



Startup Pitch deck

A basic guide to startup pitch deck

- SHANTANU AGARWAL

Team

- Who do you have in your team just now
- Who do you plan to add
- Your advisors

The Problem

- Define the problem you are tackling
- The magnitude, pervasiveness and significance of the problem needs to come across.

The Solution

- Tell us about how you are solving this problem
- How is this solution different and amazing from all the other solutions in the world.
- What are these unique differentiating features.
- Customer Value proposition needs to come across.
Why should I buy your product?

Market Size

- How massive is the market where you are hoping to commercialize

Competitors

- Who/What will you compete with

Barriers / Protections

- How do you protect your secret sauce (Patents, Unique contract, unique market position, first mover)
- How will competition compete with your product

Development Path

- Describe the journey to El Dorado. “Success”
- What are the big milestone, how to get to them (resources – time, money, people/skills, Strategic alliances/contracts)
- Where are you in the journey at this point.

Funding plan and Finance

- How much money is needed to build this and when?
- What is the money used for
- What the revenue, costs, and profit forecasts

Summary

- Summarize key points
- Conclusion and call to action