



# Startup Pitch deck

A basic guide to startup pitch deck

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# 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

- How massive is the market where you are hoping to commercialize
- Who do you compete with
- How do you protect your business from this competition.



# Funding plan and Finance

- How much money is needed to build this and when?
- What are the big milestones for the development and how to get to them.
- What is the fund raised money to be used for
- What the revenue, costs, and profit forecasts

# Team and call to action

- Who do you have in your team just now/ Who do you plan to add
- Conclusion and call to action