Pitch Deck Template

Team Logo

Team Name

One line description of the idea

The Problem

This is one of the most important slides

- If this is not clear, then the rest does not matter as much
- Convince the audience why this problem needs to be solved and why now
- The problem slide should be able to answer the following questions and more - Is there a real problem that someone wants to solve or cares for? Willing to pay for? Occurs frequently? Creates a significant impact if unresolved?
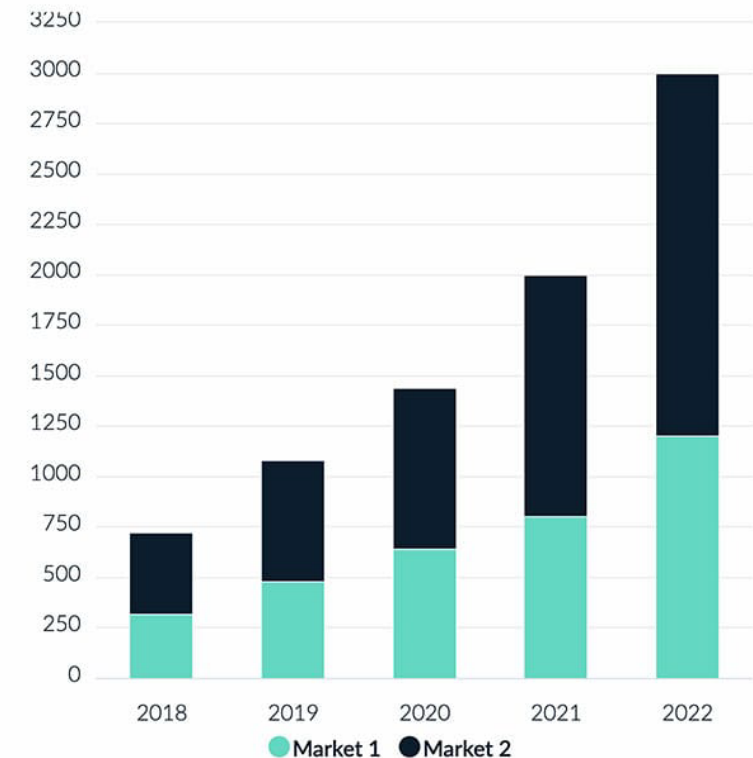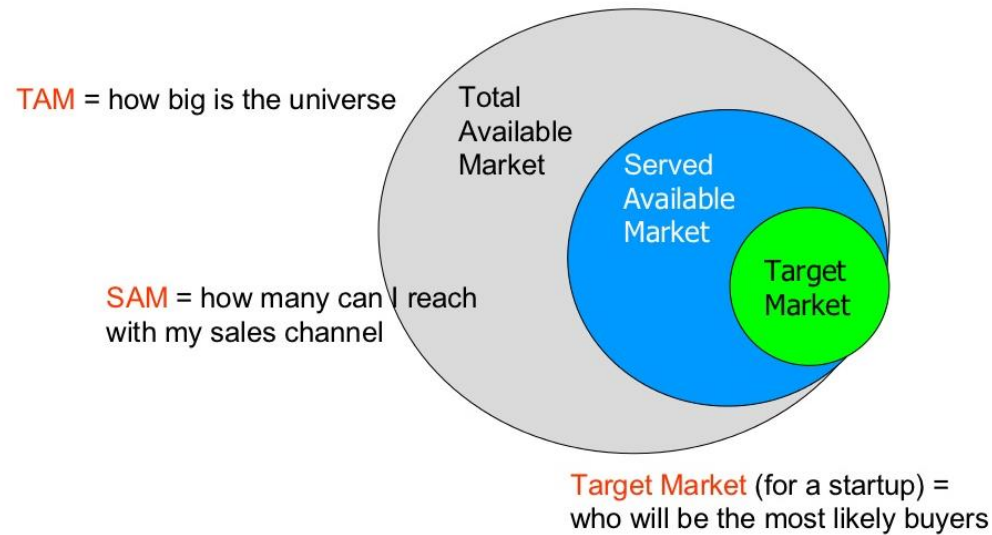- Use images and pictures

Market Size

How big is the market?

- Show some calculations and estimates of market size
- TAM, SAM and Target market numbers and how you arrived at it
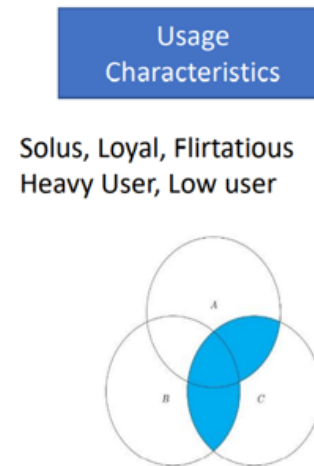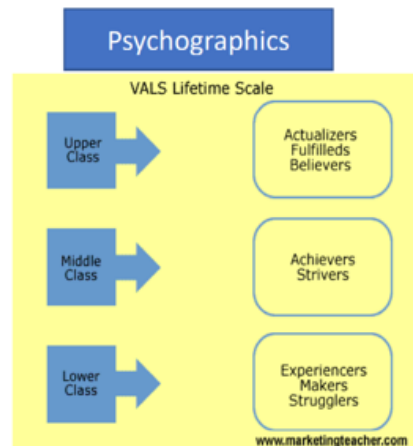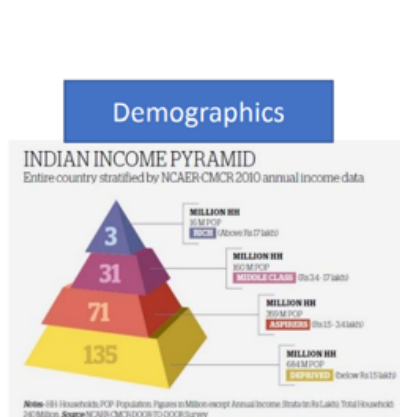
How would you make money?

- Who will pay ? How much per unit?

Target Customers

Who are you targeting

- Tell us the potential customer segments – Demographics, Psychographics
- Also Tell us the customer persona you are targeting and why and when would they need you
- Detail this from the customer discovery the team has done

Competition

Who are you competing with

- How do you compare against the competition?
- What is different and a unique advantage that you have?

	Competitor 1	Competitor 2	Competitor 3	Team Name
Feature 1		X		X
Feature 2	X		X	X
Feature 3	X			X
Feature 4		X	X	X
Feature 5	X	X		X

Customer Discovery

Bring alive your customer discovery for us

- Tell us about the customers you met – numbers, kind of questions, what hypotheses
- Tell us the insights you learnt

Value Proposition

- Write in a single line first.
- Then tell us quantified value / benefits that the customer would get from this solution? List them out and highlight the most important ones – the core benefits
- Go down further from Benefits and list a set of product service features
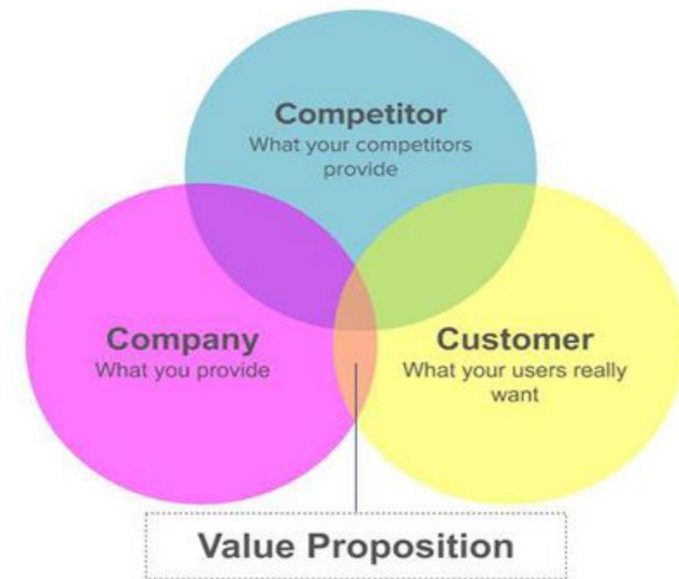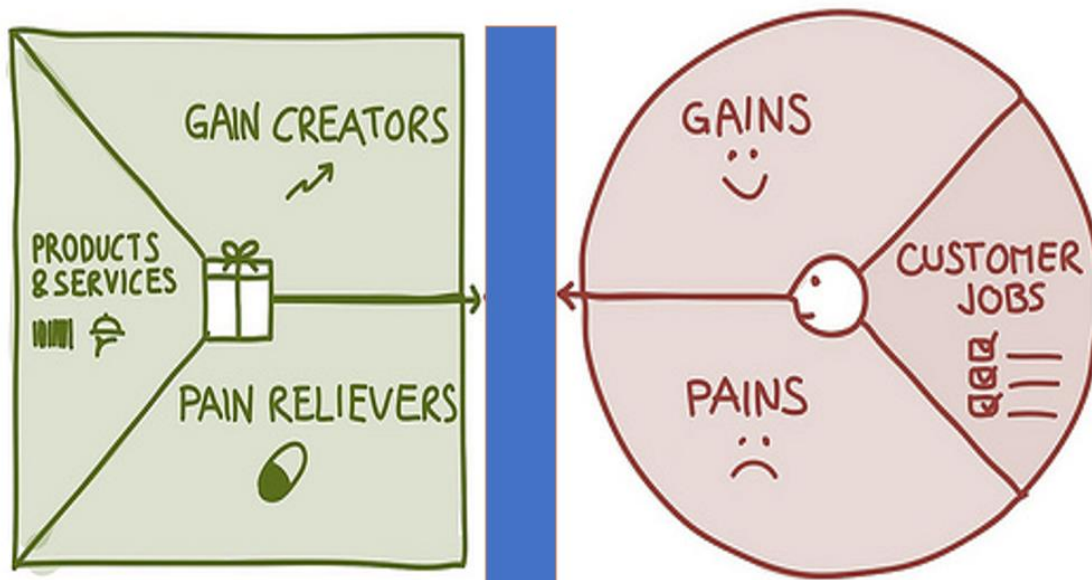
Tell us what is your solution

- What innovation are you bringing to the table?
- Use graphics / images to show your core features and how they solve the problem
- Show the product as conceptualized or built
- Tell us what is unique about your solution and why no one else would be able to do it
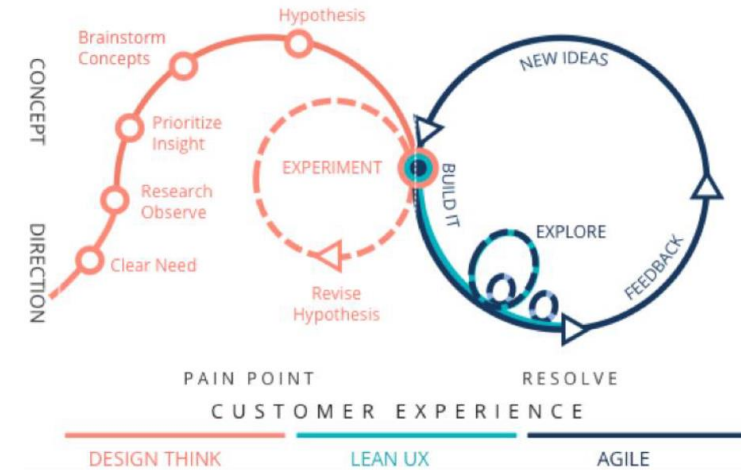
STAGED PRODUCT MANAGEMENT
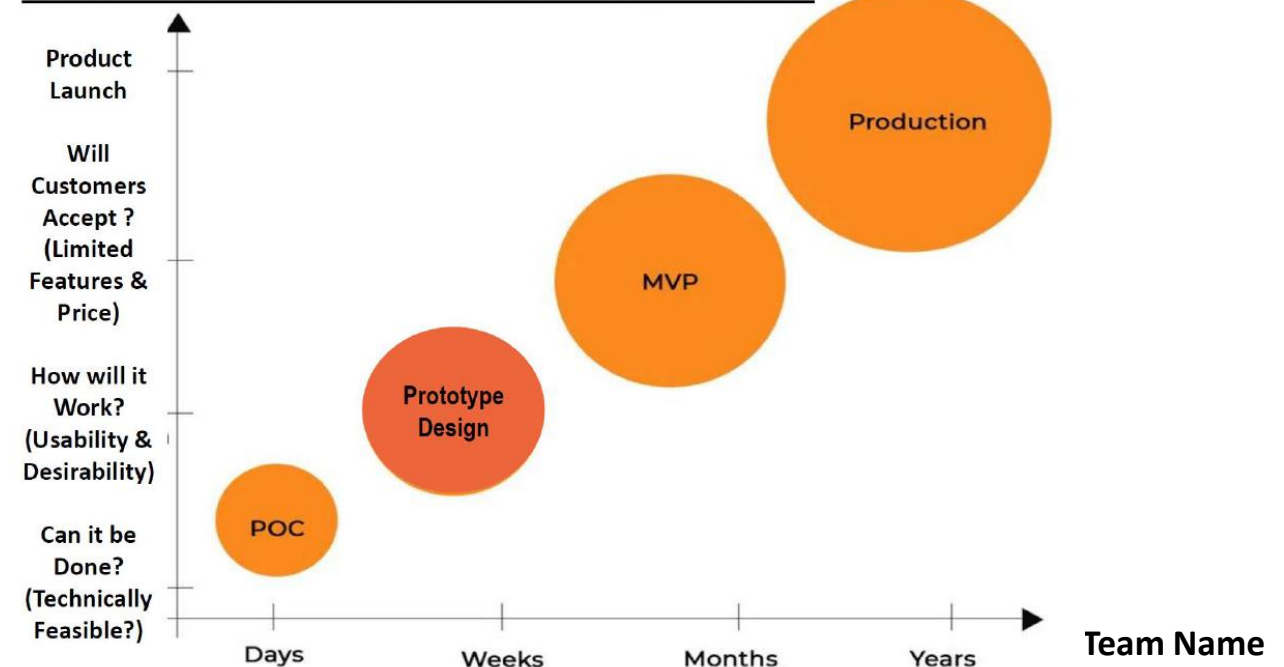
- Who are your customers and how will you get to them ?
- Which channels would you use for awareness creation and why?
- Which channels would you use for Distribution and why ?
- How will you acquire these customers – what could be the potential challenges and costs ? (CAC)
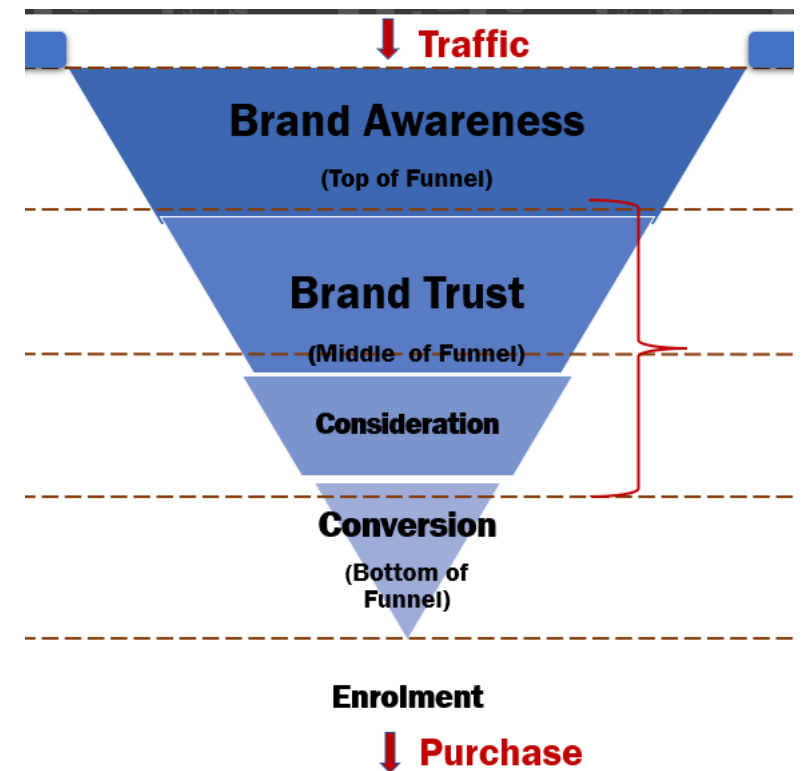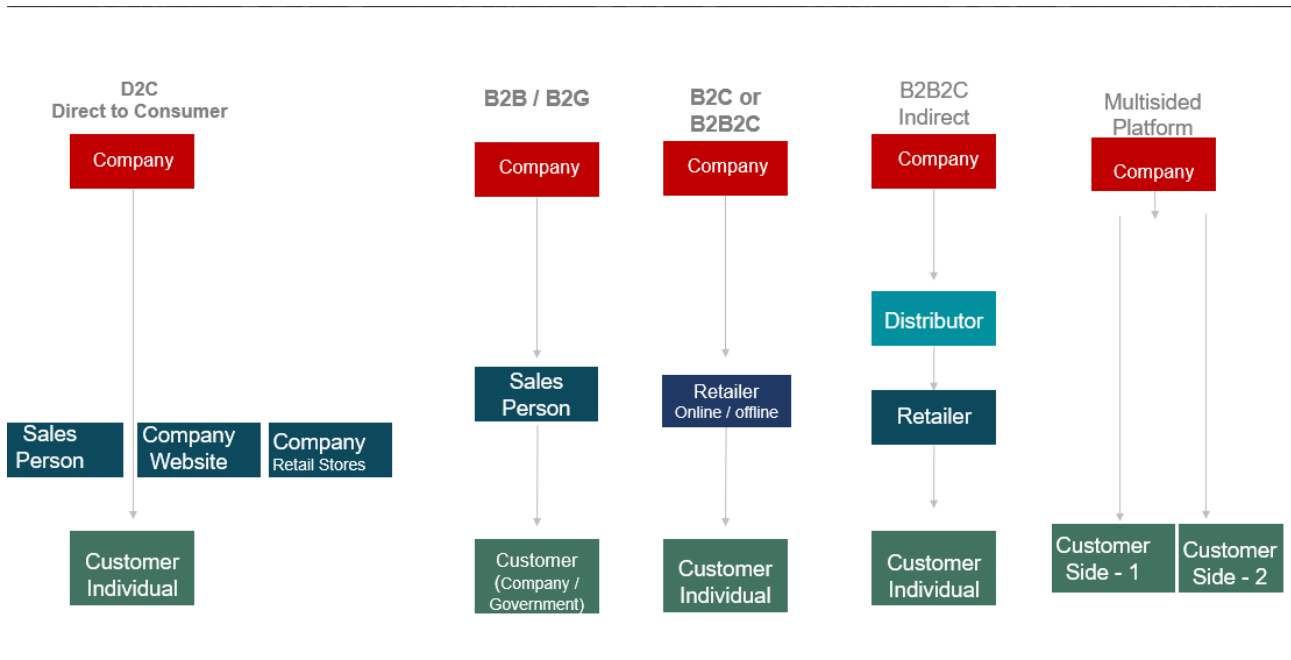
Revenue Streams & Profit

- What is a typical transaction?
  - Purchase, subscription?
  - How much?
- How will you make money ?

Business Model Canvas

Key Partners 🔗	Key Activities ☑	Value Propositions	Customer Relationships ♥	Customer Segment 👥
	Key Resources 🏭		Channels 🚚	

Cost Structure 🏷	Revenue Streams 💰
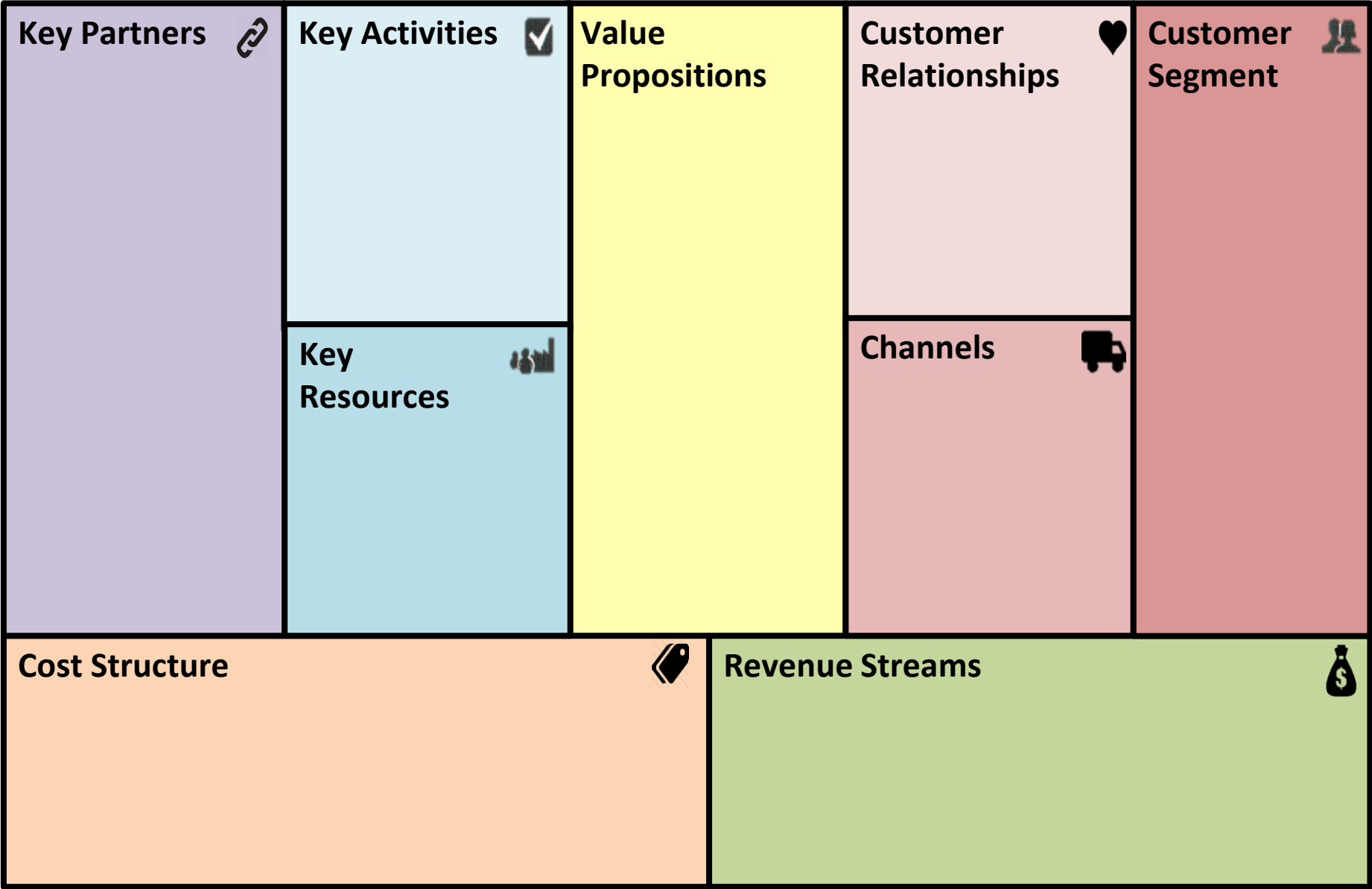
Project Plan GANTT chart

Do by quarters in the first two years, and then by years – Use Q1, Q2, Year 3, Year 4, Year 5 etc
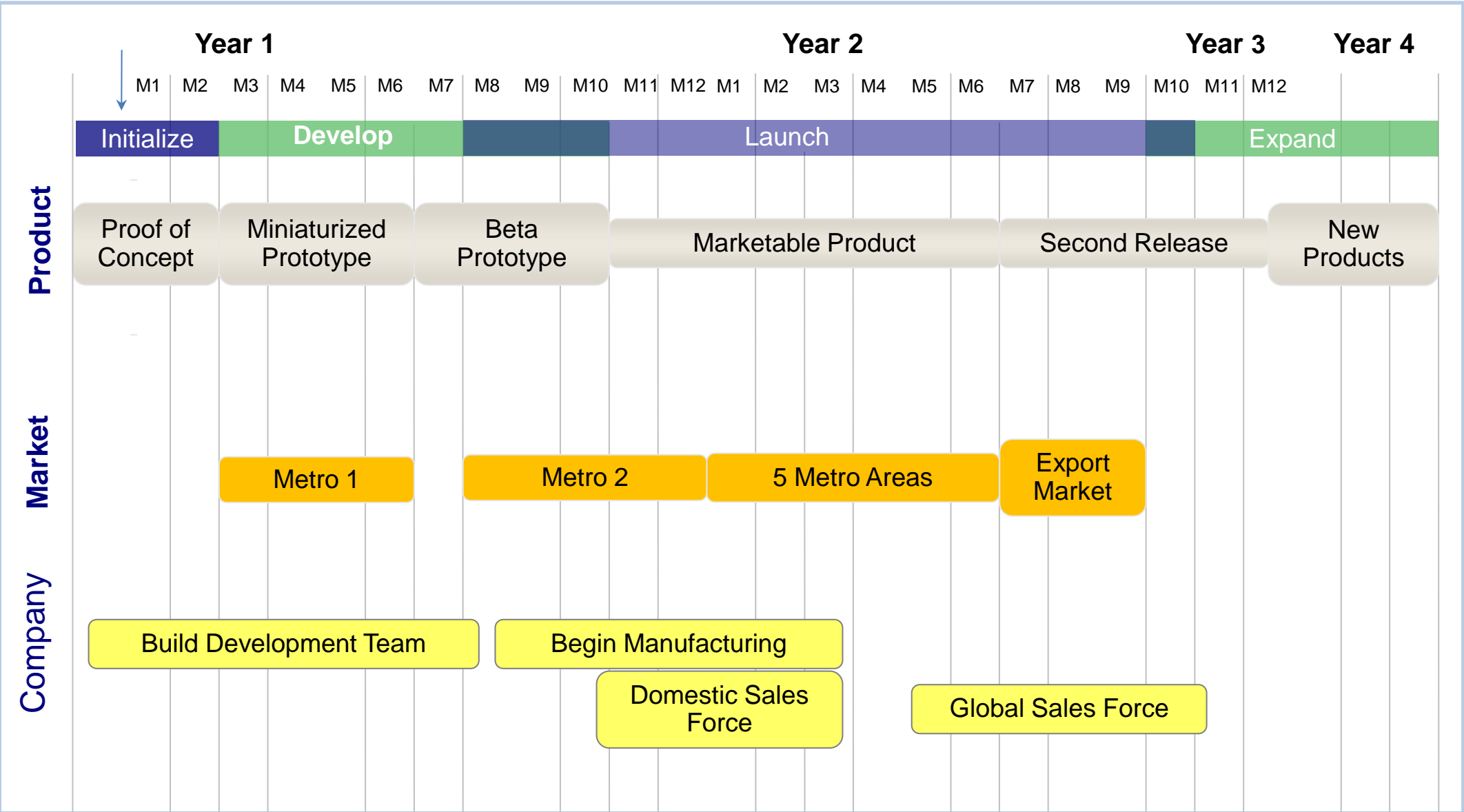
Financial Projections

You can give as much detail as you like

	Year 1	Year 2	Year 3
Market :			
# of units			
Price per unit			
Revenue (Price * No of units)			
Cost of Goods sold (COGS) Material costs, Manufacturing, Logistics			
Sales & Mktg Costs			
Overheads (People, Offices etc)			
Profits / Loss			

Revenue & Cost Spreadsheet

Financial SNAPSHOT - 5 YEARS							
UNIT ECONOMICS	**2022**	**2023**	**2024**	**2025**	**2026**		**2022 - 26**
REVENUE STREAM - 1 - STORES SUBSCRIPTION - SaaS MODEL							
							₹ in Millions
No. of Stores	7	13	22	30	50		
REVENUE per STORE @ ₹ 1.50 lakhs per month (Subscription)	12600000	23400000	39600000	54000000	90000000		219.60
Costs of Goods Sold (Direct COSTS) - includes UV Sensors, codes, back-end Data Management software etc. @ 40% of revenue	5040000	9360000	15840000	21600000	36000000		87.84
GROSS MARGIN	7560000	14040000	23760000	32400000	54000000		131.76
GM % age	60.00	60.00	60.00	60.00	60.00		60.00
OVERHEADS + SG&A + Promoters' Time Spent @ 40% of Gross Margin	3024000	5616000	9504000	12960000	21600000		52.70
DEPRECIATION [No Borrowing - No Interest] @ 8% of Revenue	1008000	1872000	3168000	4320000	7200000		17.57
Net Profit / Loss - Stores Software revenue stream	3528000	6552000	11088000	15120000	25200000		61.49
Net Profit / Loss % age	28.00	28.00	28.00	28.00	28.00		28.00

Team CheckitOut,
ENT 603, 2021

Team Name

Team

Member Picture

Name
Position/Role in team
Degree/Yr and any other achievements in short

Member Picture

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Position/Role in team
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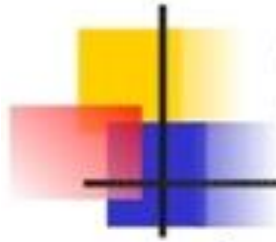Degree/Yr and any other achievements in short

Member Picture

Name
Position/Role in team
Degree/Yr and any other achievements in short

Mentor Picture

Name
Mentor
Title, Organization

12 slides is all you need

1. **Cover Page/Introduction**
2. **Overview**
3. **Problem**
4. **Market**
5. **Team**
6. **Technology/Solution**
7. **Customers/Revenue Model**
8. **Go to Market**
9. **Competition**
10. **Financials**
11. **Milestones**
12. **Summary**

1. Team Name, One-line description of idea
2. Problem
3. Market Size & Competition
4.   Customer Segments & Persona
5. Customer Discovery
6. Customer Value Proposition
7. Solution Design
8. Go to Market Plan
9. Revenue Planning
10. Project Planning – GANTT chart
11. Financial Planning & Fundraising
12. Team Composition