

# 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

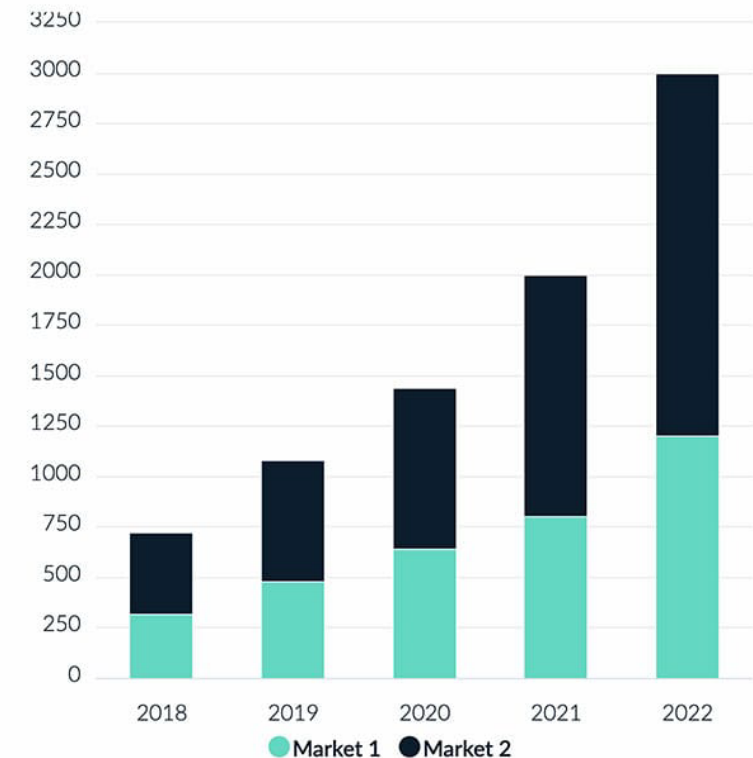
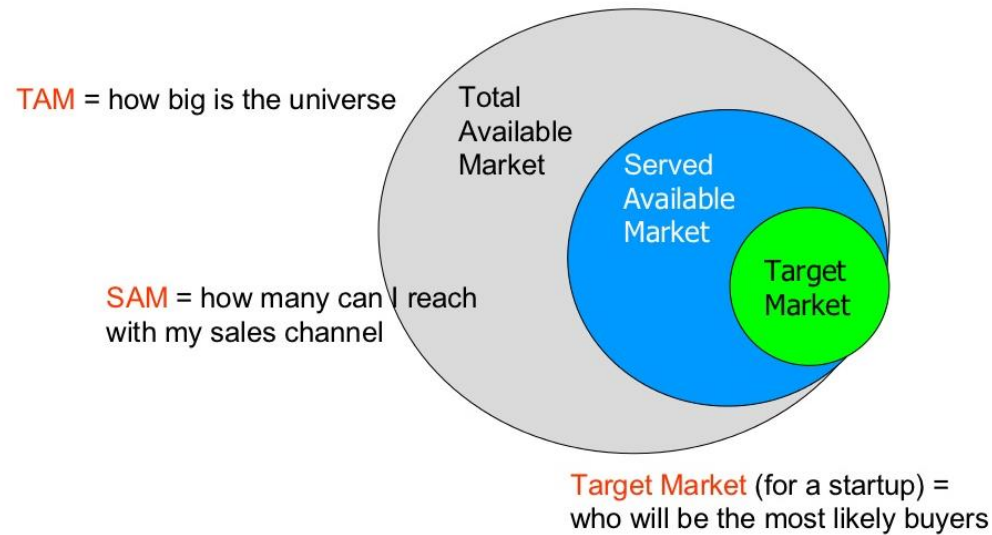
# Market Size

## 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?

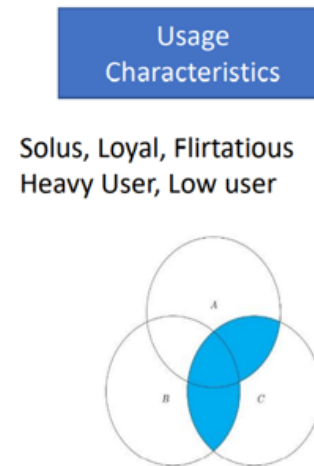
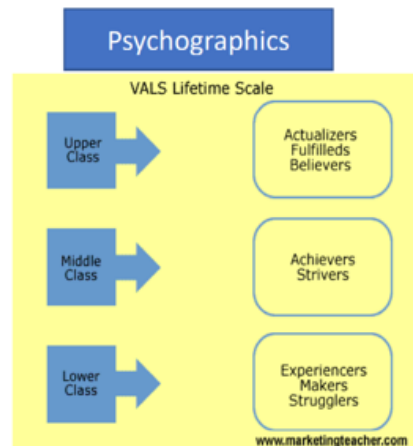
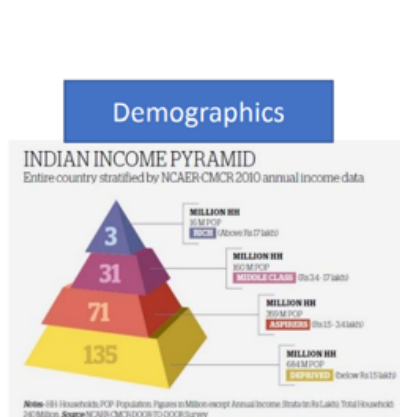
- Who will pay ? How much per unit?



# 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



**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

# 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

### Hypothesis Definition


I believe that [target customers] will [do this/use this solution] when [this experiment] has [this result].

We believe that food processing brands will need new sources of sustainable protein for their products & that source matters

To verify that we will send 1000 questionnaires to the major food processing brands worldwide and consumers and measure how many agree to be needing novel sources of protein

We will be right if at least 80% of the respondents request agree with us




### Test Card



Test Name	Deadline
Assigned to	Duration






STEP 1: HYPOTHESIS

We believe that

Critical:   




STEP 2: TEST

To verify that, we will

Test Cost:    Data Reliability:   

STEP 3: METRIC

And measure

Time Required:   

STEP 4: CRITERIA

We are right if

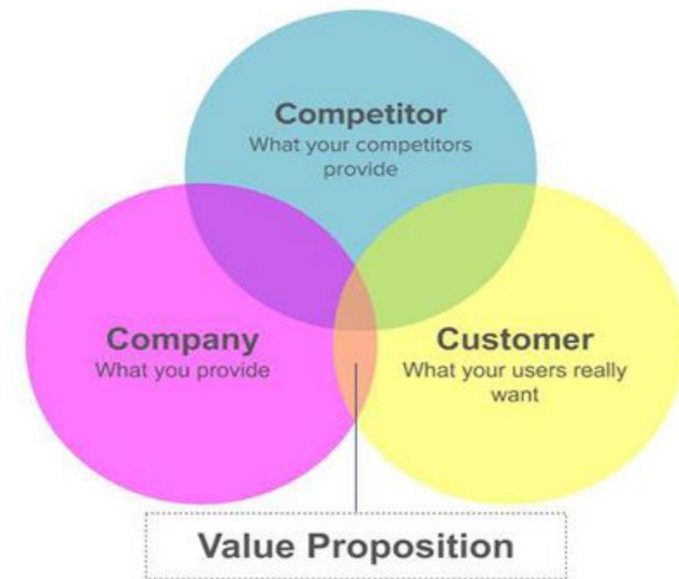
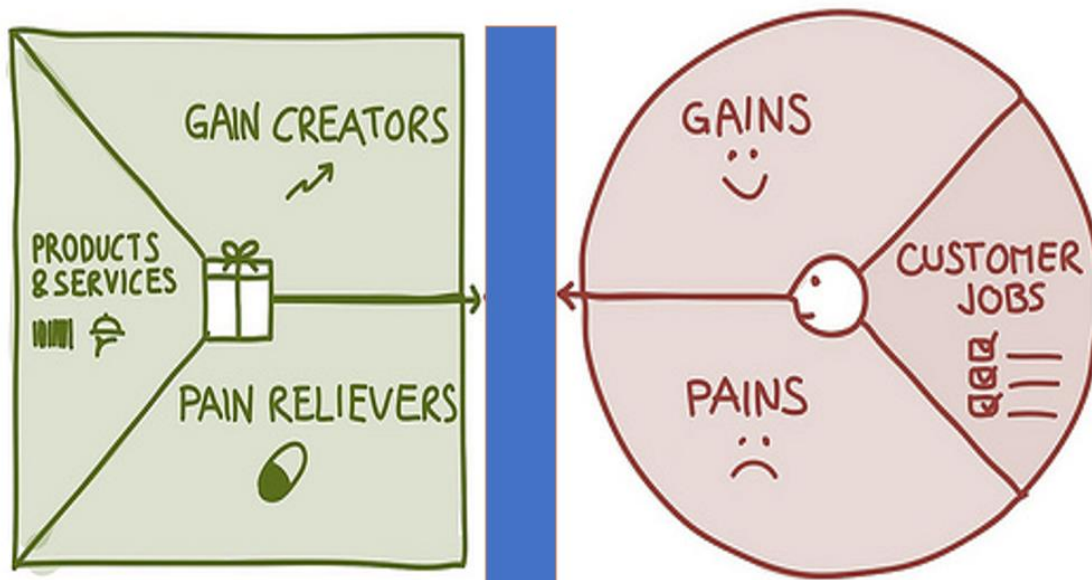
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The makers of Business Model Generation and Strategyzer



# 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

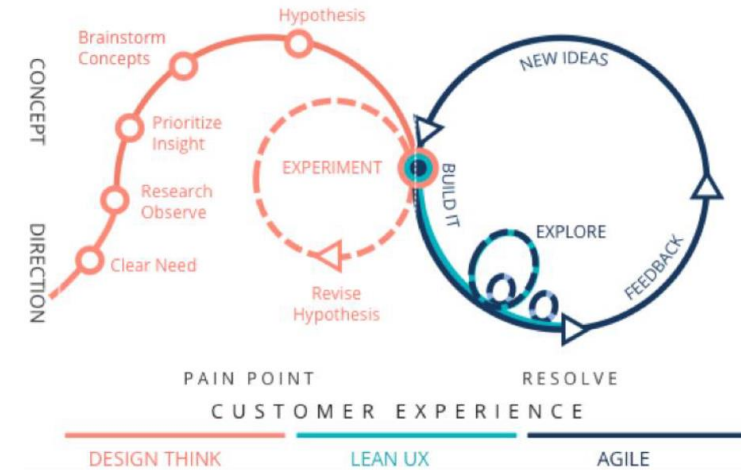


# The Solution : In words and a POC / Prototype

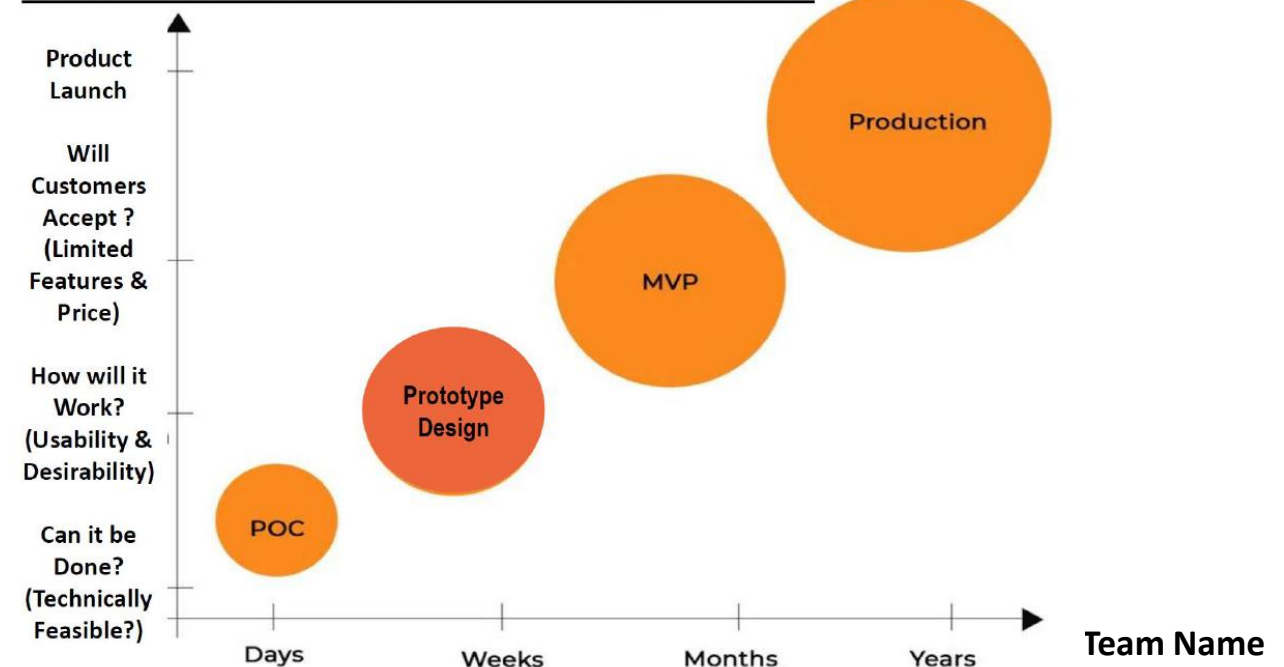


## Tell us what is your solution

- 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



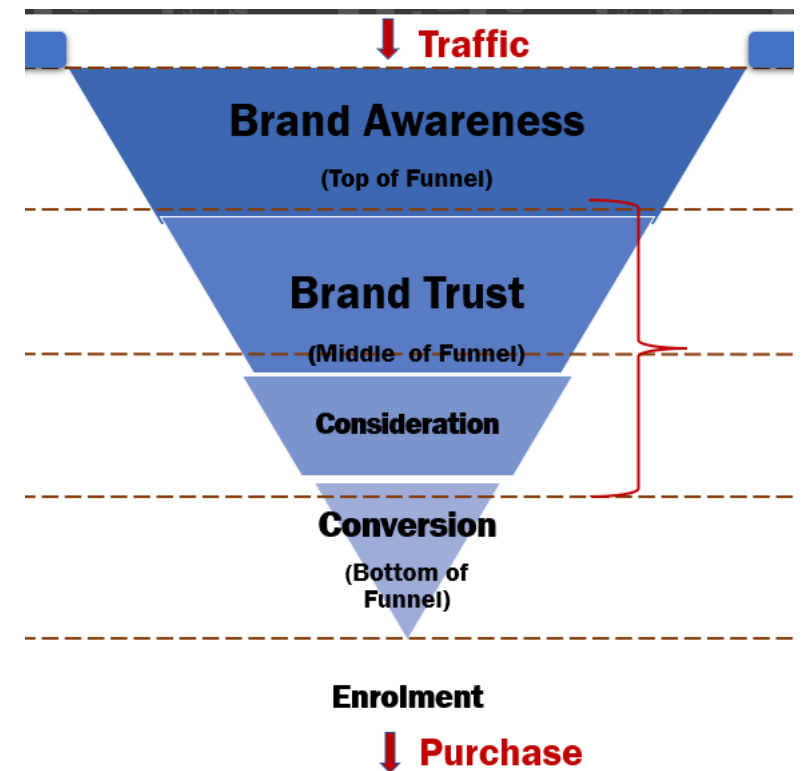
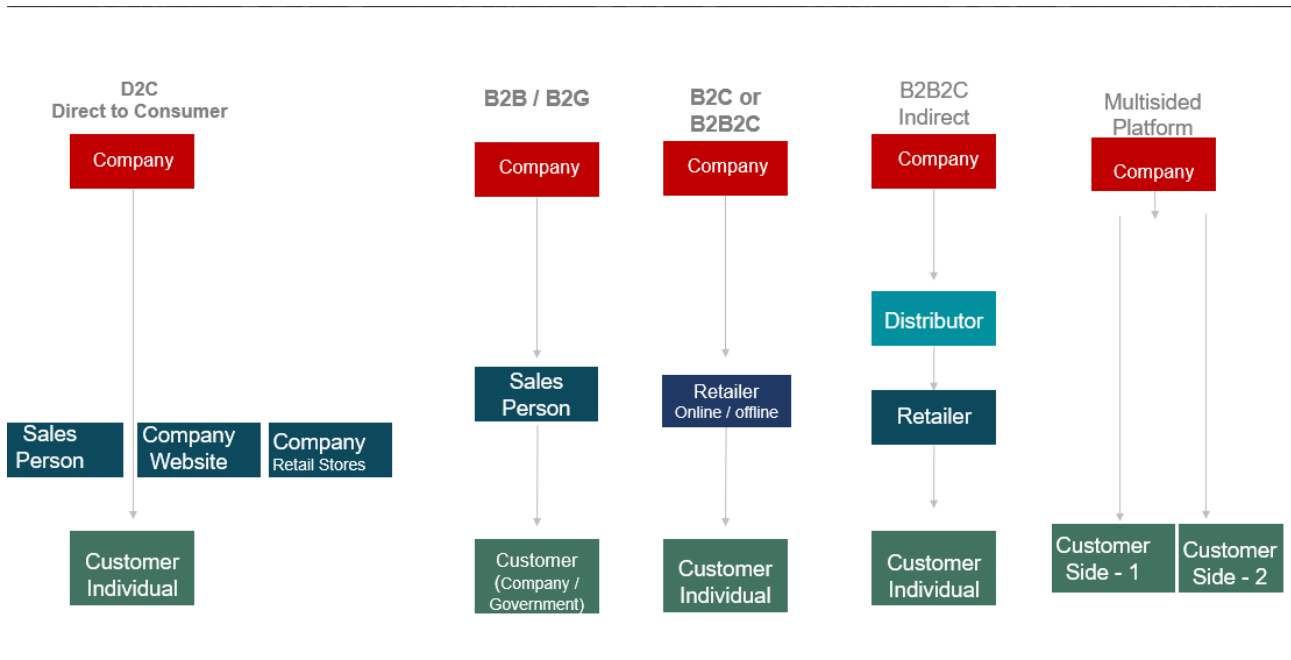
## STAGED PRODUCT MANAGEMENT





# Go To Market

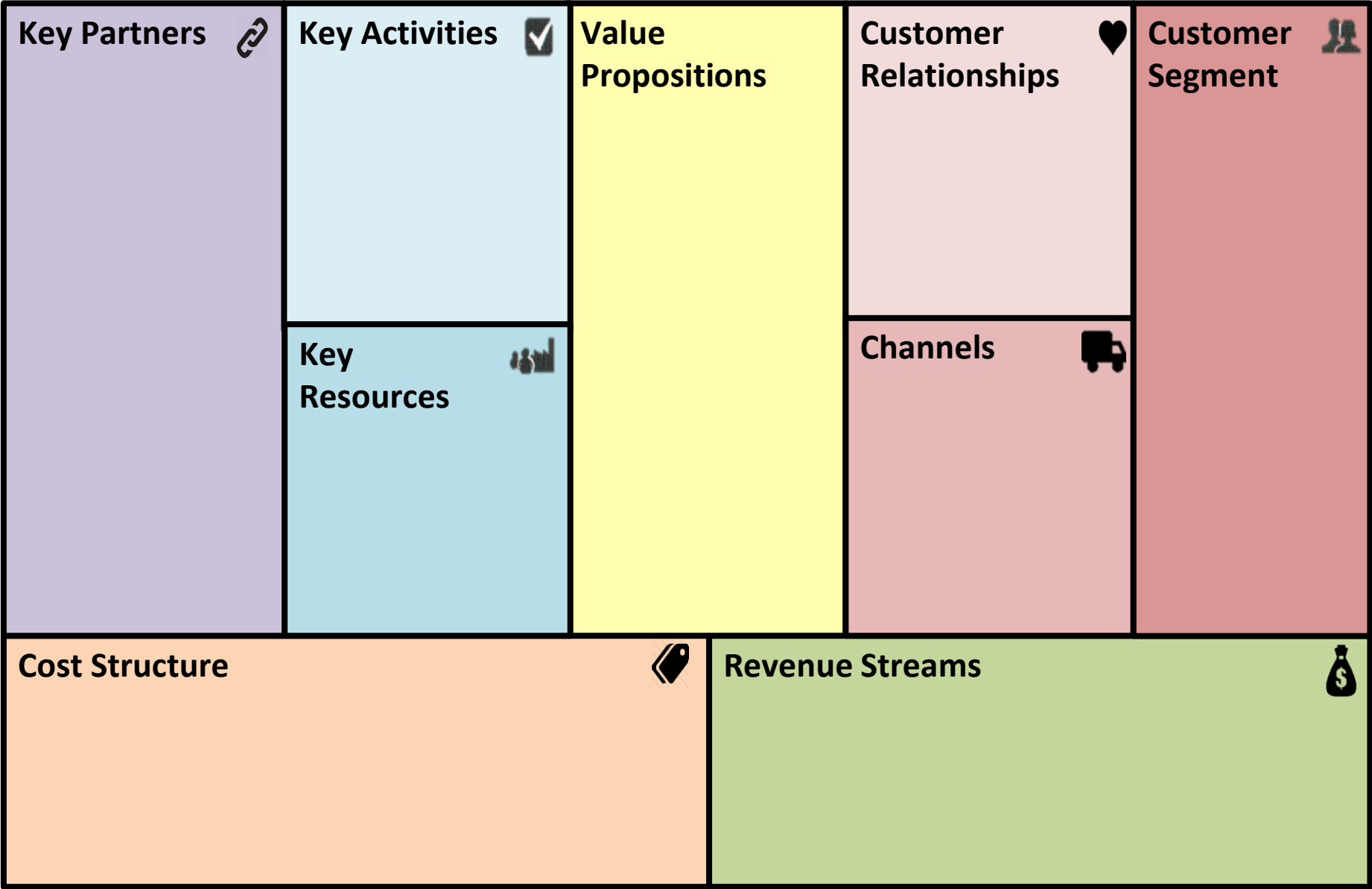
- Who are your customers and how will you get to them ?
- Which channels would you use for awareness creation and why?
- Which channels would you use for Distribution and why ?
- How will you acquire these customers – what could be the potential challenges and costs ? (CAC)



# Revenue Streams & Profit

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

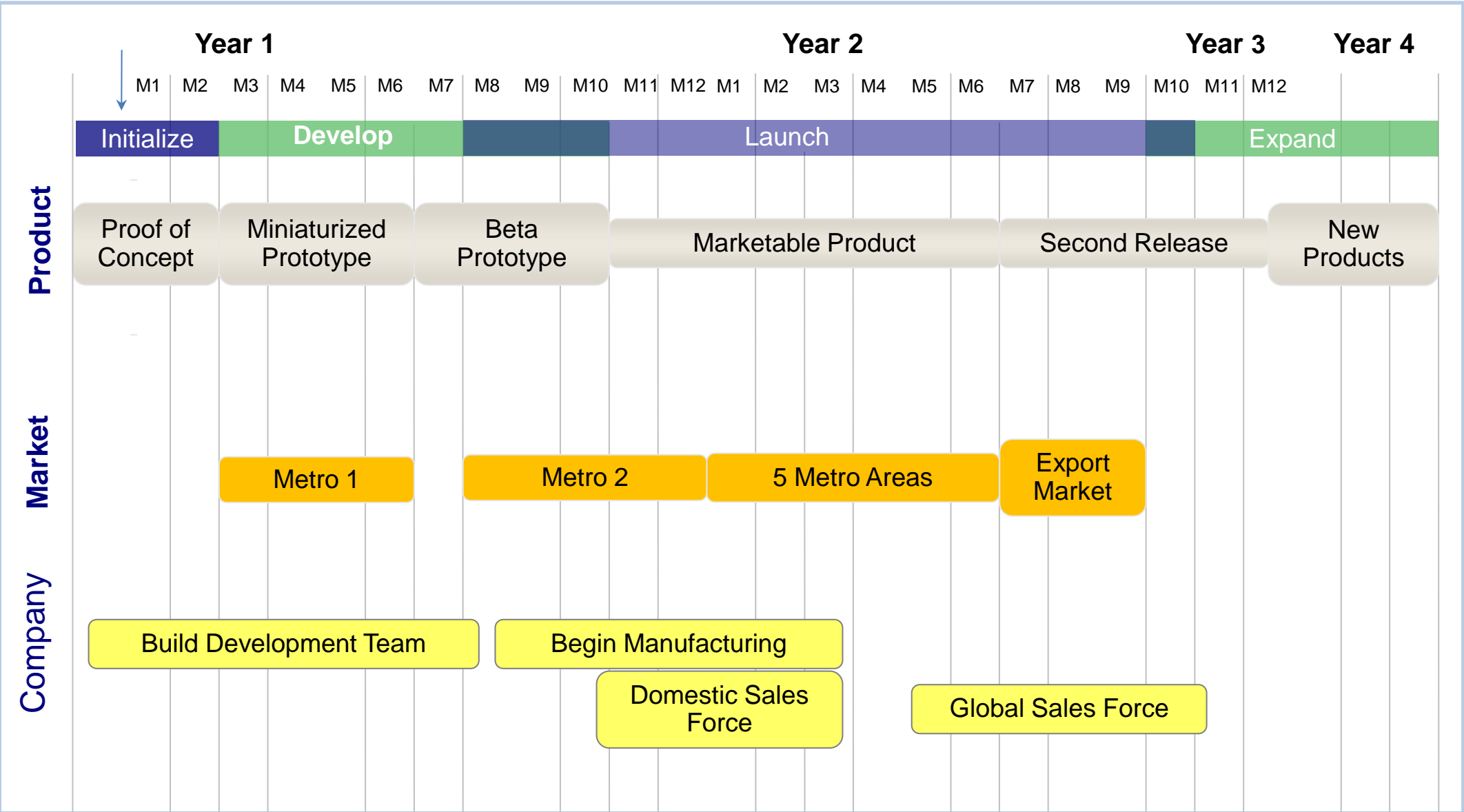
# Business Model Canvas



# 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

<u>UNIT ECONOMICS</u>	2022	2023	2024	2025	2026		2022 - 26
<u>REVENUE STREAM - 1 - STORES SUBSCRIPTION - SaaS MODEL</u>							
							₹ 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
<b>GROSS MARGIN</b>	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
<b>Net Profit / Loss - Stores Software revenue stream</b>	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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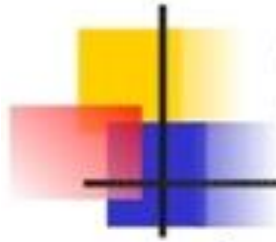
Mentor  
Picture

**Name**

**Mentor**

Title, Organization

**Team Name**



# 12 slides is all you need

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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**

# 12 Slide Pitch Deck



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