

- The presentation must be clear, concise and lead to additional meetings
- Each topic should be covered in 1 slide
- Each slide should have 6 bullets max
- Charts, graphics, pictures and verbiage should be simple and easily read

**Name of the project/startup &
Logo**

Elevator pitch sentence

(Why should the investor listen to you?)

(Example: I will introduce you the most downloaded application of 2020)

Elevator Pitch sentence structure:

FOR (target customer), WHO HAS (customer need), (product name) IS A (market category) THAT (one key benefit).
UNLIKE (competition), THE PRODUCT (unique differentiator).

Our Team

- List co-founders with responsibilities and key team members (You can use logos of universities from which you graduated)
- Highlight former startups or corporate experience (You can use logos of the corporations)

The Problem

- What is the problem you are solving?

Our Solution

- How do you solve that problem?
- Pictures of your product / technology in action
- Screen shots of your software (if applicable)

Market Size

- How big is the market?
- How big is Total Addressable Market? (TAM)

Business Model

- How do you make money?
- What is your revenue model?
- Pricing?

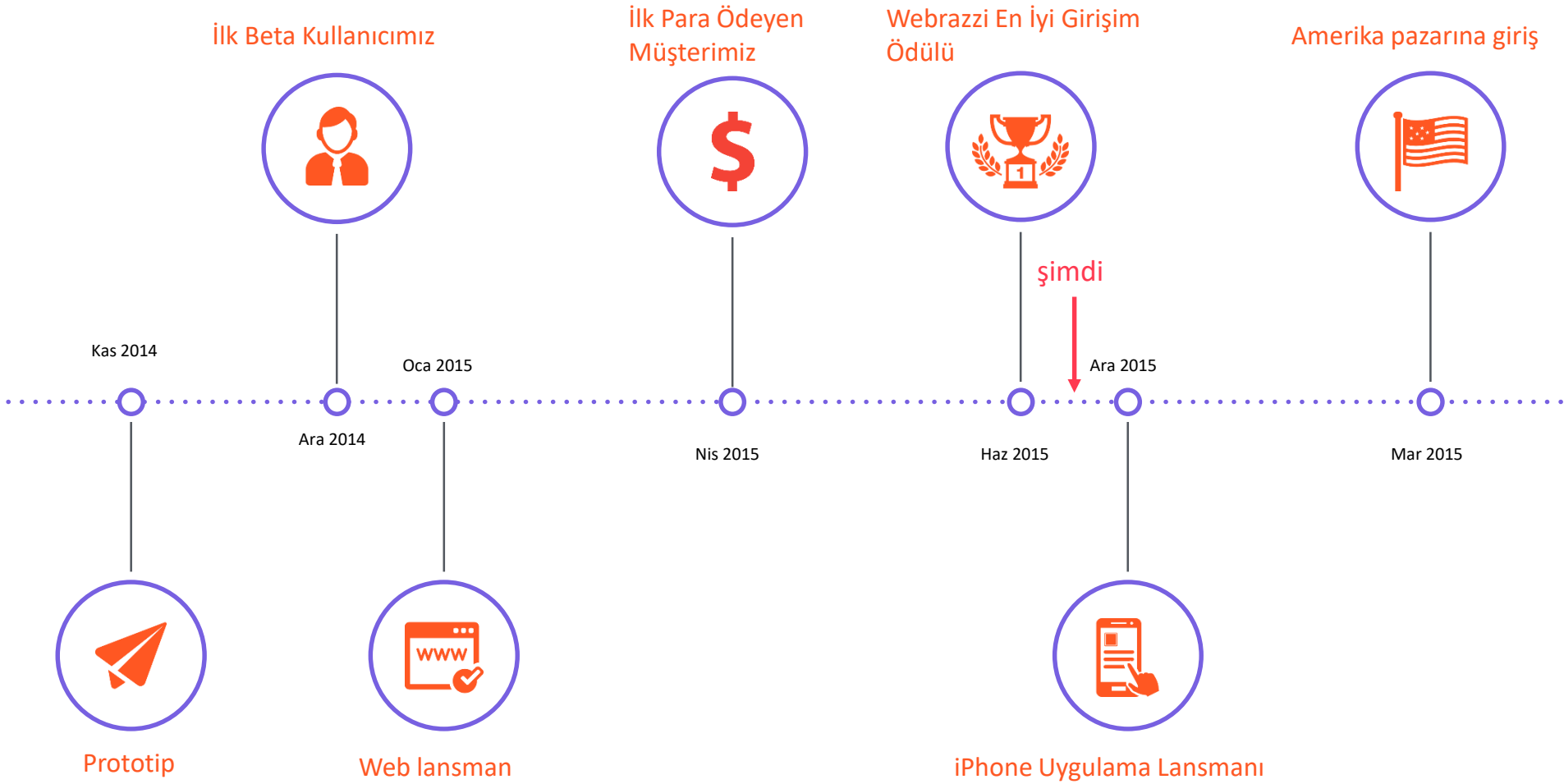
Competition & Unique Selling Point

- Who are your competitors locally and globally? (You may use a graph as shown in the next slide)
- How do you differentiate your startup from them?

| | siz | A | B | C |
|------------|-----|---|---|---|
| • Kriter 1 | ✓ | ✗ | ✓ | ✗ |
| • Kriter 2 | ✓ | ✓ | ✗ | ✓ |
| • Kriter 3 | ✓ | ✗ | ✗ | ✓ |
| • Kriter 4 | ✓ | ✗ | ✓ | ✗ |

Traction

- What stage are you at?
- How many customers you have already?
- How fast are you growing over what period of time?



Future Steps

- What are the next milestones?
- How do you plan to grow?

Intellectual Property

- Do you have any intellectual property rights (e.g. patent, trademark or copyright) in the field of activity?

Financials

- How much have you raised to date?
- Who have you raised from? Tell about ownership structure.
- How much more do you need to go to the next level?

Why should you invest in our idea?

- Team
- Market
- Product
- Technology
- Intellectual property

Thank you

Contact Info