

Pitch Deck Template & Pitching **28th Oct 2024**



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**

Briefing for Final Project Team Presentation : Pitch Deck



- Nov 6th & 7th , Project Team Presentations, 10% weightage in course grading
- In Person Presentations, 2 separate panels
 - Nov 6th : Prof Ramesh
 - Nov 7th : Prof Anu
- 10 minutes for presentation, 4 minutes for Q&A, 1 min transition
- 12-15 slide deck , Present only 10 slides
- Name of File : TeamName_BizPlan
- Entire Team has to be present on stage , Submission will be through Moodle
- Teams have to stay for their entire slot : 8 team presentations
- Deadline , 6th Nov , 12 noon (for all 32 teams)

Business Plan Presentation : Evaluation

S No	Item	Sub Items	Marks
1	Problem / Idea (REVISED)	Problem, Idea, Size of Opportunity	
2	Customer Discovery & Validation	About your customer discovery, Revised Hypotheses after Customer Discovery, Customer Segments after Customer Discovery	1
3	Solution Design	Revised CVP, Benefits (Functional & Emotional) & Product Feature listing, Detailing your POC (Proof of Concept) – how can it be demonstrated	3
4	Go To Market	GTM – Awareness & Sales	1
5	Business & Financial Plan	Type of Biz Model + Revenue Stream, Project Plan, Financial Plan	3
5	Q&A	Presentation & Viva Answer	2
	Total		10

#1 Team



Team Logo

Team Name

One line description of the idea

KALAGENIX

Art Beyond Borders



#2 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

Problem

	Spread of airborne disease	Harmful effects of air pollution
Pre-COVID	↓	↑
Post-COVID	↑	↓
The New Normal?	↑	↑
	<p>If we talk about an airborne disease TB, 1.5 million people died and more than 10 million people were infected in 2018 (WHO). 122k+ deaths due to COVID-19 has been recorded by October end 2020 (GOI).</p>	<p>In 2018, air pollution was responsible for about 7 million deaths globally (WHO). Total damage to India because of air pollution is USD 150 billion annually (Greenpeace). Indians lose more than 2.6 years of their lives to air pollution (Centre for Science and Environment).</p>





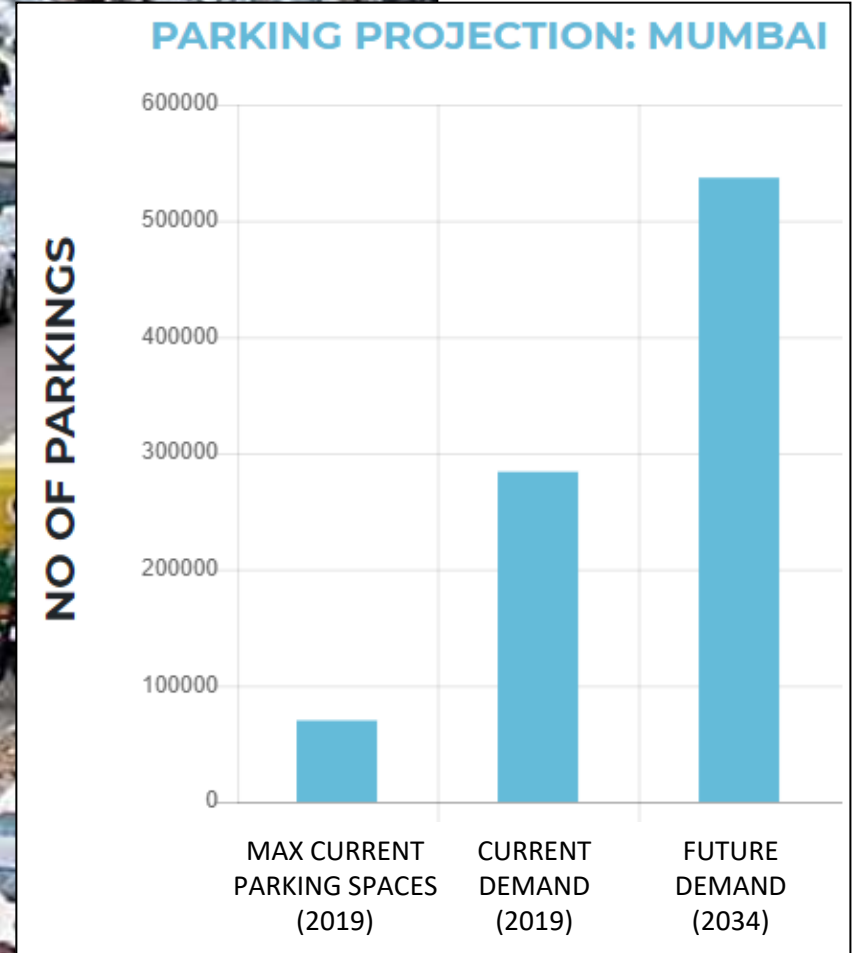
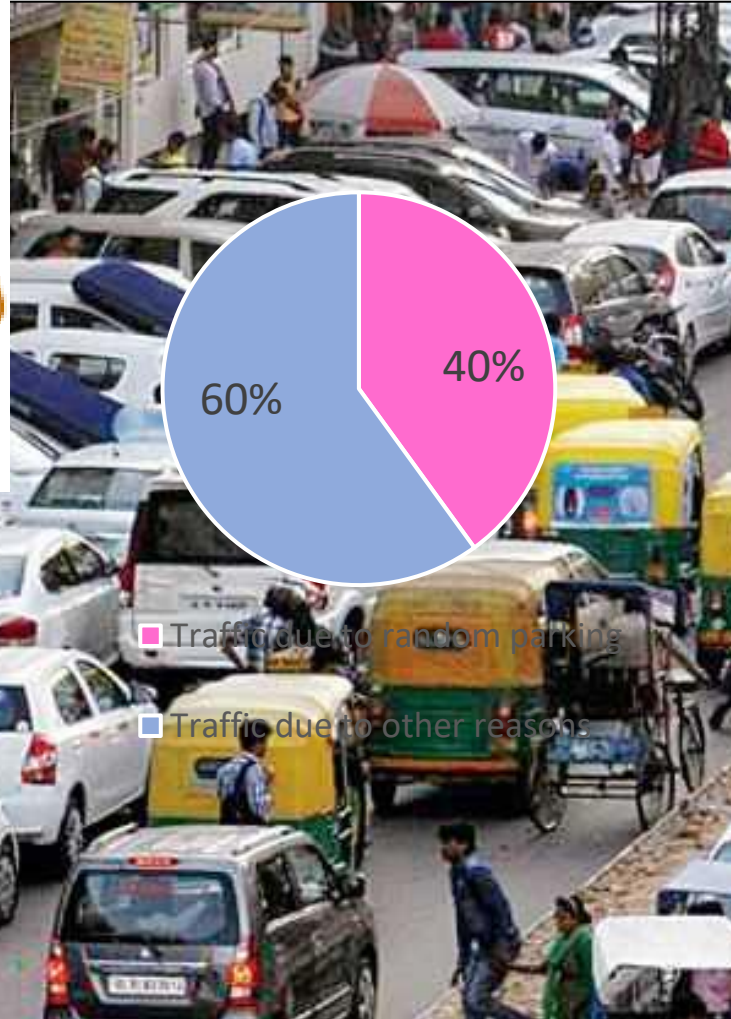
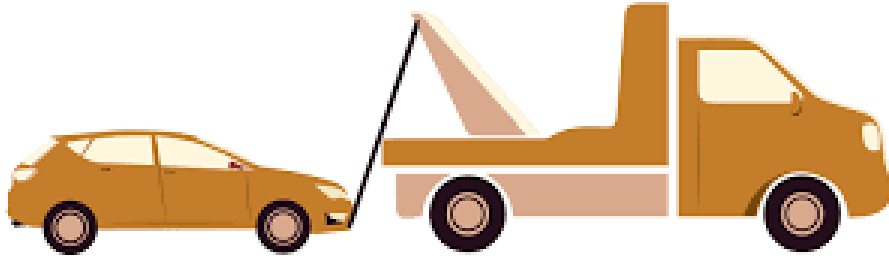
A Permanent Future?



What are we trying to address? Team ParkEasy



What are we trying to address? – Team ParkEasy



“20 min per drive are wasted in search of parking”

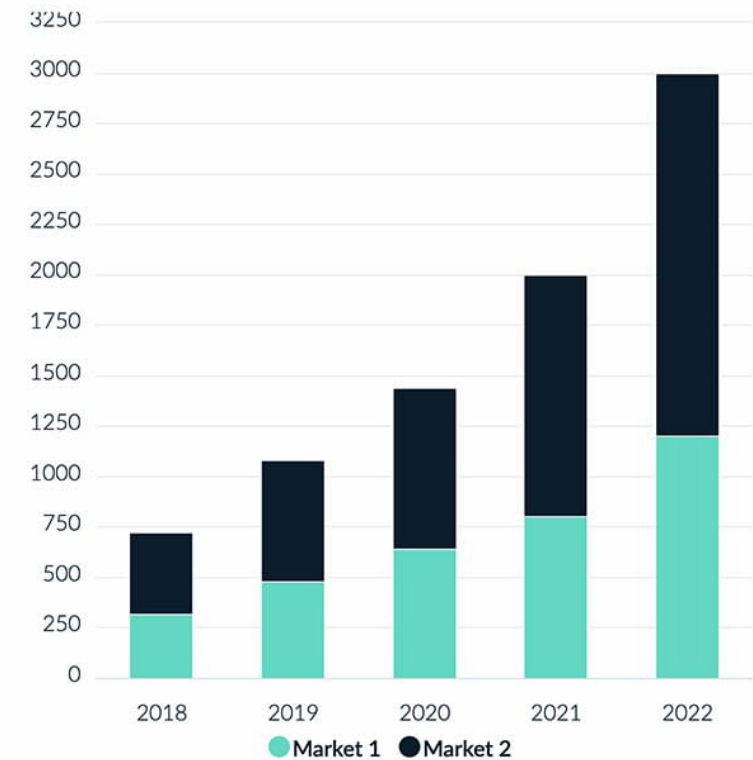
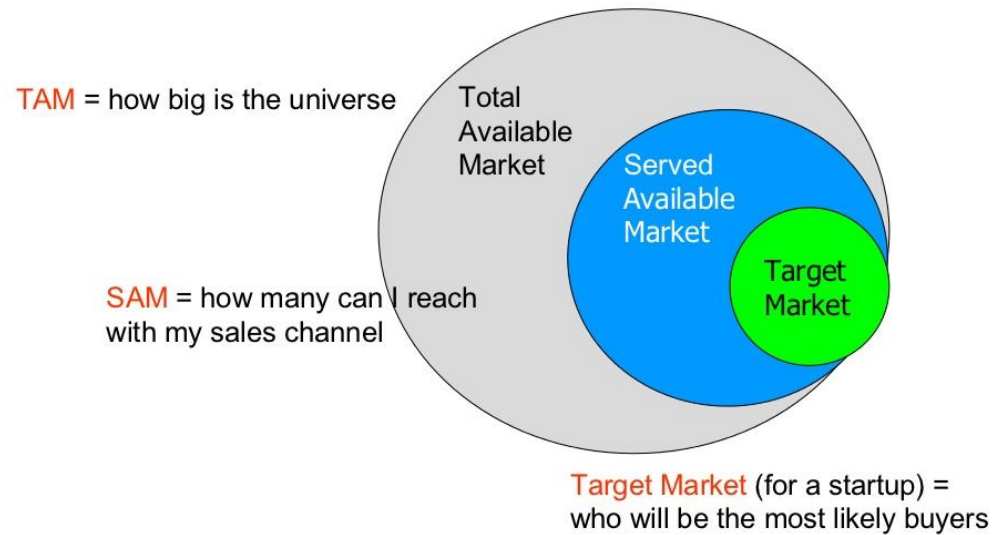
#3 Market Size

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 get revenue and profits?

- Who will pay how much?



Market size & Customer Discovery – Team i2Farms

How big is the market?

- The hydroponics market in India valued USD 2,624.26 Thousand in 2018 .
- Over 500 small-scale hydroponic farms around the metro cities of India covering over 0.5 million sqm of land.
- The India Hydroponics Market is expected to grow at a CAGR of 13.53% during the forecasting period (2021-2028)
- Asia-pacific Hydroponics Market has been estimated at USD 68.72 million in 2021



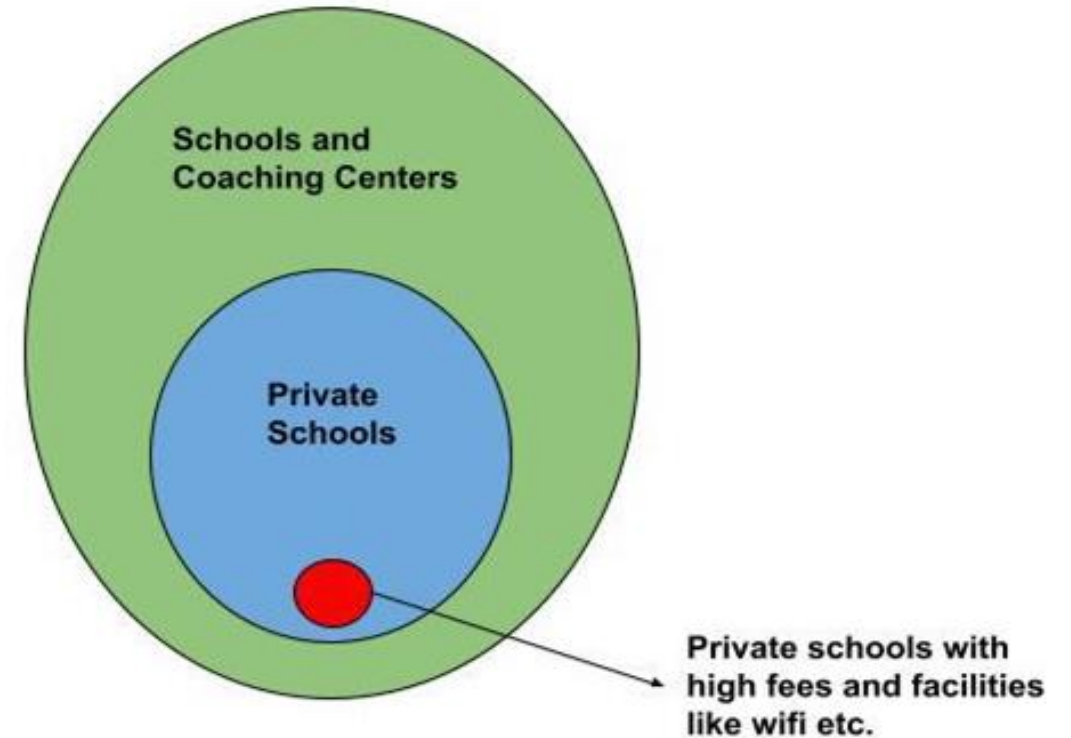
How would you get revenue ?

- Main source of income is selling the Equipment to hydroponics farms.
- Automation setup and its maintenance
- Active customer service.
- Personalised training subscription



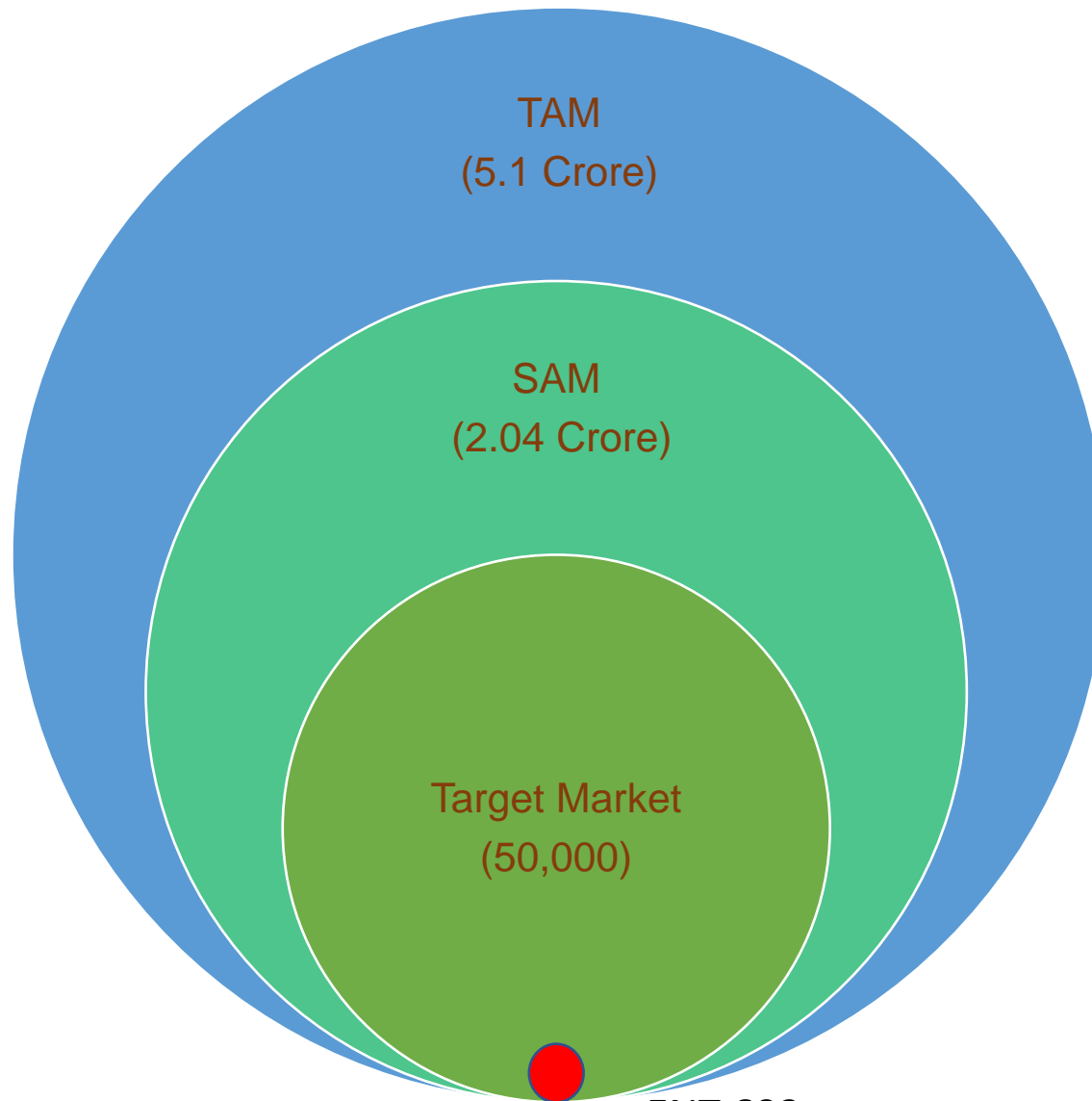
Target Market – Team VREducators

- Target Market
 - Tier-1 private schools
 - High set up cost
 - Boarding Schools
- Total Available Market
 - All schools
 - Coaching Centers



Market Size ... Team Needsjet

15



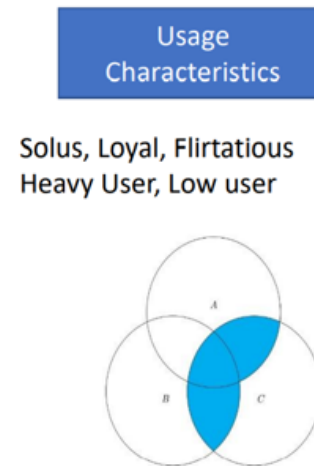
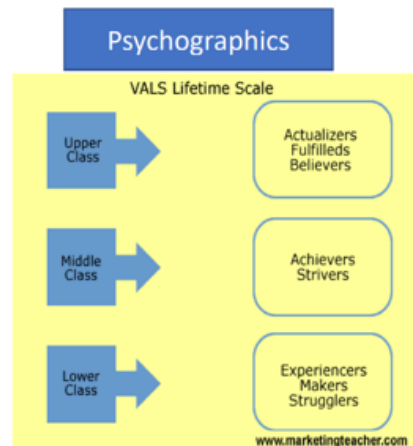
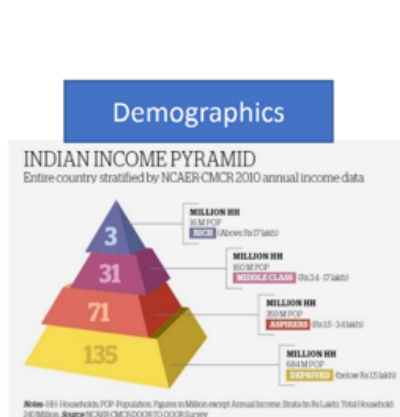
- Total population of Tier 2 cities (5.1 Crore)
- 40% of the total customers can be reached (2.04 Crore)
- Target market is Sikar city with 50,000 customers.
- During first year 1,000 customers will be targeted, which is our red dot.

ENT 603

#4 Target Customers

Who are you targeting – After Customer Discovery

- Tell us the potential customer segments
- Also Tell us the customer persona you are targeting and why and when would they need you
 - Bring alive the customer discovery the team has done



Rachel
Small Business Owner

- Social Media Marketing
- Key decision-maker

Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

www.tellmeyourgoal.com

Customer Profiles... Team Collabclan

What will our most common customers look like



Hobbyist

People who want to pursue a hobby, purely for fun.



Learners

People aged 18 to 30, who want to develop a particular skill, for their living.

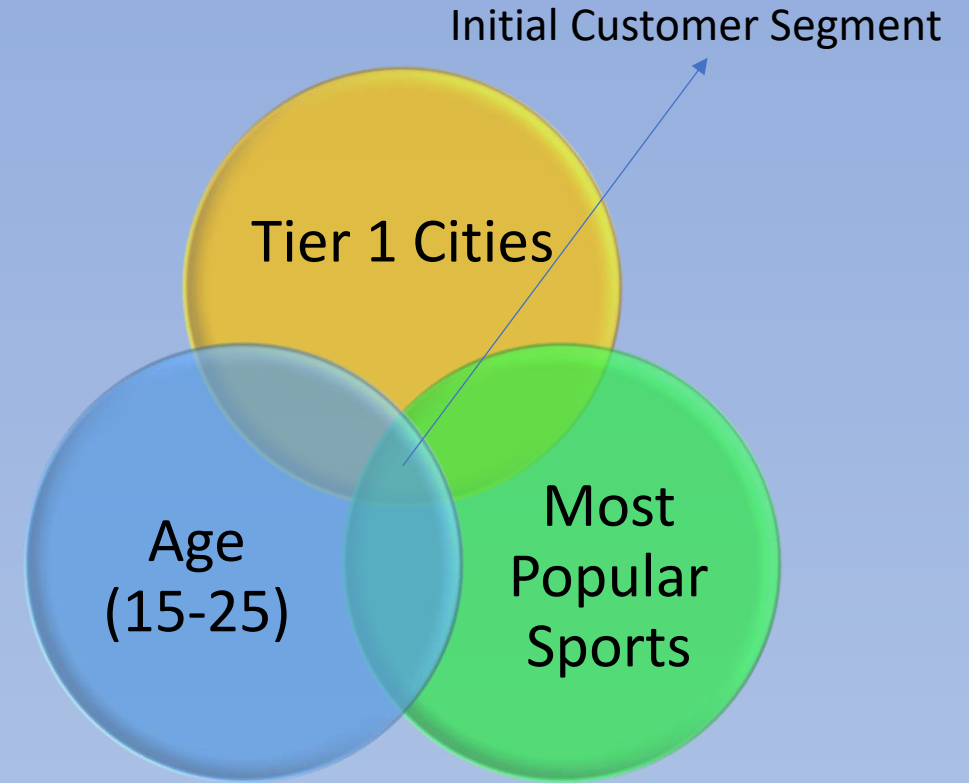


Explorers

They are people, from age 12 to 18, who are still exploring what their interests are.

Target Customers _ Team SportsFreaks

- Users from Tier-1 Cities with Decent Sports Infrastructure Available
- School and College Students, Age 15 to 25



#5 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

Competitive Analysis


	Zomato	Swiggy	Dabba Wala	Restaurant Offline	VariaT
Platform	Mobile App , website	Mobile App , website	on Call	Printed Menu Dine-in	Mobile App , website
Healthy Food	Minimum healthy options	Minimum healthy options	Fixed predecided menu	Multiple Healthy Options	Multiple Healthy Options
Price	Highly Expensive ~ Rs 800-1000	Highly Expensive ~ Rs 800-1000	Affordable ~ Rs 300-400	Expensive ~ Rs 1000-1200	Affordable Price ~ Rs 300-400
Customer	Local Restaurant Family, Students, Working Proffesionals	Local Restaurant Family, Students, Working Proffesionals	Students, Working professionals	Family, Students Working professionals	Household kitchen Family, Students, Working Proffesionals
Additional features	Cloud kitchen Data base Consulting Ingredients Supply	Cloud kitchen Data base Consulting Ingredients Supply	Environment friendly Delivery on cycles	Proper food ambience Fastest supply	Tamper proof Packaging Pre order Scheduled order Fresh ingredients Supply

Competitive Analysis

Competitive factor	AgroFin	DeHaat	Cropin	aibono	AgroStar	EM3	Intello labs
Years of existence	Since 2021	Since 2012	Since 2010	Since 2014	Since 2008	Since 2013	Since 2016
Location	Punjab	Bihar	Bengaluru	Bengaluru	Henegedara	Noida	Haryana
CB rank	-	109	2,562	21,661	2,154	16,668	5,970
Rating	-	4.9	4.2	4.1	5.0	3.7	4.7
Price (\$)							
Operation status	Active	Active	Active	Permanently closed	Active	Active	Active
Warranty (years)							
Total funding	-	\$164.3 M	\$32.6 M	\$5.5 M	\$42.4 M	\$13.3 M	\$8.5 M

Competition

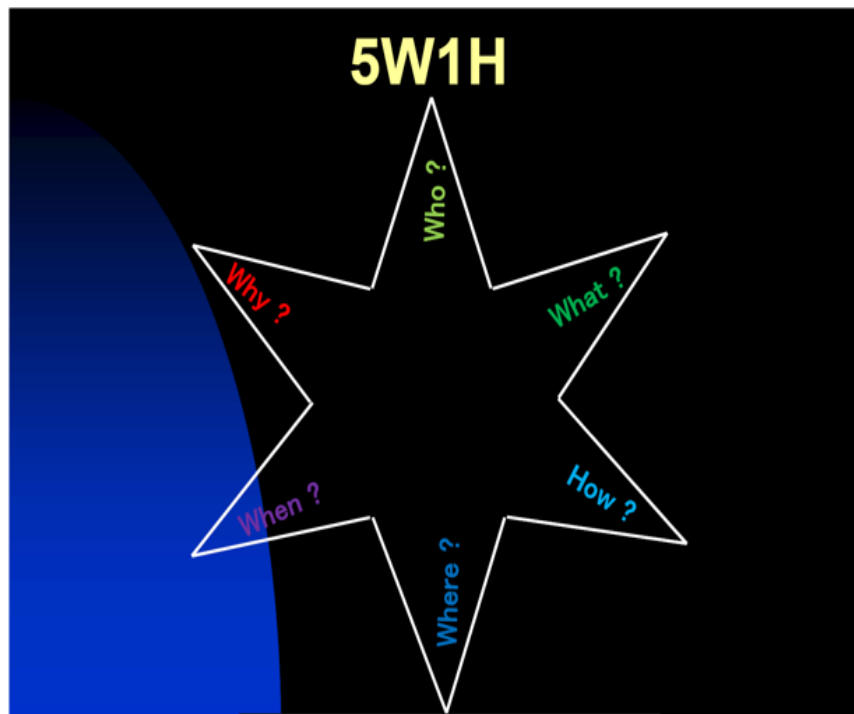
ENT603 | I2E

	ZERODHA	ROBINHOOD	TYCHE
 SPENDING ANALYSIS	No information on money spent	No information on money spent	Detailed spending analysis and timely reminders for payments
FINANCIAL LITERACY	Provides material that is of limited use for amateurs	Provides material that is of limited use to amateurs	Provides material and instructions for the ease of beginners
INVESTING	Can invest in any company on the stock exchange only in wholes of shares	Can invest in any company on the stock exchange in parts and wholes of shares	Can invest in any company on the stock exchange in parts and wholes of shares

#6 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



Five Whys

- **Step I**
Ask “why” in relation to an opportunity problem or situation
- **Step II**
Ask “why” in relation to answers of first “why”
- **Step III**
Ask “why” in relation to answers of second “why”
- **Step IV**
Ask “why” in relation to answers of third “why”
- **Step V**
Ask “why” in relation to answers of fourth “why”
- **Continue** this until you reach a point where a creative idea or solution is possible

Customer Discovery.. Team AgroFin

Number of farmers:

15

Number of lenders: 10

Number of investors: 20

Total: 45

Questions

- Financial crisis
- Types of loans? Satisfied?
- Suggestions
- Profits
- Weather forecasting
- Demand and supply
- Money Investors
- Expectation
- Risk analysis



Summary

- Bank loans/ Local lenders, Savings
- 9% interest ,Rs 10,000 per acre, 1 year- (N/S)
- Transparency, Higher market price, Lesser paperwork,
- Not satisfied
- Weather forecasting will be appreciated
- No buyers-low yield
- investors expectation- 3-4% interest rate quarterly
- Or crops
- Transparency with farmers

Insight

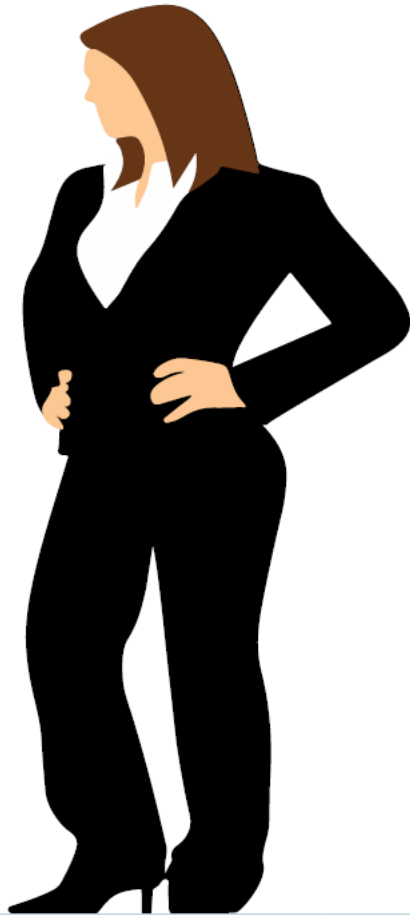
- Transparency
- Low interest rates
- Risk analysis
- Investors interested in crops

Key Observations from Customer Discovery..

Team Automeet

- 66.7% of people find it difficult to set up an offline meet up with friends due to conflicting schedules
- Over 60% of interviewees find it difficult to choose a venue for their informal meets, the most common reason being lack of information about various events and venues in their city
- More than 90% of them would prefer using a platform which would assist them in scheduling and inviting their friends for a meet-up

What are we trying to address? Team Procano



Sleep Deprivation

Hardy getting time to sleep amidst heavy load of work and ruining body clock and facing troubles

Missing Deadlines

Students accepted to have missed many deadlines due to procrastination and that further leads to anxiety

Low Productivity

Doing things in a rush leads to low quality work. Also no time for recreation as most time is spent away.



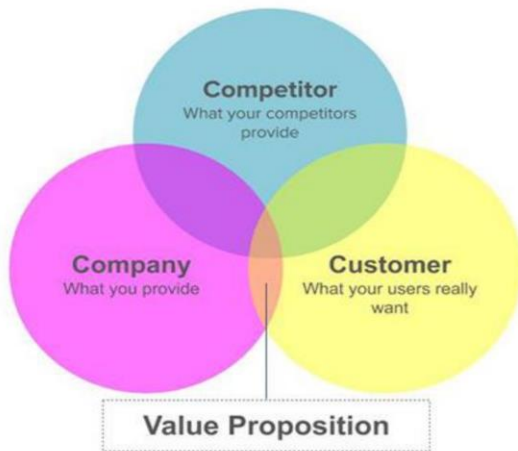
We talked to 118 college students!

A whopping 110 of them accepted to be prone to procrastination.

#7 Value Proposition

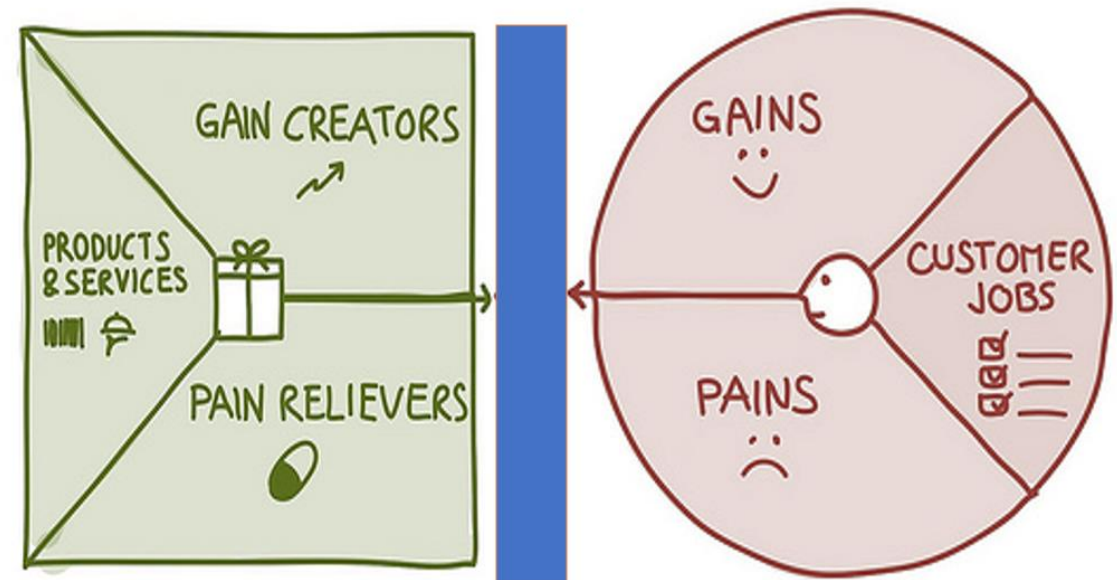
What would be the benefits to the customer

- Can you 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



“Google is the world’s largest search engine that allows Internet users to find relevant information quickly and easily.”

What is it?
Who is it for?
Why is it valuable?



Value Proposition .. Team Nurturify



- Customized interior designs such as indoor gardens, themed restaurants, designing workplaces.
- Eco-Friendly, natural spaces which appeal to people and provide a better workspace. Statistically known to reduce anxiety levels and create a healthy environment.
- 24*7 constant service, help and guidance provided by the company solving all queries and helping customers to take good care of their nursery.
- Online guidance to reminders about taking care of plants, when and how much to water to fertilizing techniques and tricks.



We encourage planting and implementing greenery in our surrounding and contributing something towards Mother Nature.

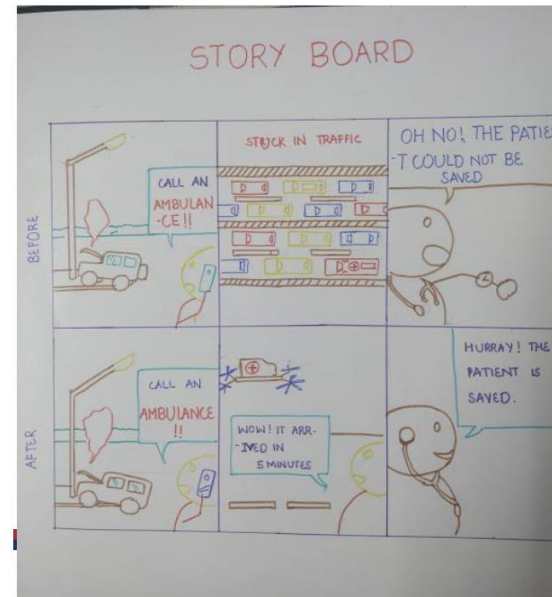


#8 The Solution

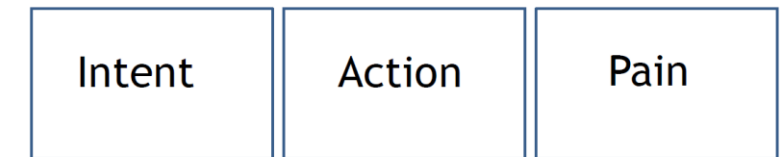
Tell us what is your solution

- 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

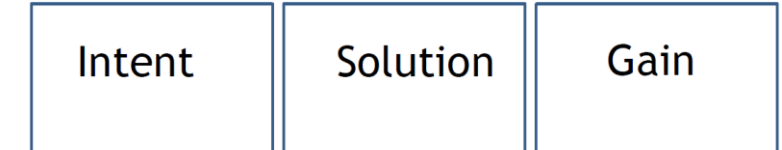
Helicopter ambulance



Before-and-after: A template
Before



After



www.catalign.in

25

Create this to explain your solution as done in Prof Vinay Dabholkar's class. Interest is in solution here. Can do 3-part story-board instead of 6

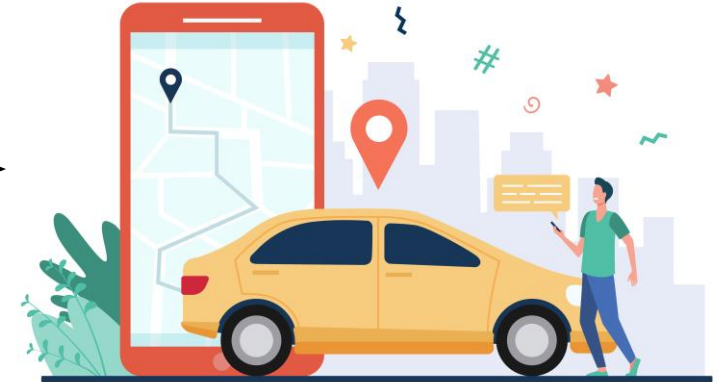
Our Solution : Team ParkEasy



Parking Space Identification



IoT-Enabled Parking Management



Mobile App for customers

VALET PARKING



Valet Parking

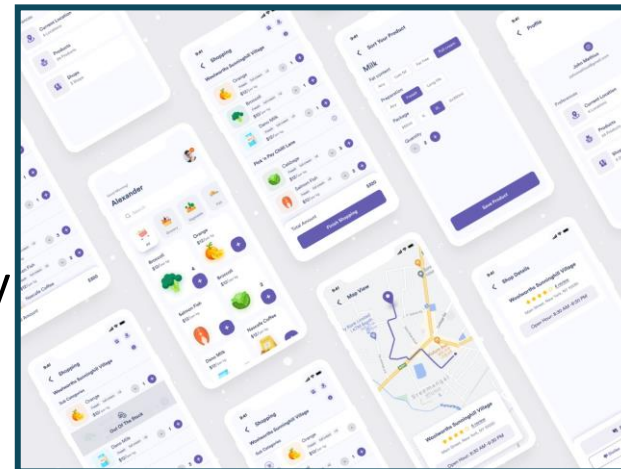
Optimizing Parking



Vertical Parking System

The Solution.. Team CheckitOut

- **The Checkout System:** A full-sized bay-cabin installed at the exit of the store, equipped with AI Based object identification and billing system to boost the speed of checkout process.
- **Analytics:** Robust data analytics provided to the store management regarding the purchase patterns and consumer behaviour to optimise the inventory to its peak
- **Mobile App:** An all-in-one mobile app for the customers to verify their purchase and make pay on-the-go



Team Name

#9 Go To Market

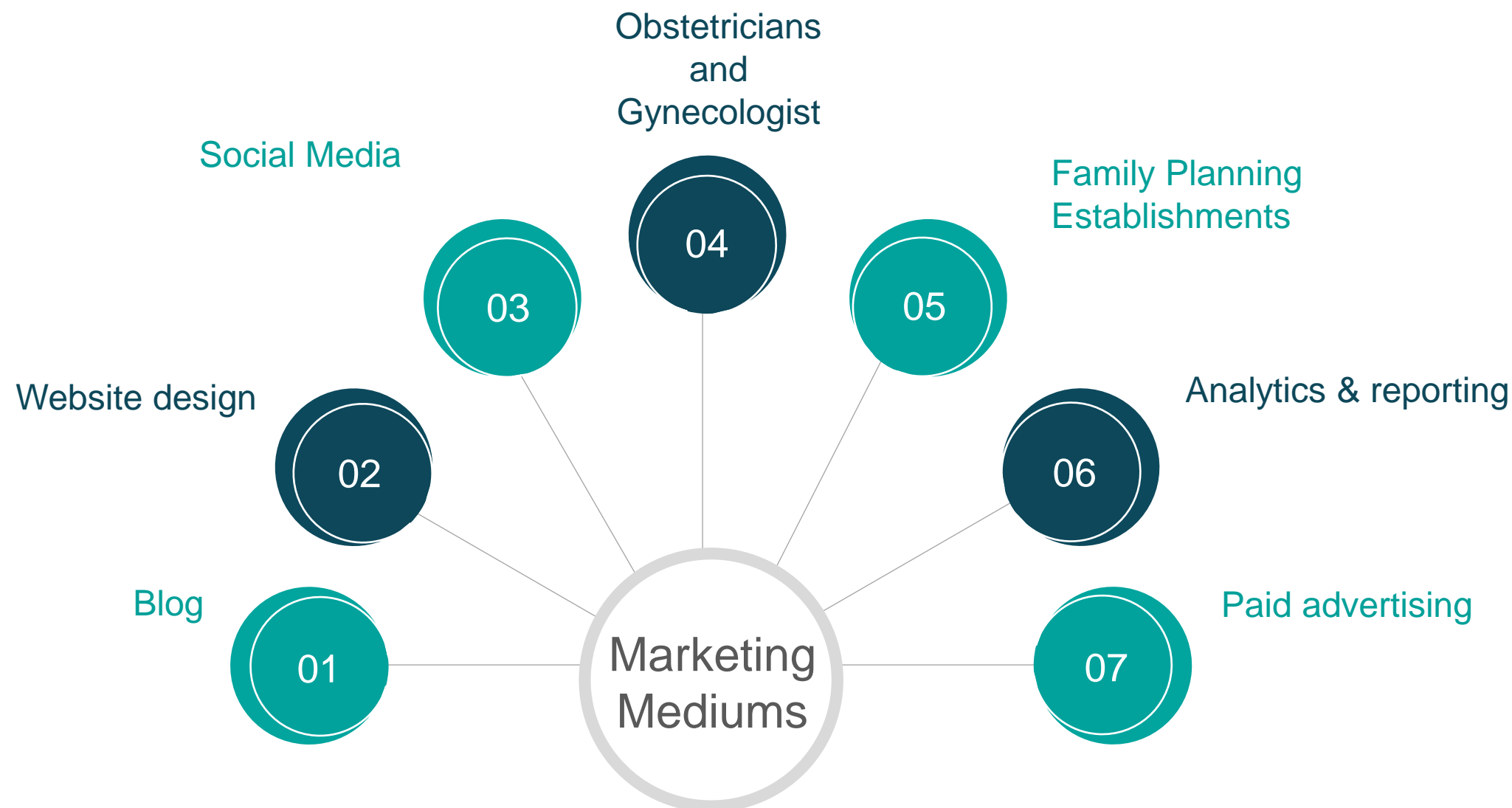
- Who are your customers and how will you get to them ?
- Which channels would you use for **awareness creation** and why?
- Which channels would you use for **Distribution** and why ?
- How will you acquire these customers – what could be the potential challenges and costs ?



Go-to-Market Plan



Marketing Strategy



#10 Revenue Streams

- What is a typical transaction?
 - Purchase, subscription?
 - How much?
- A broad Revenue understanding
- How will you make money (Profits)

Revenue Stream

(INR)	June 2023	Oct 2023	Dec 2023	Feb 2023	Apr 2023
Product	600	1000	1500	2000	2500
Pricing(per unit)	1500	1600	1700	2000	2000
Revenue	907,500	1,608,100	2,558,600	4,009,000	5,009,700

#11 Team



Member
Picture

Name

Position/Role in team

Degree/Yr and any other
achievements in short

Member
Picture

Name

Position/Role in team

Degree/Yr and any other
achievements in short

Member
Picture

Name

Position/Role in team

Degree/Yr and any other
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Member
Picture

Name

Position/Role in team

Degree/Yr and any other
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Member
Picture

Name

Position/Role in team

Degree/Yr and any other
achievements in short

Member
Picture

Name

Position/Role in team

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

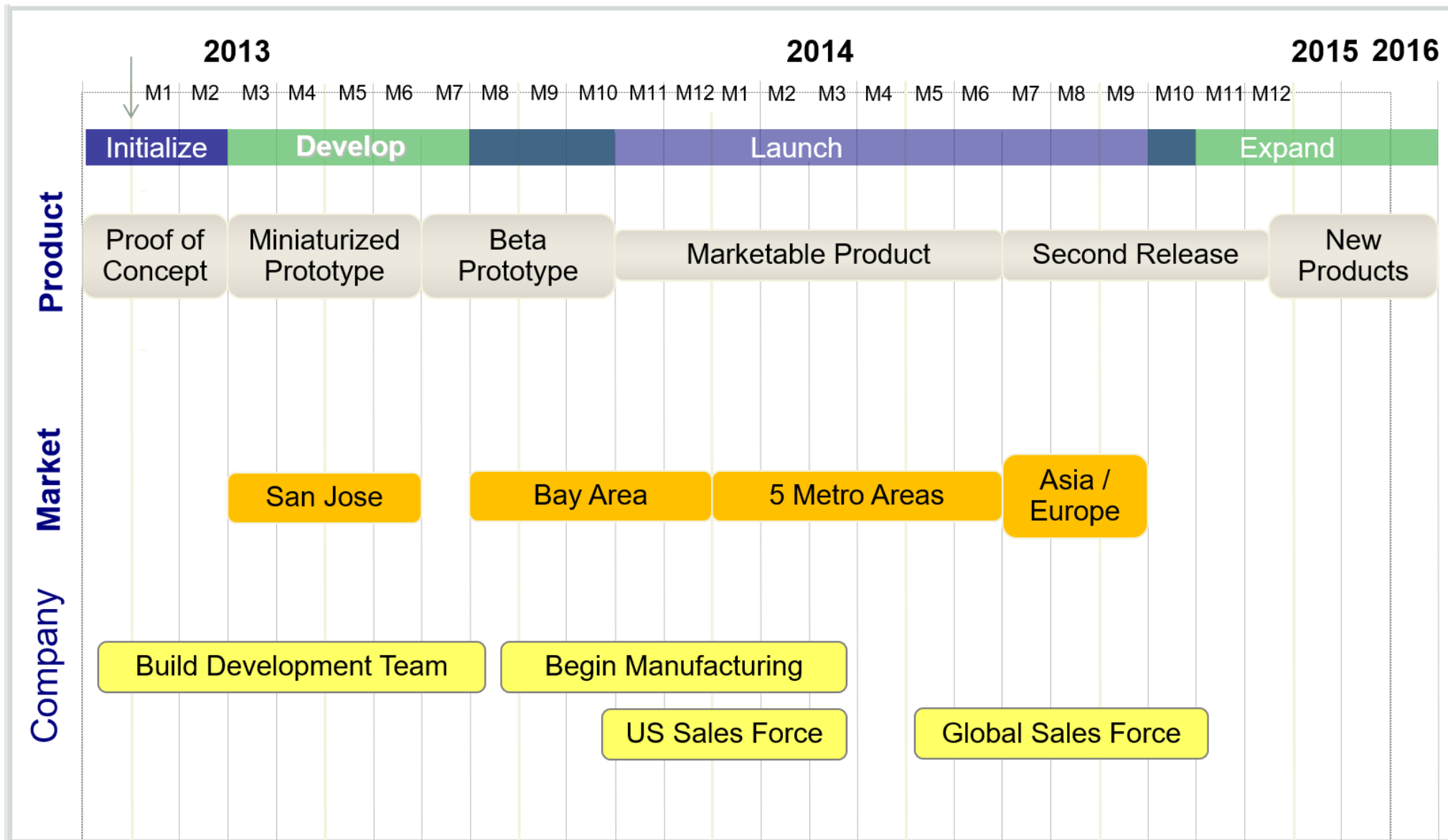
Mentor

Title, Organization

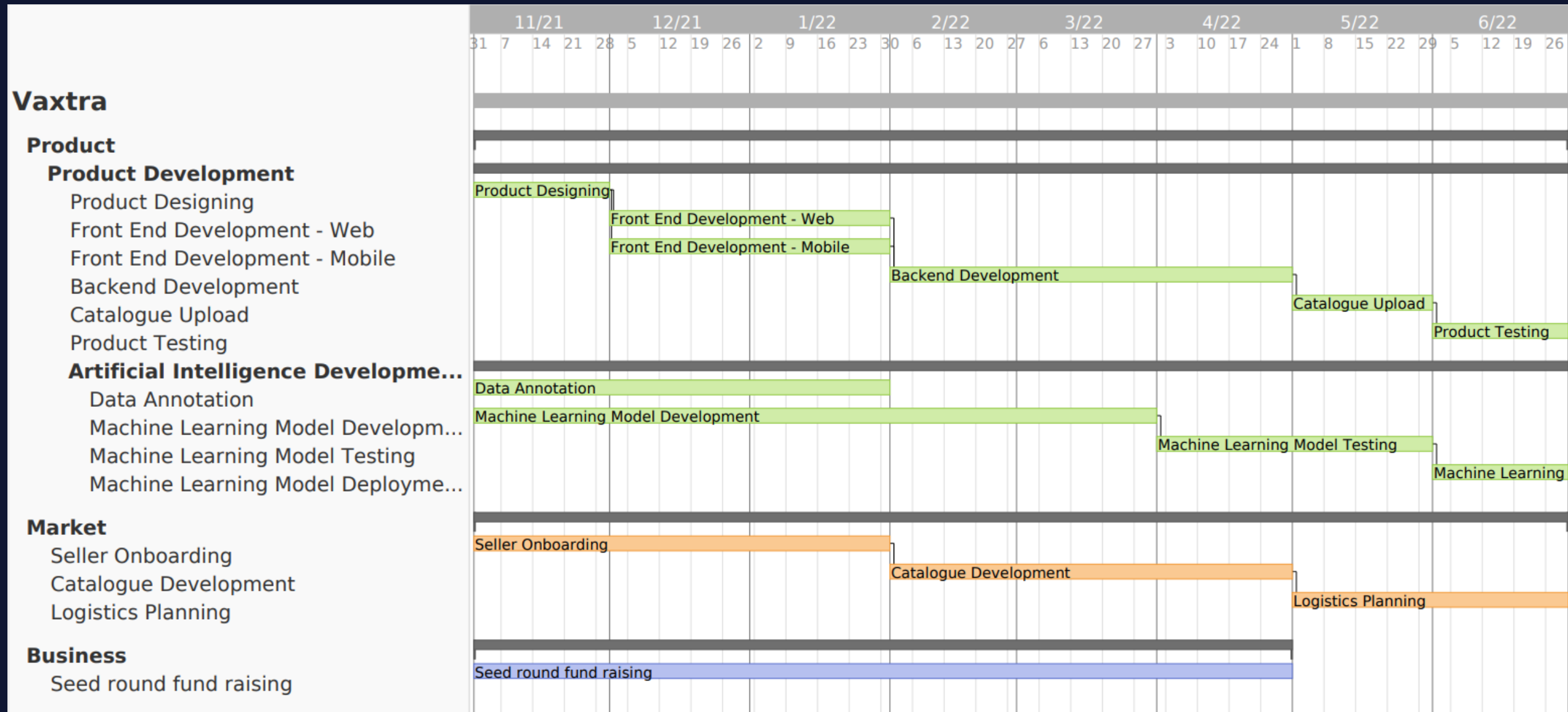
#12 Project Plan GANTT chart



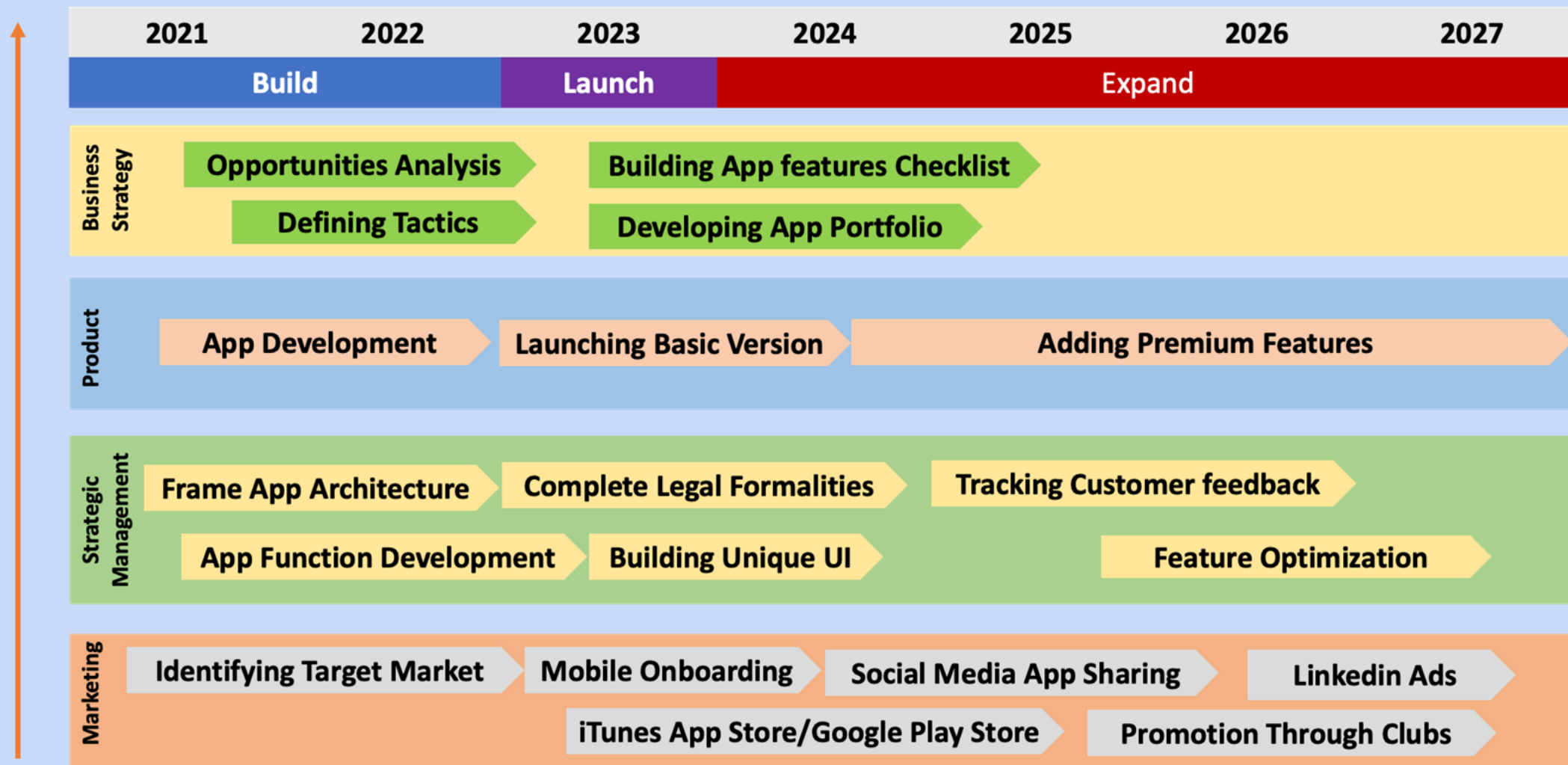
Do by quarters in the first two years, and then by years – Use Q1, Q2, Year 3, Year 4, Year 5 etc



Project Plan



GANTT Chart



#13 Financial Projections

You can give as much detail as you like

	Year 1	Year 2	Year 3	Year 4	Year 5
# of units					
Price per unit					
Revenue					
Cost of Goods sold (COGS) Material costs, Manufacturing, Logistics					
Sales & Mktg Costs					
Overheads (People, Offices etc)					

AVERAGE REVENUE PER BAG

PRICE RANGE	Rs. 100-500	Rs. 500-1500	> Rs 1500
Commission from sellers	13%	11%	9%
Revenue per bag from commission (average)	39	110	200
Delivery Charge	15	0	0
Customisation cost(average)	60	125	300
Total revenue without customisation(Rs)	54	110	200
Total revenue with customisation(Rs)	114	235	500

FINANCIAL PROJECTIONS

YEAR	JAN'22-JUN'22 (TRIAL PHASE)	JUL'22-DEC'22	2023	2024	2025
No. of bags sold without customisation	500	1000	2000	4000	10000
No. of bags sold with customisation	100	200	500	1000	3000
Revenue from bags (Rs)	72k	1.44 lakh	3.05 lakh	6.1 lakh	16.1 lakh
Other revenue (ads on platform)(Rs)	0	0	50k	1.5 lakh	4 lakh
Total revenue(Rs)	72k	1.44 lakh	3.55 lakh	7.6 lakh	20.1 lakh
Total costs(Rs)	1.5 lakh	2 lakh	4 lakh	8 lakh	19.5 lakh
Profit before tax(PBT) (Rs)	(78k)	(55k)	(45k)	(40k)	60k

Financial Projections : Team i2Farms



	Year 1	Year 2	Year 3	Year 4	Year 5
# of units (Automation Products)	1	10	50	100	500
Price per unit (Automation Product)	50-60k	50-60k	70-80k	70-80k	1lakh +
Revenue (Automation + Farm)	5-10k	50-100k	10000-15000k	60000-80000k	100000-500000k
Cost of Goods sold (COGS) Material costs, Manufacturing, Logistics	40-50k	400-500k	7000-14000k	60000-90000k	90000-100000k
Sales & Mktg Costs	5-10k	20-30k	50-100k	200-500k	500-1000k
Overheads (People, Offices, warehouses, land)	-	-	3000-6000k	40000-60000k	80000-100000k

Back Ups

Team Sequence : 6th Nov, LC 102, Prof Ramesh



5 pm to 7 pm

Team Name	Timing
ACADMIX/Unsupervised learners	17:00-17:15
MindSynerG	17:15-17:30
SeaWee	17:30-17:45
VibeSync	17:45-18:00
FInWiser	18:00-18:15
TechnoCare	18:15-18:30
Solar Oasis/Verde Vision	18:30-18:45
Procurely/Carecore	18:45-19:00

7 pm to 9 pm

Team Name	Timing
Green stride	19:00-19:15
Nebula	19:15-19:30
NexTechAI	19:30-19:45
Pure Drop/LMS	19:45-20:00
InnoSense	20:00-20:15
SolarArc/WeFind	20:15-20:30
StyleByYou	20:30-20:45
Team Novent	20:45-21:00

Team Sequence : 7th Nov, LA 201, Prof Anu



5 pm to 7 pm

7 pm to 9 pm

Team Name	Timing
CareConnect	17:00-17:15
Connecting Dots	17:15-17:30
Trinetra/Virtual Ode	17:30-17:45
Ecoflow Textiles	17:45-18:00
Ecopreneurs	18:00-18:15
InnoAI	18:15-18:30
Sync/Team Mirage	18:30-18:45
Bluewave	18:45-19:00

Team Name	Timing
InterVR	19:00-19:15
Alzolve	19:15-19:30
MedTech Innovators	19:30-19:45
Krishi Avinya	19:45-20:00
Posture Mate	20:00-20:15
RobbinHoods	20:15-20:30
The Consneurs	20:30-20:45
CURO_medtech	20:45-21:00