

PITCH DECK TEMPLATE

Prepared by
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COMMON OUTLINES

- Problems
- Solutions
- Target Customer
- Market Sizing
- Competition Landscape and Positioning
- Monetization / Business Model
- Traction and Milestones
- Team
- Objective and Strategy
- Ask

PITCH DECK OUTLINE

*How each slide should help
answer certain questions*

SAMPLE

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YOUR COMPANY NAME

One-liner description

Company Web Address

PROBLEMS

What are the pain points? Why does it matter to solve this? Is there any existing solution?

Key points

- Current **issues**
- **Unmet** market demand
- **Case study** or founders' experience
- Why **the current solution** doesn't work?

What investors think

- How significant is the problem?
- How big is the possible target market?



Tips

Show how it relevant to the audience

SOLUTIONS

What do you do? How does it solve the problem? What makes it different?

Key points

- **About** your products or services
- **Key features** that makes your product stand out
- **User journey** shows a brief process on how it works

What investors think

How well you address the problem? Investors want to check the **product-market fit.**



Tips

Time to showcase product demo/ snapshot and/or prototype

TARGET CUSTOMERS

Who will buy your products/services?

Key points

- Users vs customers
- What is their profile?
- You cannot target **everyone**

What investors think

What is the market opportunity? Is it going to be big?



Tips

Create a customer persona if it helps!

MARKET SIZING

How big is the market opportunity?

Key points

- **Market volume:**

Number of target customers × Penetration rate

- **Market value:**

Market volume × Average value

What investors think

How big is your market?



Tips

Data is a key!

COMPETITION LANDSCAPE

How big is the market opportunity?

Key points

- Direct competitors vs potential competitors
- **Potential competitors:** those who might jump into your market in future
- How are you going to **win the competition?**

What investors think

VCs are attracted in mass and lifestyle business but not really in niche.
Angels are more open.



Tips

Adjust the positioning according to your company

BUSINESS MODEL

How do you gain revenue?

Key points

- For **early-stage**: specify the current and future model
- Examples: subscription fee, sales margin, transaction fee
- Can also mention: Wholesale (B2B), Retail (B2C)

What investors think

How will the revenue stream help the company to scale? Is it sustainable?



Tips

You can provide some diagrams if it helps

TRACTION

What have you achieved?

Key points

- When was it firstly founded?
- Key achievements, examples:
 - Number of customers
 - Total revenue, GTV, GMV
 - Geographical reach
 - Acknowledgement (awards, media coverage)

What investors think

Validation! Any proof that your product can address the problem?



Tips

Understand the key metrics in your industry

IMPACT

What measurable impact have you achieved? Or what would you aim to achieve?

Key points

- What impact themes are you addressing?
- Impact measurement indicators, examples:
 - Percentage of women in management level
 - Carbon footprint reduced
 - Number of water usage saved

What investors think

How does it align with my impact thesis?



Tips

Can refer to impact metrics like [IRIS](#).

Make sure it aligns and is embedded on your business activities

MILESTONES

SAMPLE

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TEAM

Who are the key people in the team? What are their roles?

Key points

- 3-5 key people in the team
- Position in the team
- Any relevant background/experience?
- You can include key investors and advisors

What investors think

Is it the winning team? Do they have skin in the game? Are they reliable and solid?



Tips

Show pictures, especially during the pitching session

OBJECTIVE AND STRATEGY

Where will this investment take you? How do you plan to get it?

Key points

- Time period for 1-2 year
- Break them down into short-term goals

What investors think

Do they know what they do?
Is it realistic?



Tips

SMART goal: Specific, Measurable, Achievable, Realistic, Timely

THE ASK

What do you need from me?

Key points

- Your investment ask
- Runway period
- Funding allocation
- Non-monetary support you need
- Why us and why now

What investors think

- Why do we have to invest now?
- Why do we have to invest in your company not others?
- What do you need to succeed?



Tips

Be strategic, it is a trigger for further discussion

CONTACT DETAILS

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Company Name

Company Slogan/Tagline here



Thank you

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