## Pitch Deck

Slide 1 - THE TEAM - introduce the founders, their academic background and professional experience.

Slide 2 - PROBLEM STATEMENT - describe the problem being addressed and for which customer.

Slide 3 - SOLUTION - describe the solution, technology framework and product features.

Slide 4 - THE MARKET SIZE - quantify the market opportunity.

Slide 5 - COMPETITOR ANALYSIS - list the competitors and compare the offerings.

Slide 6 - UNIQUE SELLING PROPOSITION - indicate the game changer.

Slide 7 - BUSINESS MODEL - discuss the revenue model, expected customer lifetime value, unit economics and business scalability.

Slide 8 - GO TO MARKET - describe the sales channels pursued for reaching out to the customers and costs of customer acquisition.

Slide 9 - THE JOURNEY SO FAR - mention past historical milestones.

Slide 10 - CURRENT TRACTION - indicate the revenues generated till date and the customer base that has been created.

Slide 11 - FINANCIAL PROJECTIONS - provide highlights for the next three years.

Slide 12 - CAP TABLE - indicate the investments received from different investors so far, along with their respective shareholding; also, ESOP details if any.

Slide 13 - FUND ASK AND VALUATION - provide details on how the funds are proposed to be used, and the expected Pre-Money Valuation.

Slide 14 - EXITABILITY - discuss various options available for exit.

Slide 15 - ACCREDITATIONS - highlight details of key Rewards, Recognitions and Testimonials received.

NOTES

* Validate every possible slide with data.
* Don’t focus on your thinking, but because your target customers said so.
* Document format – PDF or PowerPoint presentation