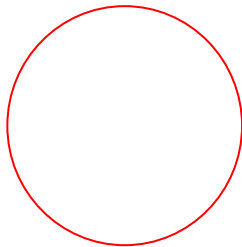# (YOUR LOGO)

Punchline
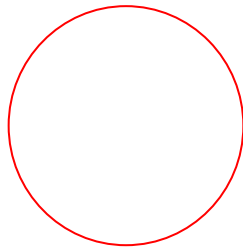
(your idea in a single attention-grabbing sentence)

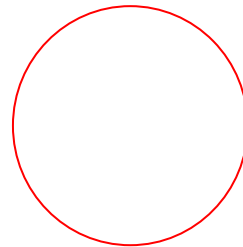# Problem

#1 **Problem**

#2 **Problem**

#3 **Problem**

Try to present some "shocking" numbers/facts

Solution

#1 Benefit

#2 Benefit

#3 Benefit

Show the "magic" of your product/service

How does it work

#1
Feature

#2
Feature

Development roadmap

- •
- •
- •

Show how you stand out!
Explain the product… preferably a mockup!

Market Opportunity

Total Addressable
Market

Growth

You have to show this is a real problem and your solution will nail it!
Why now?

Competition

#1 Competitor

Your comparative advantage

#2 Competitor

Your comparative advantage

#3 Competitor

Your comparative advantage

Show how your solution is different (and better!) than your competitors'

Revenue Model

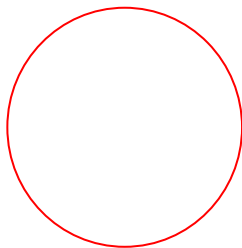Revenue Model & Pricing

Commercial Strategy

Round

How much are you raising.
What are the terms.

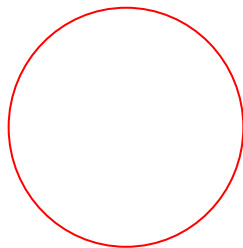What will you use your money for? What do you want to achieve?

As a bonus: why are you reaching out to this investor?
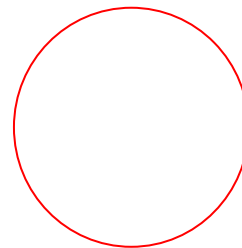Also, who has already invested in the company or has committed to this round.

Team

#1 Person
profile

#2 Person
profile

#3 Person
profile

A big deal of a project's success is the people in it.
Show your expertise and complementarity. Tell why are you solving this and why you're the right team.

Thanks

(contacts)

Specially if it is an email pitch

Let's break it down

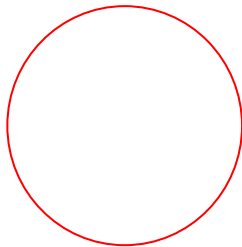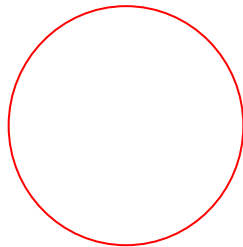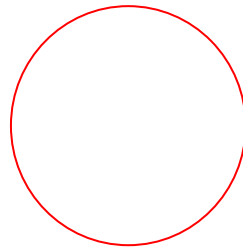**Amazon Go for non amazon shops**

Problem

#1 Problem

#2 Problem

#3 Problem

Try to present some "shocking" numbers/facts

"People have a huge problem with traffic in São Paulo. We're going to build the leading ridesharing app for them"

"Every workday, in the mornings and evenings (for an average of 2-3 hours per day), young men aged 25–35, with middle-low income, who live in suburban São Paulo and work in a corporate office in the city center lose time in traffic instead of doing something more valuable with it. This makes them feel frustrated or bored, as they lose on average 40 hours per month.
To optimize this time/cost, these commuters sign up as Uber drivers and accept only rides when commuting. But this requires more time to wait for a ride and the ride will probably be different from their home-work itinerary"

Problem

Every month São Paulo commuters lose a full work week.

Commuters use Uber driver to optimize cost but it's not effective and increases amount of time commuting.

This commuting represents 1.6M tons CO_2 every month [1]

[1]Source: Censos Brazil S.Paulo - active population considered

Solution

#1 Benefit
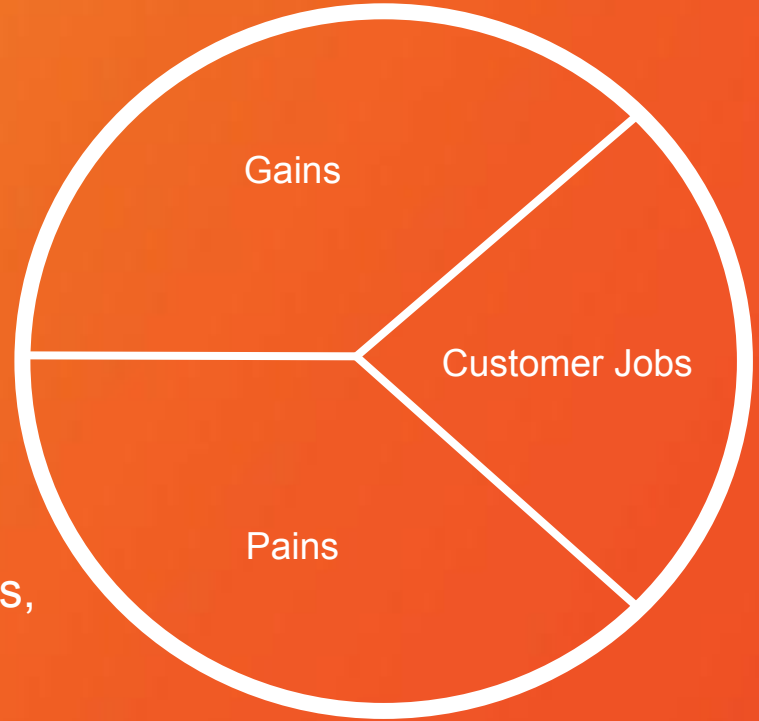
#2 Benefit

#3 Benefit

Show the "magic" of your product/service

Look at it by persona

Jobs: What is the customer trying to do/solve

Pains: Everything that upsets the customer before, during or after the job. Not all are equally important

Gains: Results and gains that the customer desires, hopes or will be surprised with
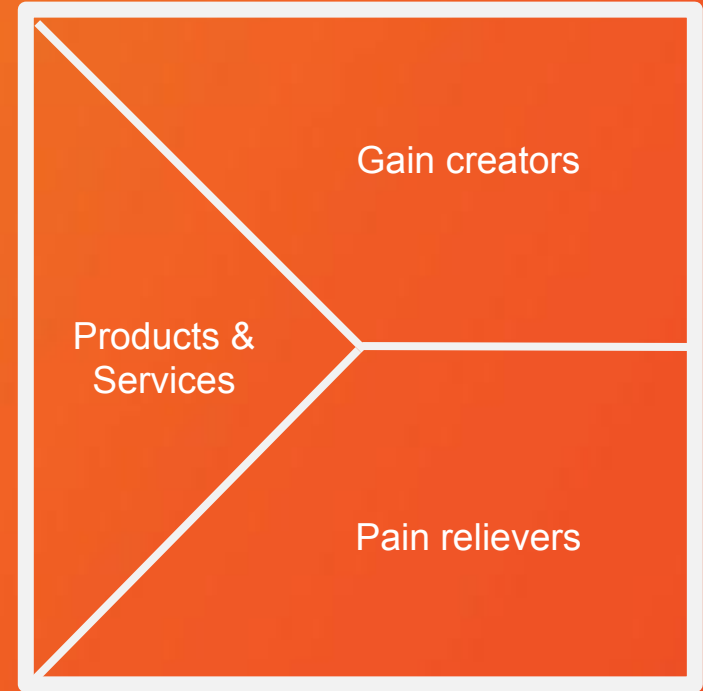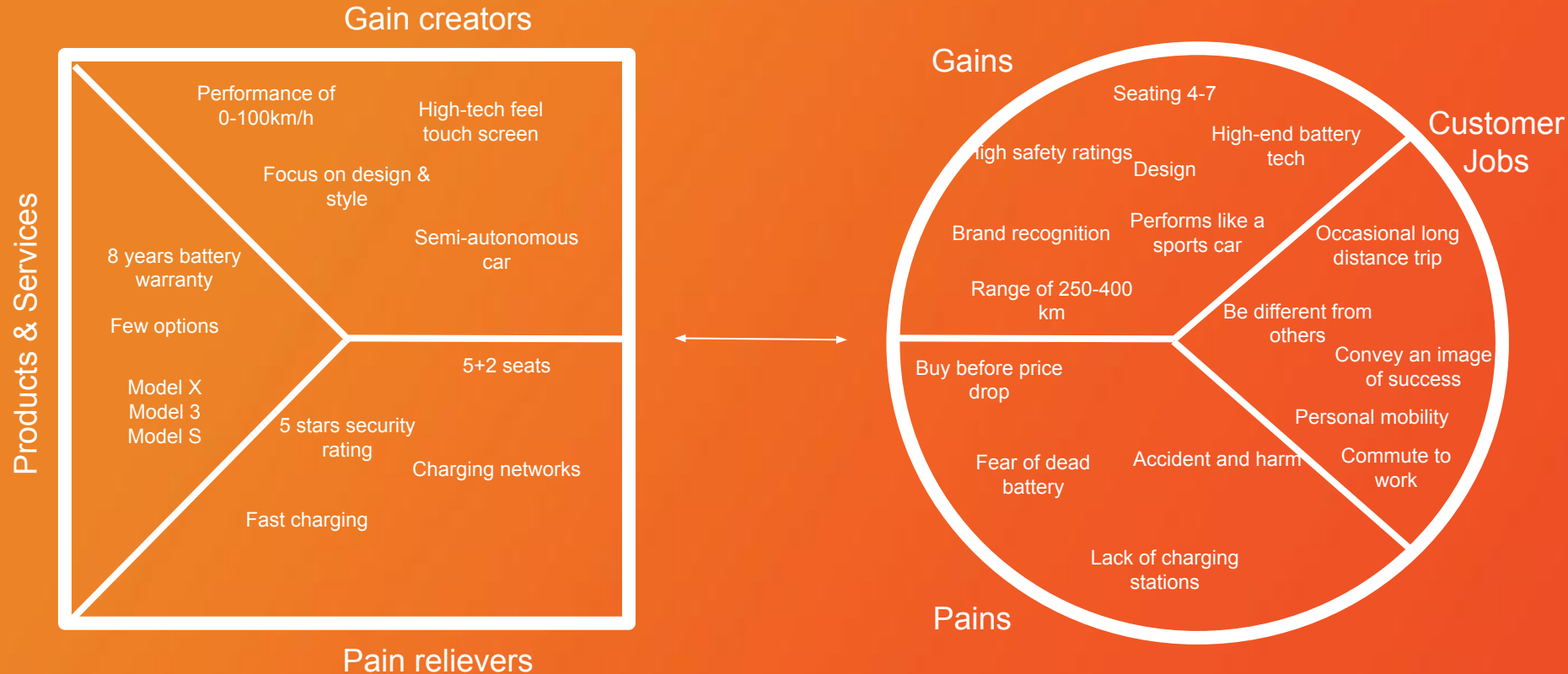
Look at it by product/service

Product/service: What are the product/services that are in your value proposition

Pains relievers: How does the product/service alleviates the customer pain

Gains: What are the benefits and positive results of using the product/service

The Value Proposition Canvas: TESLA

Gain creators

Products & Services

- Performance of 0-100km/h
- High-tech feel touch screen
- Focus on design & style
- Semi-autonomous car
- 8 years battery warranty
- Few options
- Model X
- Model 3
- Model S
- 5+2 seats
- 5 stars security rating
- Charging networks
- Fast charging

Pain relievers

Gains

Customer Jobs

- Seating 4-7
- High safety ratings
- High-end battery tech
- Design
- Brand recognition
- Performs like a sports car
- Occasional long distance trip
- Range of 250-400 km
- Be different from others
- Buy before price drop
- Convey an image of success
- Personal mobility
- Fear of dead battery
- Accident and harm
- Commute to work
- Lack of charging stations

Pains

Solution - Ridesharing app

Find fellow commuters with an identical itenary

On demand ride sharing. No predefined schedules

Private and safe. Up to 4 people per vehicle and review drivers and passengers
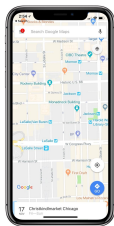
How does it work

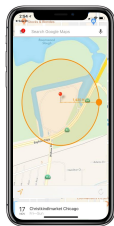**#1**
Feature

#2
Feature

Development
roadmap

-
-
-

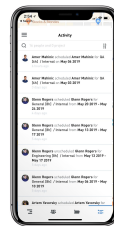Show how you stand out!
Explain the product… preferably a mockup!

How does it work

1 Sign up and enter your home and work address

2 We will find fellow commuters on the same itinerary

3 Dynamic scheduling and in app payments

Available Q4 2023

Market Opportunity
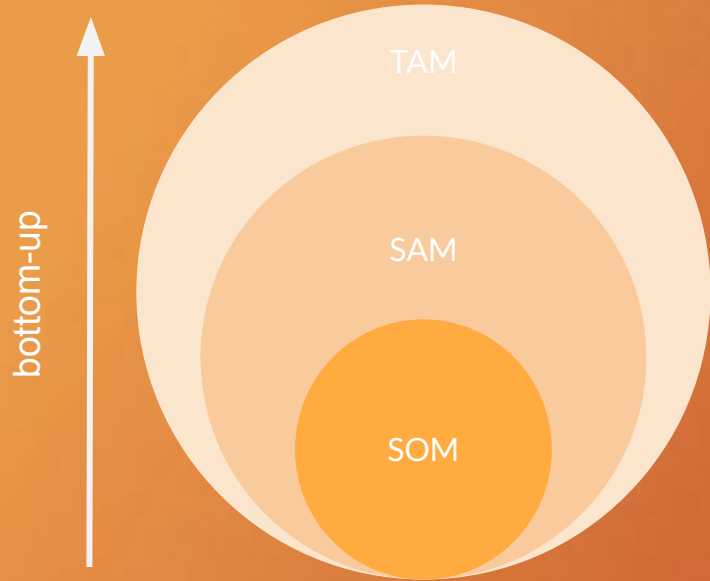
Total Addressable Market

Growth

You have to show this is a real problem and your solution will nail it!
Why now?

Market opportunity

bottom-up

TAM

SAM

SOM

TAM: total available market
→ total market demand for a product or service
YOU HOPE: potential universe

SAM: serviceable available market
→ the segment of the TAM targeted by your product and services within your geographical reach
YOU THINK: within reach

SOM: serviceable obtainable market
→ the portion of SAM you can capture
YOU KNOW: your near-term target market

Market Opportunity

Global Mobility market will reach $619.51 Billion By 2025 [1]

CAGR 2014 - 2025 will be 25.1% [1]

Active population in São Paulo is 20M [2]

Target users for beta is 2M [3]

[1] Source: Grand View Research
[2] Source: Censos
[3] Source: Censos and % middle class in Brazil

Competition

#1 Competitor

Strengths/weaknesses

#2 Competitor

Strengths/weaknesses

#3 Competitor

Strengths/weaknesses

Show what solutions are out there to sooth your customers' pains

Find your top 10 competitors

Dig deeper to understand what content they are creating:

- Use their product(s) - understand their features
- Blog posts
- Videos
- Webinars
- Podcasts
- FAQs
- Visual content
- Social Media
- Press releases
- Case studies
- Become a Sherlock Holmes...

Then:

- How frequently are they creating content?
- How do people react?
- Put yourself in the shoes of your clients - what features do you value?
- SEO structure (tags, URL architecture, titles, etc.)

Competition

	Uber	Taxi	Facebook ridesharing	Sharing is caring
Monetize your commute	✔		✔	✔
On demand	✔	✔		✔
Find commuters with same route			✔	✔
In app payments	✔			✔

Revenue Model

Revenue Model & Pricing

Commercial Strategy

Add-on what you said in the previous slide.
How do you make money? Where are you headed?

Revenue Model & Market Strategy

Every use of the app returns $0.001 for "Sharing is caring"

20% of every ride is for "Sharing is caring"
80% for driver
$2 fixed fee + $0.5 per km

Go-to-Market Strategy

Targeting directly consumers would be too costly

Push app through companies - social responsibility/HR departments
Focus on employee welfare and reduction of CO_2 emissions

Whitelabel available on a one-shot fee ($5k)

Financials

Burn Rate / Costs

Rough draft of business plan

Show that it is financially feasible, but be realistic!
You can present graphics, different scenarios. What suits best the stage you are at.

Financials

🔥 Current burn rate:
$10k/month
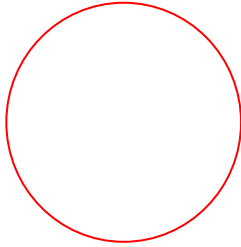
📊 Beta users: 1k
Companies: 1
Sales: $100/month

👥 Companies Pipeline: 10
Hot leads: 2
Pilot: 1

Macro business plan here
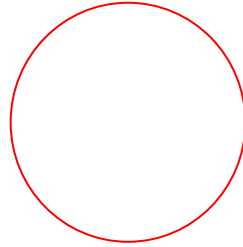(we know... there will be a hockey stick graph...)
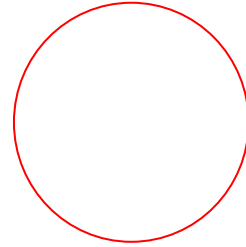
Trusted by: oi SEBRAE

Team

#1 Person
profile

#2 Person
profile

#3 Person
profile

A big deal of a project's success is the people in it.
Show your expertise and complementarity. Tell why are you solving this and why you're the right team.

Final Remarks

This is **not** a recipe.

Adapt to your reality or to a flow that makes more sense to you and that you feel comfortable with

Adapt the message to your audience.

Tech investor → go techy (but be careful), bring your CTO for Q&A.
Corporate investor → what value can you add to the product portfolio?
Any investor → where do you stand on their portfolio?

Practice!

Specially for public speaking. You get better, it gets easier.
If the pitch time limit is 5 min, train to do it in 4. 3min → 2.5 or less

Iterate!

Got a lot of similar questions? Why?
What can you improve in your pitch to make it clearer?