/service adds value Try

and explain in layman terms

Ideally, anyone reading this slide should understand it

MILESTONES

Milestones you have reached so far.

For ex: prototypes, patents, pilots etc.

Milestones for the next 1, 3, and 5 years if possible

Milestones for what you would do if you got funded

FUNDING SO FAR

Mention funds raised through other investors & soft commitments It helps build credibility and validation

Mention realistic numbers for expected funding

THE TEAM

Introduce your founding members

Along with credentials, you can mention why they're involved

Exhibit unity in thinking, in strategy

NOTES THAT MIGHT HELP

Validate every possible slide with data. Numbers don’t lie.

It is usually not a great idea because you think so, but because your target market said so.

Don’t be afraid to recognize that it wont work and change direction or drop it completely. The right idea might be the next one.

Getting funded does not mean success!

Pitch less like a presentation, more like a story!

THIS DECK IS NOT EVERYTHING

It is a good starting point, but might not cover everything

Don’t make the deck too long

Google all the terms anyway to know more about each one

BEST OF LUCK!

As long as there is that fire in your heart, you will find a way!